

Uva Wellassa University

Faculty of Management

**Degree of Bachelor of Business Management in Hospitality, Tourism and Events
Management**

THRID YEAR FIRST SEMESTER EXAMINATION – SEPTEMBER/OCTOBER 2015

HTE 323-2 Tourism Policy Setting and Legal Environment



Instructions to candidates:

- No. of pages : Two (02)
No. of questions : Five (05)
Time allocation : Two (02) hours
Marks allocation : 100 Marks
Answer any four (04) questions.

(01)

- a) What is meant by tourism policy? Explain with examples from Sri Lankan tourism industry. (05 Marks)
- b) Briefly explain the historical development of tourism policies in the world. (08 Marks)
- c) “As an emerging industry, tourism policy is dynamic and flexible enough to allow adjustments and refinements as the occasion arises”. Briefly explain the statement at least three (03) examples. (12 Marks)

(02)

- a) Briefly explain the interrelationship between tourism planning and tourism policies. (06 Marks)
- b) Describe the importance of tourism planning in Sri Lanka. (10 Marks)
- c) Different parties will contribute for tourism planning and policy development in any country. Describe their roles and contributions briefly. (09 Marks)

(03)

- a) Describe three (03) factors influence on tourism policy implementation. (06 Marks)
- b) "Mazmanian and Sabatier (1989) observed that implementation involves three spheres". Briefly explain them with two (02) related examples from Sri Lankan tourism industry. (10 Marks)
- c) "Evaluation of policy should covers the strategic vision, policy goals and objectives, tasks, people, organizational structure, resources and culture". Do you agree with this statement? Justify your answer. (09 Marks)

(04)

- a) The number and types of tourism policy instruments may vary according to different factors. Briefly explain those factors with related examples. (15 Marks)
- b) "One alternative way of understanding the nature of policy instruments is as the use of government resources". Discuss. (10 Marks)

(05) Write short notes on followings.

- I. Sri Lanka Tourism Development Authority (SLTDA)
- II. Registration process as a tourist hotel
- III. Classification of tourist hotels
- IV. Home stay accommodation units
- V. New tourism development projects in Sri Lanka

