

Uva Wellassa University
Faculty of Management
Degree of Bachelor of Business Management in Hospitality Tourism and
Events Management
THIRD YEAR FIRST SEMESTER EXAMINATION – JUNE / JULY 2017
HTE 301 - 3 Special Interest Tourism

Instructions to candidates:

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

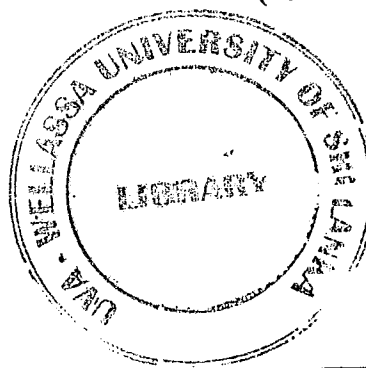
Answer four (04) Questions including Question number one (01).

01. Special interest tourism is one of the fastest growing areas within the tourism industry. It comprises a diverse group of specialist tourism activities that are distinct from the traditional mass tourism product.

- I) List down four (04) factors which influence and facilitate, growth of Special Interest Tourism. **(04 Marks)**
- II) Plog's Model classifies tourists into three (03) main categories. Explain them briefly. **(06 Marks)**
- III) Choice of a holiday destination can be varied due to different factors. Discuss three (03) main factors which influence on traveler holiday destination selection process. **(15 Marks)**

02. Adventure tourism in one of the growing niche market in the tourism industry.

- I) Explain three (03) main characteristics of soft adventure and hard adventure activities. **(10 Marks)**



- II) There are number of important factors to be considered when choosing a site for out-door adventure activities.

Discuss three (03) main factors in choosing out-door adventure activities.

(15 Marks)

03. Costal and Marine tourism activities create lots of negative impacts in the environment.

- I) Discuss negative impacts and possible strategies to minimize such adverse effects to the nature.

(25 Marks)

04. At present, medical tourism is rapidly growing and many tourists tend to go abroad for medical treatments due to various reasons.

- I) Briefly explain the role of middlemen in arranging medical tourism packages.

(10 Marks)

- II) There are different reasons for people to travel abroad for health care services. Explain three (03) main reasons.

(15 Marks)

05. The global spa industry aims to promote wellness through the provision of therapeutic and other professional services.

- I) Discuss the key differences between a **day spa** and a **spa hotel**. **(10 Marks)**

- II) 'There is a potential for Sri Lanka to develop as a medical tourism destination'. Do you agree? Justify your answer with examples. **(15 Marks)**

06. Ecotourism is one of the fastest growing type of tourism.

- I) Briefly explain the profile of eco tourists. (10 Marks)
- II) Discuss four (04) main guiding principles of eco-tourism. (15 Marks)

