



PART – B Essay Questions

Answer three (03) questions including question number one (01).
Total marks for part C is 40

- (5 marks)
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marks)
01. Provide short answers to following questions. (1 mark each)
- i. List the types of customers of a tourist destination.
 - ii. Who is an **excursionist**?
 - iii. Define the term "**Hospitality**".
 - iv. What are the typical divisions in an event management organization?
 - v. What is event risk management?
 - vi. According to World Tourism Organization define **tourist**?
 - vii. What is **Health tourism**?
 - viii. List 2 characteristics of hospitality service.
 - ix. Briefly explain how **health issues** affect tourism industry of a destination
 - x. Differentiate between international tourism and domestic tourism.
- (Total marks 10)
02. Tourism industry in broader sense brings in both advantages and disadvantages to a country as a whole. In particular economic costs and benefits, socio cultural impacts as well as environmental costs and benefits could be taken into consideration.
- Discuss the costs and benefits of tourism industry to a country. Support your answer with appropriate examples. (15 marks)
03. Do a SWOT analysis for tourism industry in the context of Sri Lanka. (15 marks)
04. Sri Lanka has the potentiality to offer a wide range of touristic products with the support of its diversified resources. Explain the different aspects of Sri Lankan tourism product. (15 marks)
05. Write short notes on **three (03)** of the following topics. (15 marks)
- i. Impact of technology towards the development of tourism industry.
 - ii. Qualities of an employee of hospitality industry.
 - iii. Future of Sri Lankan tourism industry.
 - iv. Importance of customer orientation in hospitality industry.

