

**Uva Wellassa University**

**Faculty of Management**

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

**3<sup>rd</sup> YEAR 2<sup>nd</sup> SEMESTER EXAMINATION – SEPTEMBER / OCTOBER 2013**

**HTE 382-2 International Tourism Management**



**Part C- Essay Questions**

**Answer any two questions.**

**Marks allocated: 50**

1. a) Explain, Why people book tourism products through travel agents? (10 marks)  
b) Discuss different types of tours. (15 marks)  
(Total marks 25)
2. a) What is Corporate Social Responsibility? (5 marks)  
b) Who are the stakeholders of Corporate Responsibility? (5 marks)  
c) Examine how the Sustainable tourists can reduce the impacts of tourism. (15 marks)  
(Total marks 25)
3. *“Together with the Sri Lankan Government and the local and international media partners, the SLTDA offers investors various attractive and feasible trade support schemes and business opportunities.*

*Currently, a strategic medium-term (10 years) infrastructure and product planning and development plan has been implemented for the tourism industry.”*

- a) What are the proposed new projects under above mentioned plan? (5 marks)
- b) Explain the strategies adapted by government. (10 marks)
- c) Examine government contribution to motivate “Domestic Tourism” (10 marks)  
(Total marks 25)