

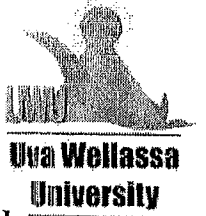
Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management (BBM) in Hospitality, Tourism and
Events Management

THIRD YEAR FIRST SEMESTER EXAMINATION – JUNE/ JULY 2017

HTE 323-2 Tourism Policy Setting and Legal Environment (Repeaters Only)



Instructions to candidates:

Answer all questions.

No. of pages : Two (02) Pages

No. of questions : Four (04)

Time : Two (02) Hours

Marks allocated : Hundred (100)

1. Tourism policy is an area that exists within the nation's overall development policy, therefore, the tourism policy makers need to consider all of the possible impacts and relationships that tourism will have with other areas of the society.

i. What is meant by a tourism policy?

(02 Marks)

ii. Briefly discuss the importance of tourism policies to a country with suitable examples.

(08 Marks)

iii. Critically discuss the national tourism policies in Sri Lanka.

(15 Marks)

(Total Marks 25)

2.

i. Explain the evolution of tourism law in Sri Lanka.

(10 Marks)

ii. Do you think that the existing law particulars address the issues related to sustainable tourism development in Sri Lanka? Critically discuss with suitable examples.

(15 Marks)

(Total Marks 25)



3. Discuss the role of both public sector and private sector for tourism development in developing countries with suitable examples.

(Total Marks 25)

4. Write short notes on any five (05) of the followings.

- i. Sri Lanka Tourism Development Authority (SLTDA)
- ii. Registration process of a travel agency
- iii. Tourism Development Strategies in Sri Lanka
- iv. Tourist police operation
- v. Tourism development projects in Sri Lanka
- vi. Tour guides in Sri Lanka

(5 Marks x 5 = 25 marks)

(Total Marks 25)