

Uva Wellassa University
Faculty of Management
Degree of Bachelor of Business Management in Hospitality Tourism and
Events Management
THIRD YEAR FIRST SEMESTER EXAMINATION – SEPTEMBER/ OCTOBER 2015
HTE 321-2 English for Tourism

Instructions to candidates:

No. of pages : Six (06)
 No. of questions : Nine (09)
 Time allocation : Two (02) hours
 Marks allocation : 100 Marks

Index No.:

Answer all questions

Marks will be deducted for grammatical and spelling mistakes.

1. Describe the following people and events comparing and contrasting the features of each picture. (10 Marks)

i.



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ii.



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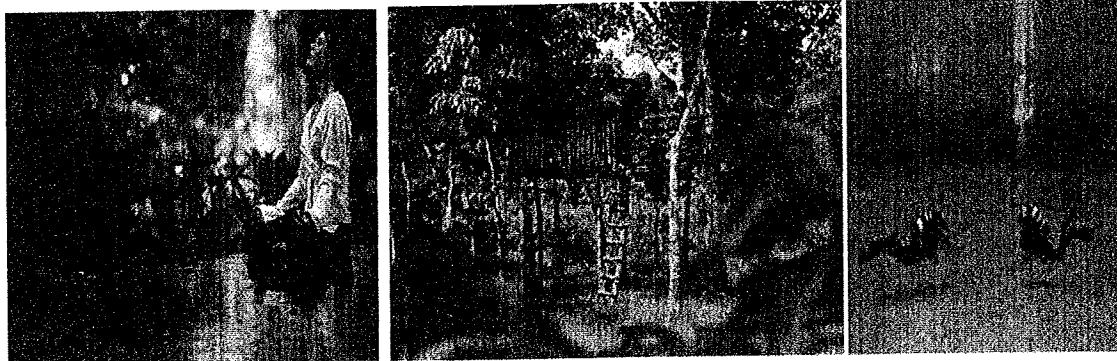
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iii.



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2. Read the following article and answer the questions set in it. (10 Marks)

Stories about the problems of tourism have become legion in the last few years. Yet it does not have to be a problem. Although tourism inevitably affects the region in which it takes place, the costs to these fragile environments and their local cultures can be minimized. Indeed, it can even be a vehicle for reinvigorating local cultures, as has happened with the Sherpas of Nepal's Khumbu Valley and in some Alpine villages. And a growing number of adventure tourism operators are trying to ensure that their activities benefit the local population and environment over the long term.

In the Swiss Alps, communities have decided that their future depends on integrating tourism more effectively with the local economy. Local concern about the rising number of second home developments in the Swiss Pays d'Enhaut resulted in limits being imposed on their growth. There has also been a renaissance in communal cheese production in the area, providing the locals with a reliable source of income that does not depend on outside visitors. Many of the Arctic tourist destinations have been exploited by outside companies, who employ transient workers and repatriate most of the profits to

their home base. But some Arctic communities are now operating tour businesses themselves, thereby ensuring that the benefits accrue locally. For instance, a native corporation in Alaska, employing local people, is running an air tour from Anchorage to Kotzebue, where tourists eat Arctic food, walk on the tundra and watch local musicians and dancers.

Native people in the desert regions of the American Southwest have followed similar strategies, encouraging tourists to visit their pueblos and reservations to purchase high-quality handicrafts and artwork. The Acoma and San Ildefonso pueblos have established highly profitable pottery businesses, while the Navajo and Hopi groups have been similarly successful with jewellery.

Too many people living in fragile environments have lost control over their economies, their culture and their environment when tourism has penetrated their homelands. Merely restricting tourism cannot be the solution to the imbalance, because people's desire to see new places will not just disappear. Instead, communities in fragile environments must achieve greater control over tourism ventures in their regions; in order to balance their needs and aspirations with the demands of tourism. A growing number of communities are demonstrating that, with firm communal decision-making, this is possible. The critical question now is whether this can become the norm, rather than the exception.

(Source: Reading on Tourism & Leisure)

- i. Suggest an appropriate heading for this article.
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- ii. Choose one word from the reading passage for each answer.

