

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 382-2 International Tourism Management

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:

Answer **four (04)** Questions including Question number **one (01)**.

01. The Japanese culture is frequently distinguished in business and management contexts from Western culture. The United States of America is viewed as being an individualist culture while on the other hand Japan encourages people to be a collectivist nation. Thus, it is clear that these two nations have lot of different cultural characteristics.

- i) Discuss the differences between American and Japanese cultural tourists. (15 Marks)
- ii) Explain the principals of cultural awareness. (10 Marks)
- (Total 25 Marks)**

02. Food consumption is recognized as a complex behavior as it is a combination of socio-cultural, sensory and other factors. Therefore, good understanding of tourist's food culture is essential to deliver a satisfactory service for them.

- i) Describe the key differences between Western and Asian food Cultures. (15 Marks)
- ii) Discuss the factors that affect variation of food consumption. (10 Marks)
- (Total 25 Marks)**

03. Managing human resources in the hospitality industry presents special challenges due to the highly diversified employee backgrounds and roles. Generally, hospitality industry is considered as a high labor incentive industry. Since they always focus on guest satisfaction, they believe the concept "Guest is the King". Due to the above reasons, generally, hotel organizational structure is also different from other industries.

i) Explain the objectives of an employee orientation programme in a hotel.

(10 Marks)

ii) Discuss the advantages and disadvantages of the current hospitality functional structure.

(15 Marks)

(Total 25 Marks)

04. Destination Management Organizations (DMOs) offer range of professional services for tourists to make their dreamed vacation a reality. Further, they involve in destination development, management and other related tourism-related activities to expand the required services.

i) Explain the tasks of Destination Management Organizations (DMOs). (10 Marks)

ii) Discuss the critical issues in destination management.

(15 Marks)

(Total 25 Marks)

05. The tourism industry comprises a complex network of stakeholders. Various travel intermediary services are equally important to assist the distribution of travel products to travelers. Therefore, support, commitment and cooperation of these stakeholders are essential for the long-term sustainability of the industry.

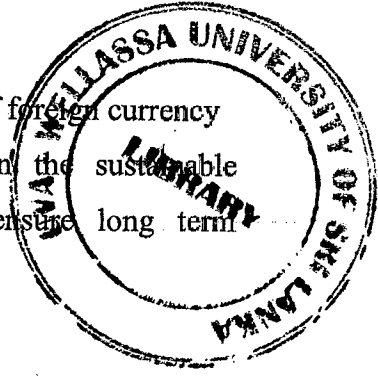
i) Explain the key functions of travel intermediaries.

(10 Marks)

ii) Discuss the reasons to buy tour packages.

(15 Marks)

(Total 25 Marks)



06. Tourism industry is identified as a development strategy as it brings lot of foreign currency to a nation. The economic development strategies should base on the sustainable development concept to minimize the negative impacts and to ensure long term sustainability in the industry.

i) Explain the three main aspects of sustainable economic growth strategy.

(10 Marks)

ii) Discuss the positive and negative economic impacts of international tourism.

(15 Marks)

(Total 25 Marks)