



Uva Wellassa University  
Faculty of Management

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

THIRD YEAR SECOND SEMESTER EXAMINATION – SEP/OCT 2012

HTE 385-2 Health & Adventure Tourism



### Part C – Essay Questions

Answer only two (02) questions including question number 01 from Part C.

Marks allocated for part C: 50

1. Develop a comprehensive management training programme with outdoor adventure activities to increase the effectiveness of nurses working at Intensive Care Unit (ICU) of Colombo General Hospital. You are free to make necessary relevant assumptions.  
(25 marks)
  
2. Write short notes on any 05 of followings:
  - a. Ancient treatments Vs. Modern technology in Health Tourism
  - b. Thalasso Tourism
  - c. Inferior products in Health Tourism
  - d. Onsens
  - e. Hen Parties
  - f. Irish Spa Goers
  - g. Types of Health & Wellness tourists(25 marks)
  
3. Design a marketing plan to promote Health & Wellness Tourism in Sri Lanka.  
(25 marks)