

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester V) Examination 2017

HLM 2301 Tourism and Leisure Management

Three (03) Hours

Answer **Five (05)** Questions including Question Number **One (01)**

1. “Tourism policy can be defined as a set of regulations, rules, guidelines, directions and development/promotion objectives and strategies that provide a framework for long-term tourism development and daily activities within each destinations”
 - i. What are the key highlights of the tourism policy in Sri Lanka? (5 marks)
 - ii. What stages will you recommend if you have been requested to be involved in preparing a tourism policy for Sri Lanka? (10 marks)
 - iii. Prepare a tourism policy for any selected destination in Sri Lanka emphasizing the key features. (10 marks)

(Total 20 Marks)

2.
 - i. “Even though tourism is growing all over the world, its impact is not only positive as well as negative” Explain this statement. (10 marks)
 - ii. What would you suggest doing to eliminate negative outcomes of tourism to the travellers and the host country? (10 marks)

(Total 20 Marks)

3. “Airbnb (air bed and breakfast) has become one of the world’s largest hospitality brands which does not own a single hotel”

- i. Explain the concept of ‘airbnb’ (4 marks)
- ii. Critically evaluate the statement that “‘airbnb’ has become a threat to the hotel industry” (8 marks)
- iii. In addition to ‘airbnb’ what are the other recent developments in the hospitality and tourism industry. Explain its impact to the tourism sector as a whole and Sri Lanka in particular. (8 marks)

(Total 20 Marks)

4. “In order to understand the tourists better, they can be grouped on the basis of psychographic features such as lifestyle, self-perceived status, image, attitude, motivation and personality status”

- i. Explain the above statement with Plog’s classification of tourists. (8 marks)
- ii. Identify how Plog’s classification will assist different suppliers in the tourism industry and destination marketing organisations (DMO’s) to make key decisions to attract tourists. (12 marks)

(Total 20 Marks)

5.
 - i. Identify and explain the key types of tour operators? (5 marks)
 - ii. What are the options of tour packages that can be provided by a tour operator? (5 marks)
 - iii. What are the key components of a travel brochure? (5 marks)
 - iv. What are the key emerging group travel patterns? (5 marks)

(Total 20 Marks)

6. "Tourism is an important means for promoting cultural relations and international corporation"

- i. Explain the key aspects of cultural heritage with Sri Lankan examples. (10 marks)
- ii. Why do you think that cultural tourism is important to a nation? (5 marks)
- iii. What are the issues that may arise when promoting cultural tourism?
(5 marks)

(Total 20 Marks)

7. Write short notes on any **four (04)** of the following topics

- i. Tourism Satellite Account
- ii. Tourism demand and supply
- iii. Sociology of tourism
- iv. Sustainable tourism
- v. Eco tourism

(Total 20 Marks)