

UvaWellassa University

Faculty of Management

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

THIRD YEAR FIRST SEMESTER EXAMINATION – JULY/AUGUST 2016

HTE 323-2 Tourism Policy Setting and Legal Environment



**Uva Wellassa
University**



Section - B

Answer **only three (03)** questions of the section B **including question number one (1)**.

1)

a)

i) Describe the evolution of tourism law in Sri Lanka.

(06 Marks)

ii) Do you think the existing law particulars address the issues related to the sustainable tourism development in Sri Lanka? Critically discuss.

(12 Marks)

b) "According to the Tourist Guide Lecturer's Code- 1985 of Sri Lanka, no one (Local or foreign) can engage in the business of guiding and accompanying tourists without a valid license"

i) What are the four (04) categories of tourist guide lecturers?

(02 Marks)

ii) Develop a code of conduct for tourist guide lecturers to improve their performance towards a more profitable tourism operation in the country.

(10 Marks)

(Total Marks 30)



2)

- a. Discuss the importance of setting criteria and minimum standards for energy efficiency in design and/or retrofits in buildings in tourism operations. You are requested to provide sufficient examples from the global tourism.

(10 Marks)

- b. The government has introduced various programmes and schemes to the small and medium scale tourism enterprises above sector to improve their business while adding their output to the domestic production.

Critically evaluate this statement providing adequate examples from Sri Lankan tourism industry.

(10 Marks)

(Total Marks 20)

- 3) Write short notes on four (04) of followings providing sufficient evidence from the existing tourism laws in Sri Lanka.

- a) Tourist police operation
- b) Boutique Tourist Hotels
- c) Apartment Hotels
- d) Tourist Eco Lodges
- e) Homestay Units
- f) Tourism policies
- g) Tourism Strategic Development Plan

(05 Marks × 4 = 20 Marks)

(Total Marks 20)

4) The government has to play a key role in the planning and developing of tourism in any country. In a more competitive setting, Public Private Partnership (PPP) is a more viable solution to manage the sustainability in the tourism operation.

a) Briefly explain the advantages of PPP in tourism development of a country.

(05 Marks)

b) Critically discuss the contemporary role of government and private sector in tourism planning and development in Sri Lanka.

(15 Marks)

(Total Marks 20)

5) Business to have long term success it is need to have good concepts. Concepts differ from policies. Policies refers to an overall; high level plan. Concepts are operational issues and used to achieve the overall objectives.

a) Briefly explain different concepts that can be facilitate the tourism development of a country.

(08 marks)

b) Critically discuss the national tourism policy in Sri Lanka.

(12 Marks)

(Total Marks 20)

