



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 04
No. of Questions: 06
Total Marks :70

ENT 32223 - Tourism Entrepreneurship

Academic Year 2021/2022

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

3000 LEVEL SECOND SEMESTER END EXAMINATION - FEB/MARCH 2023

Three Hours

Instructions

- ▶ This question paper contains 06 questions.
- ▶ Answer five (05) questions only.

Question 01

I. "All travelers are not tourists, but all tourists are travelers. Many distinctions exist between a tourist and a traveler in many aspects including likes, dislikes, travelling habits, places they like to visit, the way their experience a place and many more".

Distinguish between "Traveler" and "Tourist".

(03 Marks)

II. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only".

Discuss this statement with suitable examples.

(05 Marks)

III. "Tourism industry is highly depending on the entrepreneur's capabilities and characteristics. Especially, tourism entrepreneurs are getting more advantages using their own creative and artistic skills in to their businesses".

Do you agree with this statement? Explain your answer with examples where necessary.

(06 Marks)

(Total 14 Marks)

Question 02

- I. The Jafari's platform emphasizes that all four platforms coexist within the contemporary tourism sector.

Distinguish between "Advocacy platform" and "Cautionary platform".

(03 Marks)

- II. "Tourism Product can be seen as a composite product, as the sum of total of a country's tourist attractions, transport, and accommodation and entertainment which result in customer satisfaction".

Discuss this statement with suitable examples.

(05 Marks)

- III. "The public sector has a major role to play in creating and enabling environment for the tourism industry in Sri Lanka while addressing its barriers and to overcome failures in systematic way".

Briefly explain the failure factors that the government needs to be addressed when developing tourism sector in Sri Lanka.

(06 Marks)

(Total 14 Marks)

Question 03

- I. "A tourist attraction is a place of interest that tourists visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement".

Define the concepts of "Man-made tourism attraction" and "Symbiotic attraction".

(03 Marks)

- II. "A system is a set of related and interdependent components that work together to achieve a common objective and it linked by various relationships, such as feedback, cause-and-effect, and interdependence".

Briefly describe the reasons for using a systems approach for study of tourism.

(05 Marks)

III. "Culture is a major factor in the attractiveness of most destinations, not only in terms of tourism, but also in attracting residents and inward investment".

Elaborate the role and the impact of culture on tourism attractiveness in Sri Lanka.

(06 Marks)

(Total 14 Marks)

Question 04

I. "The demand side for tourism sectors can be defined as the tourists and tourism markets that make use of tourism products and/or services".

Distinguish between "Potential Demand" and "Deferred Demand".

(03 Marks)

II. "Push and Pull factor framework explain people travel, because they are pushed by their own internal forces and pulled by the external forces of destination attributes".

Briefly explain Pull and Push factors which influences pattern of tourist flow.

(05 Marks)

III. "Tourism demand as well as supply does not exist in isolation, rather the demand and supply for a specific tourism service is resultant of interplay between various micro and macro factors".

Discuss the factors affecting demand and supply in Tourism industry in Sri Lanka.

(06 Marks)

(Total 14 Marks)

Question 05

I. "The development of creative tourism in small towns in rural areas has been the subject of growing interest and research from different perspectives".

Define the concept of "Creative tourism".

(03 Marks)

II. "A destination's competitiveness comes from the use of effective, sustainable strategies and is based upon a balance of interests of all stakeholders inside the tourist destination".

Briefly explain the key components of destination competitiveness.

(05 Marks)

III. "The ICT (Information and Communication Technology) driven re-engineering has gradually generated a new paradigm shift, altering the tourism industry structure and developing a whole range of opportunities and threats".

Critically evaluate this statement.

(06 Marks)

(Total 14 Marks)

Question 06

I. "Tourism enterprise means a trade or business which provides facilities, amenities, informal accommodation, attractions and services for tourism other than serviced accommodation establishments".

Distinguish between "Primary tourism enterprises" vs "Secondary tourism enterprises".

(03 Marks)

II. Sri Lanka Tourism Development Authority considers sustainability as a key driver to preserve and conserve the island's outstanding natural and cultural heritage to safeguard the destination for our people and our visitors for now and for the future.

Discuss the suggestions to promote sustainable tourism business in Sri Lanka.

(05 Marks)

III. "The porter's five force framework has identified as one of the best strategies which could be utilized to measure and analyses the competition in a tourism industrial business firm".

Elaborate the importance of porter's five forces model in achieving competitive advantage in Sri Lanka's Tourism Industry.

(06 Marks)

(Total 14 Marks)
