

Uva Wellassa University
Faculty of Management
Degree of Bachelor of Business Management in Hospitality Tourism and
Events Management



FIRST YEAR SECOND SEMESTER EXAMINATION – DECEMBER / JANUARY 2017
HTE 102 -2 Practice of Hospitality and Tourism

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:

Answer any **four (04)** questions.

01. Products and services are two closely aligned concepts. However, there is a distinction between them.

I) Name five (05) key characteristics of services. **(10 Marks)**

II) “An empty seat on an airplane never can be utilized or sold after the flight”. This statement emphasizes that services cannot be stored for later or future use or sale. Justify your answer with reference to the above statement. **(15Marks)**

02. As far as the tourist is concerned, the total tourism product offers the complete experience for him/her, from the time he/she leaves home to the time he/she return.

I) List down five (05) main components included in a tourism product. **(10 Marks)**

II) “Natural, man-developed and man-controlled resources are key to attract tourists to a destination”. Justify your answer with examples. **(15Marks)**



03. Customer Relationship Management (CRM) is a processes which enables organizations to manage and sustain interactions with their valued customers.

I) Name five (05) different loyalty programs related to hospitality industry. (10 Marks)

II) Discuss the benefits of carrying out loyalty programs in an organization. (15Marks)

04. Destinations can be classified according to their market appeal or in other words, according to their unique selling proposition.

I) List down five (05) types of destinations. (10 Marks)

II) "The ultimate success of a destination relies upon a range of supporting strategies and plans, such as on-going research, visitor management strategies, and marketing plans". Explain the above statement with suitable examples. (15Marks)

05. There are both positive and negative impacts of tourism development.

I) Name five (05) positive economic impacts of tourism development. (05Marks)

II) Name five (05) negative socio-cultural impacts of tourism development. (05Marks)

III) "Tourism as a force for peace". Discuss. (15Marks)

06. Service failures are unavoidable. However, If such cases, managed successfully they can provide a business with excellent opportunities to learn, grow and establish stronger relationships with the customer base.

Discuss your answer with examples. (25Marks)