# UNIVERSITY OF COLOMBO-SRI LANKA

## FACULTY OF ARTS

THIRD YEAR EXAMINATION IN ARTS -2017/2018

(End of Second Semester)

### ENH 3247 – Tourism Economics and Hotel Management

#### Time: 2 Hours

ANSWER ONLY FOUR (4) QUESTIONS INCLUDING QUESTION NO (1).

*(Question Number One (1) is Compulsory)*

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(1). "Though the international inbound tourism is a great opportunity to a destination country, many issues and challenges should be addressed simultaneously."

    a) Discuss the major trends and patterns in global tourism at present.

(8 Marks)

    b) Explain the key possible opportunities generating by global tourism to Sri Lanka as a destination country.

(9 marks)

    c) Explain to what extent Sri Lanka as destination has capitalized the present opportunities of global tourism development.

(8 Marks)

(2). "Sri Lanka Tourism has certain characteristics as a service industry and its impact on Sri Lanka economy has become more decisive at present when it is compared to many other industries/sectors of the economy."

    a) Discuss the specific characteristics of Sri Lanka Tourism with the support of suitable examples.

(13 Marks)

    b) Explain the present trends and patterns of tourism development in Sri Lanka.

(12 Marks)

(3). a) What is meant by Typologies of Tourism Development?

(10 Marks)

    b) Explain the following types tourism development with the support of suitable examples in Sri Lanka Tourism:

        (i) Agro-tourism
        (ii) Culture Tourism
        (iii) MICE Tourism
        (iv) Community-Based Tourism
        (v) Ecotourism

(15 Marks)

**(4)** . a) What is meant by Culinary Tourism?

(7 Marks)

b) What are the possible contributions of Culinary Tourism for the development of tourism industry in Sri Lanka?

(9 Marks)

c) Explain the potentials and prospects in promoting Culinary Tourism in Sri Lanka.

(9 Marks)


**(5)** Sri Lanka has been ranked as the top best destination for travel in 2019 by Lonely Planet.

a) What is the importance of Lonely Planet ranking?

(10 Marks)

b) Explain critically the possible reasons to name Sri Lanka as the top best destination for travel in 2019 by Lonely Planet.

(15 Marks)


**(6)** a) Who is a customer in tourism services?

(5 Marks)

b) What is meant by customer care in tourism industry?

(6 marks)

c) Explain why customer care is important for tourism development.

(7 Marks)

d) Identify any three types of customers in tourism of your choice and explain how you handle such customers to do successful business with them.

(7 Marks)


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