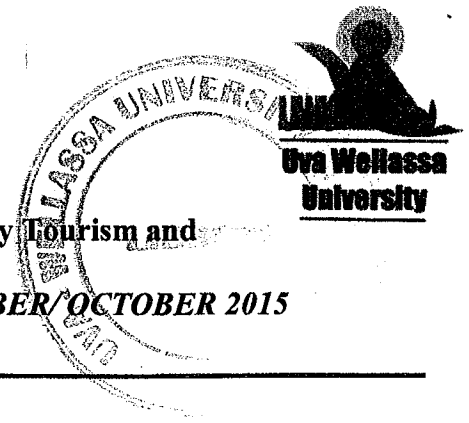


Uva Wellassa University
Faculty of Management
Degree of Bachelor of Business Management in Hospitality Tourism and
Events Management
THIRD YEAR FIRST SEMESTER EXAMINATION – SEPTEMBER/OCTOBER 2015
HTE 383–2 Eco Tourism



Instructions to candidates:

No. of pages : Three (03)
No. of questions : Six (06) Essay
Time allocation : Two (02) Hours
Marks allocated : 100 Marks

Answer four (04) questions only.

01. Eco tourism is one of the popular tourism concepts in the world which interact with natural environment while creating charming experiences to its customers.

a) What are the unique features of ecotourism according to Hector Ceballos?

(05 Marks)

b) Describe major pillars of ecotourism with relevant examples.

(10 Marks)

c) What are the issues tourism industry has to confront in relation to ecotourism? Describe Briefly.

(10 Marks)

02. Ecotourists typically look for experiences that provide a closeness to the natural attractions and local communities. Any destination that seeks to attract these tourist must protect its resources while facilitating the integration with the local community.

a) What is an ecotourism destination?.

(02 Marks)

b) Describe the unique characteristics of a real eco destination.

(08 Marks)

- c) For the longterm survival of an eco destination, destination planning and management is critical. Justify

(15 Marks)

03.

- a) As an accommodation unit, eco lodges should meet specific criteria. Briefly explain such criteria.

(10 Marks)

- a) The management and operation of Eco lodge is different from managing a mainstream hotel . Describe.

(15 Marks)

04. The concept of eco tourism should provide equal opportunities for local communities to participate in tourism activities in the destination.

- a) How local entrepreneurship could be developed through eco tourism? Explain.

(15 Marks)

- b) Bird watching is a popular eco tourism activity among many of the eco tourists. Briefly define following terms in bird watching.

Bird Watching, Birder, Bird Watcher, Birding.

(10 Marks)

05.

- a) Partnership towards eco tourism development is significant to ensure its longterm sustainability. International institutes, private sector organizations, local authorities and non profit organizations have to network and play a vigorous role to ensure the sustainability.

Critically evaluate.

(15 Marks)

- b) Conservation of fauna and flora as tourist attractions is significant to promote eco tourism in a destination. Considering the above, evaluate the present efforts of nature conservation in Sri Lanka.

(10 Mrks)

06.

- a) It can be argued that eco tourism has the capacity to propmote up-scale tourism in a destination. Discuss.

(15 Marks)

- b) What are the strategies taken by the Sri Lankan government to promote eco tourism in the country?

(10 Marks)