



Uva Wellassa University
Faculty of Management
Degree of Bachelor of Business Management in Hospitality Tourism and
Events Management
THIRD YEAR SECOND SEMESTER EXAMINATION – JANUARY / FEBRUARY 2016
HTE 382-2 International Tourism Management

Instructions to candidates:

No. of pages : Two (02)
No. of questions : Six (06) Essay
Time allocation : Two (02) Hours
Marks allocated : 100 Marks

Index Number:

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Answer **four (04)** questions, including question number **one (01)**.

01. Presently senior citizen segment of the tourism market has received significant attention due to its rapid growth. However, it is clear that various factors influence on travel decisions of the senior citizens.

Explain key push and pull motivators that influence them to travel away from their usual environment. **(25Marks)**

02. Tourism industry has traditionally been characterized by its use of intermediaries.

i) Briefly explain the functions of travel intermediaries. **(10Marks)**

ii) Explain the advantages and disadvantages of using online travel agents for destination selection process. **(15Marks)**

03. Food consumption patterns are varying due to various factors.

i) Briefly explain the major factors that shape the cuisine industry. **(10 Marks)**

ii) Explain key drivers behind the patterns of unsustainable food consumption.

(15Marks)

04. Capacity and quality management are two important aspects in destination management. Explain the implications of these aspects on destination management process. (25Marks)

05. There are many hidden costs in tourism, which can have undesirable economic consequences on host communities. Specially, the large-scale transfer of tourism revenues out of the host country creates many negative economic impacts. Thus, it is often said, "rich countries are better able to profit from tourism than poor ones".

Do you agree with the above statement? Discuss. (25Marks)

06. Globalization claims both positive and negative impacts to the tourism industry.

Explain the key drivers of globalization and their impacts on the world tourism industry. (25Marks)

