



Uva Wellassa University

Faculty of Management



Bachelor of Business Management in Entrepreneurship and Management

Year 2 Semesters I Examination February/ March 2011

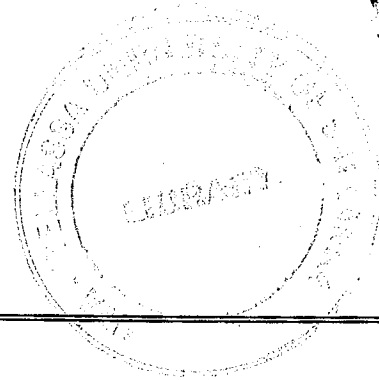
HTE 252-2 Designing and Leading Business

Instructions for part B and C

Index No.

Number of pages : Six (6)
Time : One (1) Hour and Forty (40) Minutes
Total Marks : Eighty (85) Marks

Answer only Two Questions including Question Number 1.
Total Marks Allocation: 50 Marks



Part C- Essay Questions

1) Study the following case and answer the questions

Sri Lanka tourist office in home stay push

Sri Lanka Tourist board wants to promote home stays giving the opportunity to a broader section of the community to participate in the sector and get jobs, an official said.

Sri Lanka's tourism promotion office is launching a 'home stay and bungalows' program as tourist arrivals rose 46 percent last year after the end of a 30-year war and industry infrastructure needs time to catch up.

"Sri Lanka Tourism is not only concentrating on increasing the arrival of tourists to the island but also want the local community to be empowered through the industry," an official said.

"That is why we are launching this home stay and bungalows program."

At the moment the island has around 15,270 hotel rooms which is able to cater to around 650,000 – 700,000 tourists.

In 2010 tourist arrivals were 654,000 and authorities are expecting 750,000 arrivals in 2011.

"We can't build five star hotels at once, it will take one or two years to do this," deputy minister of economic development said.

"By launching this program we can get instant accommodation as people with nice house in nice areas can provide this accommodation while also earning some money.

"Tourists don't only come for the beaches."

The home stay facility will give discerning tourists the opportunity to experience the traditions, customs and even the cuisine of the island while lodging with a local family.

- I. Do you think that the entrepreneurial orientation can lead the industry towards the growth? In what ways?
- II. Do you see the trend mentioned in the case is favorable in improving the industry?
- III. "Tourists don't only come for the beaches." What do you understand by this? Critically evaluate the statement by giving special reference to the latest trends in tourism industry in Sri Lanka and the world.

(30 Marks)

- 2) "Strategic plans are very important to any industry to win the barriers that they are facing."

Identify main types of strategies that the Sri Lankan tourism industry can adapt to win the barriers that the industry is having. Support your answer with latest local and international trends in tourism industry.

(20 Marks)

- 3) "Foreign investors are keen on investing in tourism industry with the arrival of the peace"

How would be the local community of entrepreneurs will be affected by the trend? Support your answer with latest local and international trends in tourism industry.

(20 Marks)