

UNIVERSITY OF COLOMBO, SRI LANKA
FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester VII) Examination 2016

HLM 2207 Global Hospitality Industry

Two (02) Hours

Answer Four (04) Questions Only

1. "Hospitality industry links with many other (inter-related) industries in the economy"
 - i. Prepare a list of industries/economic activities that are directly and indirectly linked to Hospitality. (5 marks)
 - ii. Explain how other sectors in the economy benefit by global Hospitality. (10 marks)
 - iii. Give your suggestion to enhance benefits of Global Hospitality next year onwards in Sri Lanka. (10 marks)

(Total 25 Marks)

2. "Hospitality industry impacts are very important to consider when developing Hospitality sector in any country " – List down main hospitality impacts that you consider in the following aspects as a University undergraduate;
 - a. Economic
 - b. Socio-Cultural
 - c. Environmental

(25 Marks)

3. Do you think characteristics of hospitality sector are important to a manager working in a Hotel? (yes/no);
 - i. List down main characteristics of tourism industry and explain them in brief. (5 marks)

- ii. Explain how those characteristics are important in a Hotel for its management in general. (10 marks)
- iii. Give a brief how those characteristics are important in your product/service marketing. (10 marks)
- (Total 25 marks)**
4. "Many stakeholders work together in a country to make visitors/tourist happy". Give Your comments on;
- a. Hospitality stakeholders and their interrelationship
 - b. Government sector role in hospitality sector development
 - c. Private sector contribution in the hospitality industry (25 Marks)
5. 'International trends are the most important factor for future development plan to a country like Sri Lanka'
- i. What are the recent international hospitality trends that you know in the contemporary international hospitality? Explain with examples. (10 marks)
 - ii. Critically assess present development and future market needs as future manager of reputed group of companies. (15 marks)
- (Total 25 marks)**
6. "Hospitality market link is made with network of service providers"
- i. List down the names and roles of service providers who formulate tour packages and sell them. (10 marks)
 - ii. In a tour package both customer and producer gain benefits. Explain how both supplier and consumer benefit at the same time. (15 marks)
- (Total 25 Marks)**
7. Both global hospitality and domestic hospitality generate the same benefits while domestic has more demand to local products. Write an analytical essay on this statement. (25 Marks)