

UNIVERSITY OF COLOMBO
FACULTY OF ARTS
DEPARTMENT OF ECONOMICS

**POSTGRADUATE DIPLOMA IN TRAVEL & TOURISM ECONOMICS
AND HOTEL MANAGEMENT**

(6th Batch)

FINAL EXAMINATION - 2018

DTEHM C506: Tourism Planning and Development Administration

Time Allowed: Three [3] HOURS

Answer ONLY Four (04) Questions – All questions carry equal marks

(1) CAPTURING THE BENEFITS OF TOURISM FOR SRI LANKA

The tourism industry makes a significant contribution to the growth and diversification of Sri Lanka's economy. It should be considered a key pillar of the economy and a priority in government decision-making. Facilitated by the public sector, the private sector should play a lead in the development of the tourism industry. (TSP- 2017-2020, pg13)

Economic benefit – tourism should result in optimal economic benefit to Sri Lanka's economy by way of maximum net foreign exchange income, spreading of development throughout the country and creating significant employment for Sri Lankans. (Tourism Master plan-1993, pg83)

Discuss the major similarities and differences between Tourism Master Plan (1993-2003) and the Tourism Strategic Plan (2017-2020).

- (2) Emphasis is given to environmental, social and cultural aspects to ensure that development of the tourism sector is sustainable, meeting the needs of the local population and tourists, both international and domestic, while protecting and enhancing potential for the future (Tourism Master Plan 1993, pg 84). Furthermore, SDG14 elucidates the importance of conservation and use the oceans, seas, and**

marine resources for sustainable development by 2030, increase the economic benefits of small island destinations and low-income countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture, and tourism (TSP-2017-2020. Pg 12)

Compare and contrast two master plans in considering the emphases given for sustainable tourism development in Sri Lanka.

- (3) Recent Mirissa's tourist's harassment and related issue was a classic case to understand negative impacts of tourism development when there is no a proper direction by the key stakeholders of the industry.

Conduct an analysis of this case and identify the issues and possible solutions to alleviate such negative development under the unguided tourism development.

- (4) One believe 'Government sector involvement is NOT important in tourism destination development' Thus,
- a. Critically comment on this statement with suitable examples
 - b. Tourism is a concurrent subject as per the 13th amendment to the constitution of Sri Lanka – Explain in brief; central and provincial government organisations which undertake tourism including functions
 - c. What is the National Tourism Organisation role in deployment and promotion of the destination
- (5) a) What do you mean by 'Project Life Cycle'?
- b) Select one project pertaining to the Tourism Development. Briefly explain Steps required to perform by the project team within the Project life cycle to achieve project objectives
 - c) Indicate levels of Planning.
 - d) Name key transformational themes identified by the Sri Lanka Tourism Strategic Plan 2017-2020.
 - e) Discuss, the strategies which are by the Sri Lankan government in order to achieve above transformational themes.
- (6) a) What is a Project Feasibility Study?
- b) Briefly explain the key aspects of Feasibility Analysis
 - c) Explain how above aspects are important for sustainable Tourism Project Implementation.