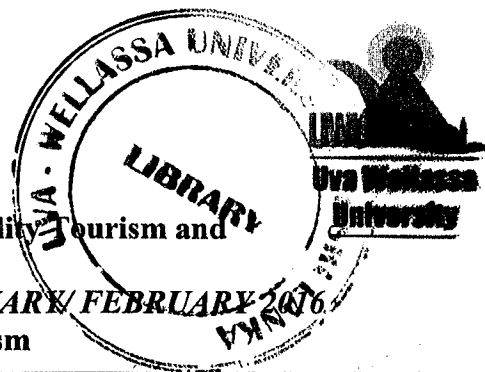


Uva Wellassa University
Faculty of Management
Degree of Bachelor of Business Management in Hospitality, Tourism and
Events Management
THIRD YEAR SECOND SEMESTER EXAMINATION – JANUARY/FEBRUARY 2016
HTE 385-2 Health and Adventure Tourism



Instructions to candidates:

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

Index Number:

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Answer any **four (04)** questions.

- 01.** Appropriate planning and designing, concept development, consistency in the delivery of quality treatments and products are crucial to the success of a spa business.

Explain the key factors that need to be considered when planning and designing a spa.

(25 Marks)

- 02.** Since tourism industry operates in a rapidly changing environment, which is made up of many interrelated and interdependent sectors, the safety and the security of guests have become important aspects than ever.

i) What are the steps in risk management process.

(05 Marks)

ii) Explain how the modern technology could assist to improve and assure the guest safety and security.

(20 Marks)

- 03.** The extreme sports market segment has been exhibiting rapid growth in popularity over the last decade, though still it has a relatively a low participation.

i) Classify and briefly explain the characteristics of different kinds of extreme sports.

(10 Marks)

ii) Explain the duties and tasks of an adventure tour guide.

(15 Marks)

04. "Irresponsible recreational boat operations damage the marine environments around the world." Do you agree with this statement? Justify. (25 Marks)
05. Presently many organizations promote wellness programs specially focusing on their workforce. Explain the main organizational expectations of promoting such programs. (25 Marks)
06. The centuries old traditional healing methods are very much part of Asian culture and they offer a great potential to develop and promote health tourism in the continent. Do you agree with this statement? Justify. (25 Marks)

