

# Ova Wellassa University

Faculty of Management

Degree of Bachelor of Business Management (BBM) in Hospitality, Tourism and  
Events Management

**THIRD YEAR SECOND SEMESTER EXAMINATION – DECEMBER/JANUARY 2017**

**HTE 384 - 2 Sustainable Tourism**



### Instructions to candidates:

No. of pages : Three (03) Pages  
No. of questions : Five (05) - Essay Questions  
Time : Two (02) Hours  
Marks allocated : Hundred (100)

Index No:

Answer **only four (04)** questions **including question number one (01)**

01.

- i. Mention three main aspects of tourism need to be kept in balance.

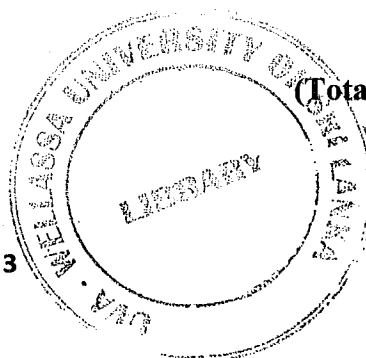
(05 Marks)

- ii. 'Kandagedara Hotel' is a purpose-built eco-friendly hotel located close to a forest reserve with a view of lush vegetation and a reservoir. At present, management of the hotel is experiencing some issues though they are making every effort to operate it according to sustainable tourism guidelines. For instance, guests are complaining that insects and some animals are coming to rooms from the nearby forest and they feel the hotel environment unsafe. In addition, the management has noted some unrest in host community on hotel operations as well. The management have understood that they need to respond to the situation without further delay and they are seeking an advise form a consultant who has expertise in sustainable practices in tourism and hospitality to build up a good image on the hotel among both guests and the host community.

- a) You are required to analyze the case and support the management of Kandagedara Hotel to solve the problems they have encountered.

(20 Marks)

(Total Marks 25)



02. "Sustainable tourism is not a discrete or special form of tourism. Rather, all forms of tourism should strive to be more sustainable".

- i. Mention the behavioral trends in tourism industry.

(05 Marks)

- ii. Critically discuss the above statement with examples taken from the Sri Lankan context.

(20 Marks)

**(Total Marks 25)**

03. "All of the policy areas identified relate to the overall performance and impact of tourism and are therefore areas in which both national and local governments and other stakeholders are, or should be, interested". Taking the central notion of this statement into consideration, answer the following:

- i. How does economic viability in sustainable tourism maintain? Discuss.

(10 Marks)

- ii. Why stakeholder collaboration is extremely important in tourism? Discuss your answer highlighting their role in sustainable tourism development.

(15 Marks)

**(Total Marks 25)**

04. "Sustainable tourism is really an issue of how best to encourage tourism while minimizing its costs".

- i. Do you agree with the above statement? Justify your arguments with examples taken from Sri Lankan context.

(15 Marks)

- ii. Why should governments be concerned about making tourism more sustainable?

(10 Marks)

**(Total Marks 25)**

05. "The tourism industry is responding to the widespread concern over the future of the global climate. There is a growing awareness within the tourism industry as well as among tourists of the *carbon footprints* of tourism".

- i. Describe the *carbon footprint* in tourism industry.

(05 Marks)

- ii. Critically discuss the impact of tourism industry on climate change and what measures have been taken by the industry so far as a response to the same.

(20 Marks)

**(Total Marks 25)**

