



UNIVERSITY OF COLOMBO, SRI LANKA

Faculty of Management and Finance

Bachelor of Business Administration (Level II-Semester VII) Examination – July, 2018

HLM 2207 Global Hospitality Industry

Two (02) Hours

Answer (04) four questions only

1. 'International Hospitality 'Management' and 'Tourism' overlaps in many occasions"
 - i. What are the similarities and differences between hospitality and tourism?
(10 marks)
 - ii. What do you recommend to improve a country's Hospitality or Tourism industry?
Provide examples. (15 marks)
(Total 25 Marks)

2.
 - i. What economic advantages a country can receives by developing hospitality industry?
(10 marks)
 - ii. What are the other advantages hospitality industry can bring to a country like Sri Lanka?
(15 marks)
(Total 25 Marks)

3. 'Hospitality industry possess inherent services characteristics"
 - i. Explain the above statement with examples by referring to main services characteristics in general.
(10 marks)
 - ii. "Management of services characteristics are essential for the success of hospitality business" Explain with examples. (15 marks)
(Total 25 Marks)

4. "International trends of hospitality are the most important area a manager need to be aware of". Assess recent trends of global hospitality with their advantages to Sri Lanka in comparison to neighbouring countries with actual examples

(25 Marks)

5. Bentota is considered as first planned resort in the country. Take the area (including Beruwala) as area for a case study to learn good and bad to use of tourism resources and identify future prospects and challengers. Also make recommendations.

(25 Marks)
