



022

UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 3000 Level Semester II End Examination (March 2022)

ENT 32223 – TOURISM ENTREPRENEURSHIP

Duration: Three hours

The question paper contains 06 questions.

Answer for five (5) questions only.

Question 01

I. Define the terms “Domestic Tourism” and “Inbound Tourism”.

(03 Marks)

II. “Tourism product can be defined as the sum of physical & psychological satisfaction it provides.”

Briefly discuss the elements of tourism products with suitable examples.

(05 Marks)

III. “Engaging with tourism related business activities brings more benefits for entrepreneurs”.

Justify this statement with suitable examples.

(06 Marks)

(Total 14 Marks)

Question 02

I. List out the components of Tourism system.

(03 Marks)

II. Briefly explain the factors determining the tourism demand.

(05 Marks)

III. Elaborate the importance of tourism demand measurement for the small and medium scale enterprises (SME’s) in developing countries.

(06 Marks)

(Total 14 Marks)

Question 03

I. Define the terms "Tour operator" and "Travelling wholesaler".

(03 Marks)

II. "Culture and tourism are linked because of their obvious synergies and their growth potential"

Briefly discuss the relationship between culture and tourism.

(05 Marks)

III. Imagine that you are running an own tourism business. How could you be more ethical in your business? Explain your answer with examples.

(06 Marks)

(Total 14 Marks)

Question 04

I. Define the concept of "Tourism Cluster".

(03 Marks)

II. "Cluster may become an effective tool for winning competitive advantage in a tourism market".

Discuss the advantages of establishing tourism clusters in Sri Lanka.

(05 Marks)

III. "Destination management organization (DMO) is a common type of formal organization that serves a tourist destination."

Discuss the functions of Destination management organizations (DMOs) in expanding tourism industry in destination.

(06 Marks)

(Total 14 Marks)

Question 05

I. Briefly explain the term "Tourist Destination Management".

(03 Marks)

II. "Travel & tourism industry is the most growing industry from history to current era".

Explain the emerging trends in tourism industry in Sri Lanka with examples.

(05 Marks)

III. "Tourism industry comprise with different players".

Briefly explain the challenges faced by the players in the tourism industry.

(06 Marks)

(Total 14 Marks)

Question 06

I. Define the concept of "Ethical Tourism".

(03 Marks)

II. "Tourism supply shapes the demand for tourism in a country".

Briefly explain the positive impacts of tourism supply in Sri Lankan context.

(05 Marks)

III. Mrs. Amritha is a foreigner who is looking for a business opportunity to invest tourism sector in Sri Lanka. She likes to start her business in Mirissa region in southern province.

Identify any five (5) different entrepreneurial opportunities that you could suggest to Mrs. Amritha. Your answer should be justified with suitable examples.

(06 Marks)

(Total 14 Marks)
