



Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Hospitality, Tourism and Events Management

THIRD YEAR SECOND SEMESTER EXAMINATION – SEP/OCT 2012
HTE 384 -2 Sustainable Tourism



Part C – Essay Questions

Answer only two (02) questions from Part C.

Marks allocated for part C: 50

1. “Bali was well known as a beach resort and was a stand-alone destination attracting large number of tourists especially from Australia and Japan. Bombs went off on 12th October 2002 in the Sari Club and Pady’s Bar in the tourist center of Kuta, killing 202 people and injuring many more. This choke off Bali’s economic lifeline: Tourism”.
Identify reasons for the bomb attack & recommend strategies for Bali to reform as an attractive tourist destination. (25 Marks)

2. “Turtle Conservation Project (TCP) in Rekawa aims to devise and facilitate the implementation of sustainable marine turtle conservation strategies through education research & community participation”
 - a. How do you identify TCP as a sustainable community based tourism project? (10 Marks)
 - b. Compare & contrast the method of “In-situ Conservation & Ex-situ Conservation”. (05 Marks)
 - c. “Turtle Hatcheries are not practicing sustainable principles”.
Do you agree with the above statement? Justify your answer. (10 Marks)

3. “Attaining sustainability is not an easy task”. Identify & explain the key challenges faced by Sri Lanka as an island destination in promoting sustainable tourism. (25 Marks)