



Uva Wellassa University
Faculty of Management



Department of Bachelor of Business Management in Hospitality, Tourism and Events Management

3rd YEAR 2nd SEMESTER EXAMINATION – SEPTEMBER / OCTOBER 2013

HTE 384-2 Sustainable Tourism

Part C – Essay Questions

Answer only two (02) questions from Part C

Marks allocation: 50 marks

1. “Sustainable Tourism is a multi-faced phenomenon, although achieving the sustainability is a challenge as it inherits its own objectives. Hence Sustainable Tourism is to keep the balance and trade-off between specific objectives”. Explain the statement by focusing on Sri Lankan tourism Industry. (25 marks)

2. “Mr. Goldfish” is a project that moves on the theme of ‘Sustainable Exploitation’ of Sea resources. The project built up to fulfil main 3 criteria’s as to ,

- Keeping the stock levels : it was calculated about 80% of the fish species are exploited to maximum sustainable levels or already over exploited due to present human activities and the propose is to catch the species whose fish stocks are at a higher level.
- Seasonal fishing : catching fish outside of the time of the year when they reproduce/ avoid the breeding season
- Sustainable consumption: diversify the choice of fish and cooking methods, introduce new fish varieties

“Mr. Goldfish” project pays more attention towards tourism industry specially for the hotels/ restaurants in Sea side. It proposes to introduce new fish varieties to tourists, different cooking methods and arouse their attention and make tourists more curious regarding exploit the harvest of the sea in a sustainable manner. Education on natural resources conservation and community participation also highlighted.

- a) “Mr. Goldfish is a Sustainable Tourism project”. Do you agree with the statement? Justify your answer. (12 marks)
- b) Identify the relevance of a project like “Mr. Goldfish” within the Sri Lankan tourism industry. (13 marks)

3. Write short notes

- a) “Green Washing” and Sri Lankan tourism industry (10 marks)
- b) “Home-stay units” as a sustainable tourism practice in Sri Lanka (10 marks)
- c) Environmental sustainability and mass tourism (05 marks)