



Uva Wellassa University

Faculty of Management

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

YEAR I SEMESTER I EXAMINATION – FEBUARY/MARCH 2012

HTE 171-3 Fundamentals of Hospitality, Tourism and Events Management



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PART – C

Answer three questions including question number one.
Total marks for part C is 50

01. Provide short answers to following questions. (2 marks 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 who is a **tourist**?
 - vii. Explain the term **health tourism**.
 - viii. List 4 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 20)

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. Explain the important factors to be considered when developing a concept (15 marks)
- a. The theme
 - b. Venue
 - c. Audience
 - d. Timing of the event
 - e. skill of the team

04. Write short notes on three 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