

UNIVERSITY OF COLOMBO-SRI LANKA

FACULTY OF ARTS

SECOND YEAR EXAMINATION IN ARTS -2017/2018

(End of Second Semester)

ECN 2221 - Introduction to Tourism Economics

Time: 2 Hours

ANSWER ONLY FOUR (4) QUESTIONS INCLUDING QUESTION NO (1)

(Question Number One (1) is Compulsory)

(1) "Sri Lanka Tourism currently plays an important role for economic growth and development of the country. With an impressive continuous annual growth, the international tourist arrivals to Sri Lanka reached more than 2.3 million in 2017."

a) Explain the profile of international tourism in Sri Lanka on following:

- i. Tourist arrivals by regions
- ii. Tourist arrivals by purposes
- iii. Tourist arrivals by nations
- iv. Tourist arrivals by seasons
- v. Tourism Employment
- vi. Tourism Foreign Exchange earnings

(15 Marks)

b) Discuss the key challenges in promoting international inbound tourism in Sri Lanka.

(10 Marks)

(2) a) List down the tourism attractions in Sri Lanka under the major categories of tourism promotion.

(8 Marks)

b) What is meant by Five "A" s in tourism?

(6 Marks)

c) Discuss how the Five "A" s" are important for tourism development in Sri Lanka.

(10 Marks)

(3) a) How do you define a tourist?

(5 Marks)

b) Explain the Dynamic of Tourism Economy.

(8 Marks)

c) Discuss the Direct, Indirect and Induced Effects of Tourism.

(12 Marks)

(4) Discuss the impact of tourism in both positive and negative aspects on following areas:

- i. Economic impact (8 Marks)
- ii. Environmental impact (8 Marks)
- iii. Socio-cultural impact (9 Marks)

(5) a) Identify a tourist destination site of your choice and discuss the prospects and potential for developing such destination site for a particular type of tourism.

(13 Marks)

b) What are the possible challenges you recognize when developing your selected tourist destination site in future?

(12 Marks)

(6) “Over the decades, global tourism has experienced continued growth and has become as one of the fastest growing industries in the world economy.” Explain the recent trends and patterns in global tourism development with the support of suitable empirical evidence.

(25 Marks)

(7) a) What is meant by the Lonely Planet?

(5 Marks)

b) What are the key reasons the Lonely Planet has recognized Sri Lanka as the Top Best Destination of the World to Travel in 2019?

(10 marks)

c) To what extent will the current political and economic environment check the Lonely Planet ranking?

(10 Marks)
