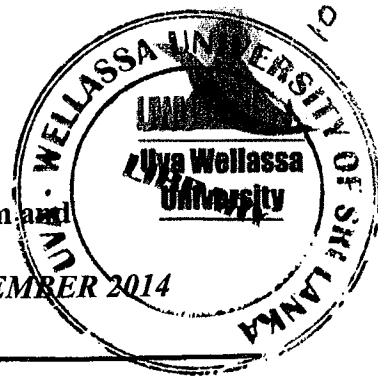


Uva Wellassa University
Faculty of Management
Degree of Bachelor of Business Management in Hospitality Tourism and
Events Management
THIRD YEAR SECOND SEMESTER EXAMINATION – AUGUST/ SEPTEMBER 2014
HTE 385-2 Health and Adventure Tourism



Instructions to candidates:

No. of pages : Three (03)
No. of questions : Six (06) Essay
Time allocation : Two (02) Hours
Marks allocated : 100 Marks

Index Number:

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Answer **four (04)** Questions, including any **two (02)** Questions from **part I** and any **two (02)** Questions from **part II**.

PART – I

01. Today, health and medical tourism is rapidly growing and many tourists tend to go abroad for medical treatments due to various reasons. As a result of that, the number of medical tourism broker agencies are also increased to assist, facilitate and to meet the upcoming medical tourists' needs and demands.

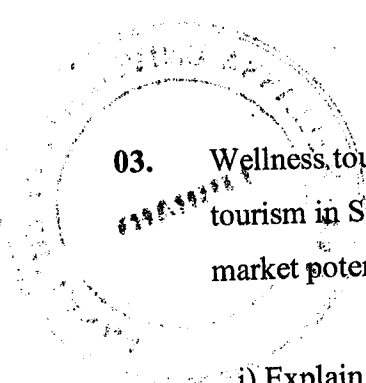
- i) There is a recent demand towards travelling abroad for medical purposes. Explain the reasons for this scenario. (15Marks)
- ii) Describe different types of services offered by the medical tourism broker agencies. (10Marks)

(Total 25 Marks)

02. The global spa industry aims to promote wellness through the provision of therapeutic and other professional services. In present context, consumer market for spa tourism is large and growing. Hence, the field expertise has introduced different types of wellness products and services to the market.

- i) Explain the unique selling features of a spa business. (15Marks)
- ii) Discuss the key differences between a **day spa** and a **spa hotel**. (10Marks)

(Total 25 Marks)



03. Wellness tourism is enjoying dynamic growth in terms of both inbound and outbound tourism in Sri Lanka. Therefore, discovering the latest market trends and future market potentials would be beneficial to uplift the Sri Lankan spa tourism industry.

i) Explain issues in spa tourism development in Sri Lanka. (15Marks)

ii) Discuss the areas of prospects for spa investment in Sri Lanka. (10Marks)

(Total 25 Marks)

PART- II

Answer any two (02) Questions.

04. There are different types of land based adventure activities ranging from low, medium and high risk levels. Thus, both the activity and the location has to meet the necessary pre-requirements, to conduct the adventure sports effectively.

i) Describe the factors that influence the choice of land site for adventure tourism.

(15Marks)

ii) Explain key aspects that should be concerned when allocating staff for land based adventure activities.

(10Marks)

(Total 25 Marks)

05. Adventure tour guides are responsible for guiding outdoor adventure tours and they need to ensure that all guests are safe and secured with them. Generally, tour guides need special skills and leadership qualities to perform their duties efficiently.

i) Describe the importance of having an exceptional tour guide for adventure tours.

(15Marks)

ii) Discuss the duties of an adventure tour guide.

(10 Marks)

(Total 25 Marks)

06. Sri Lanka has some of the best hiking trails and destinations. However, the increasing tourist influx to the coastal areas creates negative impacts to the marine environment. Therefore, proper maintenance is essential to preserve the valuable eco systems.

i) 'Over promotion of costal hiking activities may create negative environmental impacts.' Do you agree with the above statement? Justify your answer. (15Marks)

ii) Explain the strategies that tour operators could organize to minimize the irresponsible boat operation damages to the marine eco system.

(10 Marks)

(Total 25 Marks)

