

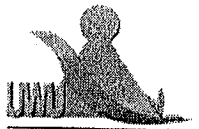
Uva Wellassa University

Faculty of Management

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

FIRST YEAR FIRST SEMESTER EXAMINATION – JULY / AUGUST 2016

HTE 101–3 Introduction to Tourism



**Uva Wellassa
University**



PART II – Essay Questions

Section A

01. Understanding barriers to leisure travel is important for the improvement of the tourism industry.

With sufficient examples explain Five (05) barriers that prevent people from travelling.
(10 Marks)

02. Tourism product can be defined as a bundle or package of tangible and intangible Components.

Describe the Five (05) main components of a tourism product. (10 Marks)

Section B

03. Hotel is a commercial establishment providing accommodation, meals, and other services for travelers and tourists, by the night. There are different ways to classify the hotels in the world. Briefly explain how to classify the hotels and provide examples for each. (10 Marks)

04. Followings are the main four (04) departments of an any hotel. Select any two (02) and briefly explain their operations.

- I. Front Office Department
- II. Food and Beverage Department
- III. House Keeping Department
- IV. Kitchen Department

(2×5= 10 Marks)

Section C

05. The Events industry has very strong linkages to the rest of the economy. However, the importance of the events industry to Sri Lanka is widely under-estimated.

I). Discuss the cultural, economic and strategic significance of the Event Industry to the Sri Lanka with sufficient examples. **(10Marks)**

06. I) Briefly explain the four (04) categories of events based on the 'Event Size' giving one example for each. **(04 Marks)**

II) Modern-day public attitude reflects that finance is not the only consideration of a business. Respecting this, any business pays an extra effort to measure the financial, environmental and social bottom lines of an event.

Discuss how the **Triple Bottom Line (TBL)** of the sustainability is ensured in the event industry. **(06 Marks)**