The positive ways in which some local communities have responded to tourism	
People/Location	Activity
Swiss Pays d'Enhaut	Revived production of (i)
Arctic communities	Operate (ii) businesses
Acoma and San Ildefonso	Produce and sell (iii)
Navajo and Hopi Activity	Produce and sell (iv)

- iii. Are the following statements True (T) or False (F)?

- a) A least number of adventure tourism operators are trying to ensure that their activities benefit the local population.

- b) All of the Arctic tourist destinations have been exploited by outside companies.
- c) Natives in the desert regions of the American Southwest encourage tourists to purchase high-quality handicrafts and artwork.
- d) Most people living in fragile environments have lost control over their economies, their culture & environment as an impact of growing tourism.
- e) Communities in fragile environments can control over tourism ventures in their regions with firm communal decision-making.

3. (A) Build up meaningful sentences including following idiomatic expressions. (05 Marks)

- i. first water
.....
- ii. for birds
.....
- iii. free for all
.....
- iv. doggy bag
.....
- v. few and far between
.....

(B) Match the sentences (a-g) with the correct reactions (1-10) and write the correct number in the space given. (05 Marks)

- a) Can I have a glass of water?
- b) Is it OK if I make a phone call?
- c) Could you say that again, please?
- d) Can I speak to you for a moment?
- e) Do you mind if I look at your CDs.
- f) Is it OK if I miss the English lesson tomorrow?
- g) Could you move over, please?
- h) Do you mind if I turn the TV up?
- i) It's very hot in the room
- j) Who will support me to find this places

1. Yes of course. What about?
2. Oh, sorry, I said we only have LKR 1500 tickets left.
3. Well, all right. If it's a local call.
4. Oh sure. The remote's on the table.
5. Well, not really. Why can't you come?
6. Of course, there's a bottle in the fridge.
7. You can borrow some if you want.
8. Yes, sorry. I didn't realize you wanted to sit down.
9. If I were you I would call to the information centre.
10. Why don't you switch on the fan?

4. (A) List out the six relationship building techniques you have learnt.

(03 Marks)

1.
2.
3.
4.
5.
6.

(B) Build up a conversation on any situation you like including at least three relationship building techniques.

(07 Marks)

5. Respond appropriately to the following requests and complaints.

(10 Marks)

- a) "Excuse me, I have ordered a Vegetable & Sweet Corn soup but this is a Chicken & Sweet Corn soup"
- b) "Can you please help me to improve my English language skills dear"
- c) "Look, you are my neighbors and I'm not very happy. My first complaint is that you always have noisy parties."
- d) "Hay, come and see, this is intolerable, there is a fly in this pizza you have provided"

6. One of your friends from Kelaniya asks the directions to visit Muthiyangana Temple, Dunhinda Falls, Adisham Banglow and the Uva Wellassa University. Provide clear directions outlining a map roughly. (10 Marks)

7. Imagine that you are the Coordinator of 'The International Conference on Culinary Arts 2015' organized by HTE Undergraduates at UWU and you wish to hold the conference at The Earls Regency Hotel in Kandy. Write a letter to the Conference Manager explaining your requirements and inquiring their charges. (10 Marks)

- The number of delegates - 1000
- Two days and ten sessions
- Lunch, two coffee breaks

8. Build up a conversation as the HR Manager to negotiate with Financial Manager on the following situation. (15 Marks)

Your company is planning to take the whole staff away for a weekend in a hotel.

You work as the HR (Human Resources) Manager. For you, the most important thing is making the employees happy. You therefore think it is vital to book an expensive hotel with all star class facilities.

Things you might want to talk about include:

- A luxury hotel with big individual bedrooms
- Being in a picturesque and/ or exotic location where no one has ever been before
- Exciting and unusual things to do in the local area
- Delicious food and drink

However, the **Financial Manager** thinks the most important thing is keeping the cost reduced. Things he might want to talk about include:

- Being in a location close to your company to cut down on travel costs
- Making employees share hotel rooms
- Choosing a reasonably priced hotel
- Cutting down on the cost of food and drink
- Arranging cheap or free day trips and other activities

Negotiate with the Financial Manager to agree with every detail of the hotel you are going to look for.

9. (A) Design a poster to promote tourism destinations in Uva Province including relevant information. (10 Marks)

(B) Create a travel itinerary for two days to attract tourists to those destinations (05 Marks)