



Uva Wellassa University

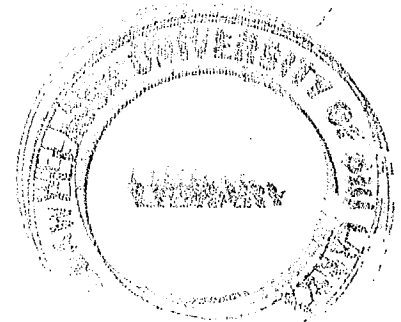
Faculty of Management

Degree of Bachelor of Business Management (BBM) in Hospitality, Tourism and

Events Management

THIRDYEAR FIRST SEMESTER EXAMINATION – JULY/ AUGUST 2016

HTE 383-2 Ecotourism



Part B – Essay Questions

Answer only three (03) questions including question number one (01)

01. 'Ecotourism can be profitable, but it should be responsible. While ecotourism has the potential to create positive environment and social impacts, it can unfortunately be as damage as mass tourism if not done properly'.

a) Distinguish mass tourism from ecotourism.

(03 Marks)

b) Discuss the responsibilities of following parties on responsible ecotourism activities in local areas.

- i. Eco tourist
- ii. Host community
- iii. Eco tour operator

(04 Marks × 3 = 12 Marks)

c) Do you agree with the above statement? Critically discuss your answer with examples taken from the Sri Lankan context.

(15 Marks)

(Total Marks 30)

02. 'One of the major issues associated with ecotourism is the fact that when more people visit a fragile ecosystem, the likelihood of damaging to that ecosystem increases'.

a) What is an ecosystem?

(04 Marks)

b) Distinguish 'Nature Reserves' from 'Strict Nature Reserves'.

(06 Marks)

c) Critically discuss how tourism carrying capacity can be assured to minimize the negative impact on natural area.

(10 Marks)

(Total Marks 20)

03.

a) Describe **Pro-poor tourism**.

(03 Marks)

b) Mention barriers of accessing to the benefits of ecotourism by poor people.

(05 Marks)

c) **“Ecotourism can distort local economies, cause massive local inflation, and cause indigenous people to abandon traditional livelihoods in favor of service industry jobs”.**

Do you agree with above statement? Justify.

(12 Marks)

(Total Marks 20)

04. ‘As the environment has become more important to people over the last decade, companies around the world are trying to cash in on people’s willingness to spend lots of money on eco friendly products. But much of it is **green washing**’.

a) What is green washing? Briefly describe with examples.

(05 Marks)

b) Is ecotourism really eco-friendly? Justify your arguments with examples taken from Sri Lankan context.

(15 Marks)

(Total Marks 20)

