

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

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

**FINAL EXAMINATION - 2018**

**Semester I**

**DTTEHM 05: Sri Lanka in the Context of Global Tourism**

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

**Answer Four (4) Questions only**

**Each Question Carries 25 Marks Only**

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**(1).**“Though the international inbound tourism is a great opportunity to a country, many issues and challenges are to be addressed simultaneously”.

- a. Explain the key possible opportunities generating by global tourism to destination country.
- b. Discuss the major trends and patterns in global tourism at present?
- c. Explain to what extent Sri Lanka and Maldives, as destinations, have capitalized the present opportunities of global tourism to their economies.

**(2).**“Tourism inherits certain characteristics as a service sector and its distributional impact on its destination is also unique when it is compared to many other industries/sectors of the economy”

- a. Discuss the specific characteristics of tourism sector with support of suitable examples.
- b. Explain the present trends and patterns of Sri Lanka Tourism.

**(3).** "Tourism attractions and their diversity reflects as tourism potential of a destination "

- a. Classify the diverse tourism attractions of Sri Lanka into different tourism development themes.
- b. Examine the major challenges in developing Culture Tourism in Sri Lanka.
- c. What are your suggestions to overcome the cancellation of tourist arrivals to the country due to the political uncertainty prevailing at present?

**(4).** "Domestic tourism could be a reliable source for tourism development of a country in the long run, compared to international inbound tourism"

- a. Explain the similarities and dissimilarities between domestic tourism and international tourism of a destination.
- b. India promotes more domestic tourism than international tourism. On the other hand, Sri Lanka promotes more international inbound tourism than domestic tourism. Discuss.

**(5).** a. "International organisations do not directly involve with developing international tourism of a country/destination". However, their contribution is a decisive factor for the future of global tourism development". Discuss

- b. What the possible benefits Sri Lanka could obtain from UNWTO being its member country?

**(6).** Write short notes on following selected FOUR (4) topics of your choice.

- a. Tourism Education in Sri Lanka
- b. Ecotourism Development in Sri Lanka
- c. Home Stay Tourism in Sri Lanka
- d. MICE Tourism in Sri Lanka
- e. Tourism Strategic Plan 2017-2020