

Uva Wellassa University

Faculty of Management

Bachelor of Business Management in Hospitality, Tourism

and Events Management

YEAR II SEMESTER I EXAMINATION – FEBRUARY 2011

HTE 211- Advance Hospitality, Tourism and Events Management



PART – C

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

01. Give short answers to following questions. (4 marks each)
- Briefly discuss the current situation of tourism industry in Sri Lanka.
 - Briefly discuss the accommodation condition of Uva Province.
 - Suggest six appropriate tourist activities to Uva province.
 - List steps in complaint handling procedure.
 - List four key emergency management concepts in events management
- (Total marks 20)
02. (15 marks)
- List five activities involve in event planning process.
 - Discuss the event related business opportunities an entrepreneur can think of in Sri Lanka. Support your answer with appropriate examples.
 - Discuss the main factors to consider in designing a service management system.
03. (15 marks)
- Briefly explain how the tourism related enterprises could contribute to the economic development.
 - Discuss the factors an entrepreneur should concern before starting a tourism business.
04. (15 marks)
- Briefly discuss the three principles of sustainability.
 - Discuss the factors on which the impact of a tourist destination depends.
 - List out the advantages of renewable energy systems.