



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

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No. of Questions: 03
Total Marks :70

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

3000 LEVEL FIRST SEMESTER END EXAMINATION - AUG. / SEP. 2022

Three Hours

MKT 31533 - Tourism Management

Academic Year 2021/2022

Instructions

- ➡ Answer all the questions

Question 01

Read the case and answer the questions given below.

Sri Lanka is frequently regarded as an increasingly popular destination among international tourists. Lonely Planet stated that "Sri Lanka is the best place to travel" in the year 2019. Further, Forbes Magazine named Sri Lanka one of the "top ten coolest countries to visit" in 2015. The travel and tourism industry is the third largest export sector in the Sri Lankan economy, followed by the remittances, textiles, and garments sectors.

Sri Lanka can compete favorably with other popular tourist destinations due to the country's unique natural and cultural attractions. Moreover, to combat the massive challenge that "Mass tourism" poses to the industry, a variety of alternative forms of tourism have emerged with the use of available natural resources and cultural attractions. There is no doubt that the tourist industry can significantly contribute to the economic and social development of the country and its people. Tourism can be seen as one of the most effective ways of alleviating poverty in the country, as it provides employment opportunities for the host community and contributes to the country's overall development through regional development.

Accordingly, the relevant authorities in the country are working on long-term strategies to expand and develop the industry. The Tourist Promotion Bureau is promoting Sri Lanka as a unique event destination by initiating, organizing, and executing foreign and local

events of diversified nature. Further, the Tourist Promotion Bureau administers the Sri Lanka Tourism Event Sponsorship Policy (ESP) to foster the growth of tourist attraction events in Sri Lanka. The Sri Lankan Tourism industry may gain a competitive advantage through events by enhancing its public perception, economic growth, market share, quality of life, community support, environmental values, sustainability, the overall experience of the visitors, and publicity through conventional and new media.

- a. What "Mass Tourism" is? Discuss the negative effects of Mass Tourism in detail.
- b. Explain tourism attractions classification using Clawson's classification recreational resources.
- c. Explain different types of tourists using Cohen's tourist typology and Plog's tourist typology.

(10 Marks each: Total Marks 30)

Question 02

In a substantial number of countries in the world, tourism is highly embraced. This is attributed to the fact that tourism is the sole foreign exchange earner for those countries. There is no doubt that tourism encourages economic development. However, there exist many negative aspects in the global tourism sector.

- a. Explain the cost of tourism with relevant examples.

(12 Marks)

- b. Briefly explain the four platforms that have been explained in Jafari's 'platform model.

(8 Marks)

(Total Marks 20)

Question 03

- a. Critically discussed the socio-cultural impact of tourism

(10 marks)

- b. "Sustainable tourism can be used as an agent for poverty reduction." Discuss.

(05 marks)

- c. Discuss the Modernization theory with application to the Sri Lankan Tourism Industry

(05 marks)

(Total marks 20)