

22

Uva Wellassa University

Faculty of Management

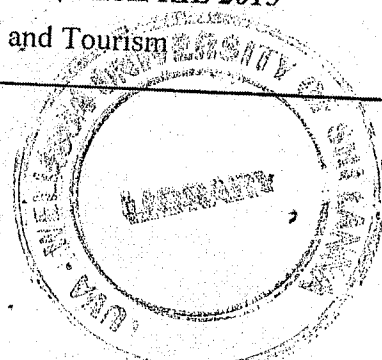
Bachelor of Business Management in Hospitality, Tourism

and Events Management

YEAR I SEMESTER I EXAMINATION – MARCH/APRIL 2013

HTE 101-3 Concepts of Hospitality and Tourism

Uva Wellassa University



Answer three questions including question number one.
Total marks for part C is 50

01. Give short answers to following questions.
 - i. What is "hospitality".
 - ii. Define the term hotel?
 - iii. Define tourist according to World Tourism Organization.
 - iv. What is international tourism?
 - v. What is national tourism?
 - vi. What is internal tourism?
 - vii. What is domestic tourism?
 - viii. List four features of tourism product which Sri Lanka offer.
 - ix. Name four supporting industries for hospitality, tourism and events industries.
 - x. Categorize events based on their purposes?

2 x 10 = (Total marks 20)

02. The hospitality, tourism and events management environment is dynamic. Specially, the changes in destinations, customer types, length of stay, variety of activities, political factors, security and safety issues and technological changes are being changed very rapidly.

Discuss how the above changes have affected on the Hospitality, Tourism and Events environment in Sri Lanka.
(15 marks)

03. (15 marks)

- i. "Customer orientation is a critical factor to be successful in service industries" briefly discuss the above statement using examples form hospitality industry.
- ii. Sri Lanka has a wide array of religious and festive events right round the year. Discuss the importance of these events in both local and international tourism. Support our answer with appropriate examples.
- iii. Explain the roles of 05 key players in the hospitality tourism and events sectors.

04. (15 marks)
- i. Explain the term "Adventure Tourism" by providing appropriate examples (both sites and activities) from Sri Lanka.
 - ii. Explain the term "Heritage Tourism" by providing appropriate examples (both sites and activities) from Sri Lanka.
 - iii. Discuss the benefits of tourism industry for a country.
05. Write short notes on three of the following topics. (15 marks)
- i. Evolution of hospitality as an industry.
 - ii. Negative impacts of tourism industry.
 - iii. World Tourism Organization.
 - iv. Future of tourism industry in Sri Lanka.