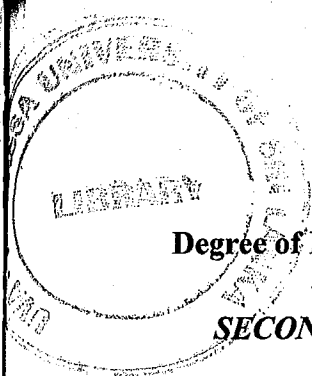




Uva Wellassa University
Faculty of Management

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

SECOND YEAR SECOND SEMESTER EXAMINATION – SEP/OCT 2012

HTE 281-3 Tourism Economics & Repeat



Part C – Essay Questions

Answer only three (03) questions from Part C.

Marks allocated for part C: 45

1. Write short notes on any three (03) of followings. (15 marks)
 - a. Destination area economic variables
 - b. Generating area economic variables
 - c. Explorer, Elite, Second Homers, Incipient Mass, Charter Mass
 - d. Budget Airlines
2. Western Europe emerged as the primary source region for tourism in Sri Lanka after four consecutive years. But its importance as the major market has dwindled over the previous years due to increasing demand experienced from other sources namely South East Asia, Australasia, North America and Middle East. (SLTDA Annual Statistical Report, 2011)
 - a. Explain the term "tourism demand". (05 marks)
 - b. Identify different levels of choices in travel & tourism demand. (05 marks)
 - c. What are the constraints in travel & tourism demand? (05 marks)
3. Explain the objectives of tourism enterprises with real world examples. (15 marks)
4. 'Sustainability is a concept but cannot implement in hotel and resort operations'; comment with appropriate examples. (15 marks)
5. Exhibit following situations in a Production Possibility Frontier with a brief explanation.
 - a. Destruction of hotel rooms after Tsunami (03 marks)
 - b. Long term migration of skilled hospitality employees (03 marks)
 - c. Sri Lankan economy faces a recession (03 marks)
 - d. Shangri La & Marriot brings US \$ 20 billion to Sri Lanka (03 marks)
 - e. Sri Lanka maintains 9% economic growth rate for last decade (03 marks)