

**UNIVERSITY FO COLOMBO**  
**FACULTY OF ARTS**  
**DEPARTMENT OF ECONOMICS**

**DEPLOMA IN TRAVEL AND TOURISM ECONOMICS AND HOTEL  
MANAGEMENT (11<sup>th</sup> Batch)**

**FINAL EXAMINATION 2018**  
(Semester I)

**DTTEHM 04: TRAVEL AND TOURISM OPERATIONS**

**Time Allowed: TWO [2] HOURS**

**Answer question only FIVE [5] questions**

**All questions carry equal marks**

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**(1) Prepare a tour itinerary for the following:**

A group of 07 Pax from a country of your choice

- The group comprises with 02 couples;
- Two ladies and a gentleman; Age group: - 30 -40 year
- Duration - 10 days.
- Period- August
- Interests- sightseeing, wildlife, visit lessor known places, soft adventure or water sports, relax at a beach or at a nature -sunny resort for a shorter period.

Or

You may suggest a different experience

- a) Provide a short description of each place they visit.
- b) Estimate the cost- Only the heading of the costs, distribution of rooms, type of transport and meal plan etc.
- c) Estimate the values of three more additional tourism receipts that you can generate through the creation of new tourism activities for this group.

- (2) a) Explain the possible contribution of natural and cultural resources to make Sri Lanka as an attractive destination.
- b) Identify a particular natural or cultural destination site of your choice and discuss the possible activities that can be developed to create more experiences for the prospective tourists.
- (3) "Tourism product is neither golden beaches nor star class hotels, but the positive experiences offering by a destination to satisfy the tourists". Discuss this statement with the support of examples taken from Sri Lanka Tourism.
- (4) Discuss the role and responsibilities of the Inbound travel agent on the following areas:
- a) Earning profits
  - b) Sustainable use of the tourism resources
  - c) Promotion of destinations
  - d) Sharing the fair benefits
  - e) Social responsibility
- (5) Explain the following;
- a) Channels of distribution
  - b) Respective role of the whole seller in respect of creating the tour packages
  - c) Role of a tourist guide
  - d) Role of a travel executive in his/her travel operations

**(6) a) What is meant by a tour package?**

b) What are the essential characteristics to be concerned when developing a tour package?

c) Assume that you are supposed to develop one tour package for Buddhist Tourism in Sri Lanka. How do you relate the essential characteristics of tour package in such Buddhist tour package?

d) What is the relationship between 'Fully Escorted Tours' and 'Solo Travelers'?

e) How do you promote such tours in Sri Lanka?

**(7) Discuss the impact of multinationals and their vertical integration of Destination Management Companies on fair trade in tourism market in Sri Lanka.**

**(8) a) Identify and broadly discuss the roles and responsibilities of Producers, Wholesalers and Retailers in Tour operation. (13 marks)**

b) Explain the importance of ancillary services to a successful tour operation. (10 marks)

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