

Uva Wellassa University
Faculty of Management
Degree of Bachelor of Business Management in Hospitality Tourism and
Events Management
THIRD YEAR FIRST SEMESTER EXAMINATION – JULY/ AUGUST 2016
HTE 351-2 Facility Design and Development in Tourism

Instructions to candidates:

No. of pages : Two (02)
No. of questions : Six (06) Essay
Time allocation : Two (02) Hours
Marks allocated : 100 Marks

Index Number:

Answer **Three (03)** questions, including question number **one (01)**.

01. A business visitor is a visitor whose main purpose for a tourism trip corresponds to the business and professional category. And today business tourism segment has become one of the fastest growing markets in the hospitality industry.

I). List down five (05) key differences between leisure and business traveller.

(10 Marks)

II). “Hotels should capitalize on what business traveller's value most”. Justify this statement with a suitable example.

(15 Marks)

III). Discuss five (05) main factors that business travellers' take into account when selecting a hotel for their business related activities.

(25 Marks)

(Total Marks 50)

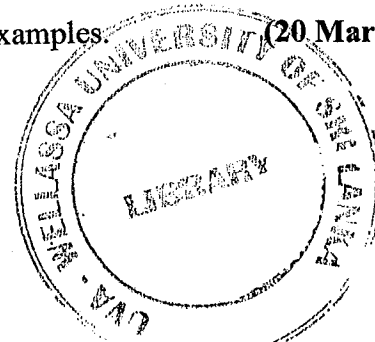
02. Adopting sustainable planning approaches are vital for the long term sustainability of the tourism industry.

I). List down five (05) consequences of unplanned tourism development.

(05 Marks)

II). “Accurate information and proper guidance helps to protect the fragile eco systems”. Justify this statement with suitable examples.

(20 Marks)



03. Ensuring guest safety and security is a main focus of any hotel.

- I). List down five (05) different methods of ensuring guest safety and security. **(05Marks)**
- II). Effective preventative maintenance saves money and helps to deliver a pleasant experience for guests. Discuss. **(20 Marks)**

04. Hotel layout and the facilities should simultaneously meet the needs of the guests and the staff.

Explain the main areas that hoteliers should consider when designing facilities for hotel employees. **(25 Marks)**

05. Due to the ageing population in industrialized countries, the rate of disability among people with the capacity to travel is increasing and adding demand for an accessible environment.

- I). What are the five (05) main categories of special guests? **(05 Marks)**
- II). Explain different approaches that hotels can focus to make a barrier-free environment for differently-abled guests' market. **(20 Marks)**

06. A visitor centre must have a master plan that addresses the visitor centre facilities.

- I). List down five (05) main factors that need to be included in an information board. **(05 Marks)**
- II). An inventory and analysis of current visitors, existing resources are important aspects for a visitor centre to determine its future requirements. Do you agree with this statement? Justify. **(20 Marks)**