



**Uva Wellassa University
Faculty of Management**

**Degree of Bachelor of Business Management in Hospitality, Tourism and Events
Management**

THIRD YEAR FIRST SEMESTER EXAMINATION – FEBRUARY/MARCH 2012

HTE 383 -2 Ecotourism

Part C – Essay Questions

Answer any two (02) questions.
Marks allocated for part C: 50

- (1)
- a) Why culture of a country/destination is said to play a significant role in ecotourism? Explain with examples. (10 marks)
 - b) Explain how ecotourism can contribute to the cultural conservation of a destination. Use appropriate examples to illustrate your answer. (10 marks)
 - c) Culture is a fragile phenomenon which is affected drastically if not properly managed. What are the influences may occur on a culture through mere tourism practices? (in the absence of ecotourism) (05 marks)
- (2)
- a) Explain the Topography of Sri Lanka. Illustrate your answer in terms of ecotourism. (05 marks)
 - b) “The topography of Sri Lanka is best set to attract ecotourists”. Discuss this statement illustrating examples. (10marks)
 - c) How can an ecotourism operator effectively use the topography of Sri Lanka to provide ecotourists a diverse experience within a short time? Support your answer with packages / activitis that can be offered for an ecotourist. (10 marks)
- (3) “Society is the foundation for all entrepreneurial activities of many fold. Ecotourism has no exception to this and any activity beyond the community interests would ultimately fail and end up with unexpected outcomes”.
- a) What are the disadvantages of a reactive social approach in ecotourism? (04 marks)
 - b) What are the advantages of a proactive social approach? (07 marks)
 - c) How will the proactive social approach contribute to sustainability? (07 marks)
 - d) “Community friendly ecotourism leads to accomplish goals of an enterprise” Explain this statement with appropriate examples. (07 marks)