



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

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BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

Three Hours

3000 LEVEL FIRST SEMESTER END EXAMINATION - AUG/SEP 2023

MKT 31533 - Tourism Management

Academic Year 2022/2023

Instructions

- This paper contains 3 questions.
- Answer all questions.

Question 01

Read the case and answer the questions given below.

Sri Lanka, a country situated in South Asia, is often known as the "Pearl of the Indian Ocean" due to its abundant cultural diversity and richness. The destination's remarkable natural landscapes, dynamic culture, and historical importance make it an exceptional and compelling location for travelers hailing from many parts of the globe. Sri Lanka had an extended duration of political conflict, particularly over the prolonged civil war that lasted for about thirty years. The aforementioned conflict had a substantial adverse influence on the tourism sector, discouraging potential visitors and causing a decrease in the arrival of tourists. The end of the civil war in 2009 signified a significant milestone for the tourist sector in Sri Lanka. The government made investments in the construction of infrastructure, including airports, highways, and hotels, with the aim of attracting visitors.

Furthermore, the worldwide tourist industry has brought up a range of advantageous prospects as well as obstacles for Sri Lanka. The tourism industry has seen disruptions in recent times due to external reasons like the global economic downturn and the COVID-19 epidemic. So, the Sri Lankan Tourism Development Authority is actively involved in tourism planning to address the

aforementioned difficulties and revitalize the tourist sector in Sri Lanka. Their efforts are focused on promoting the long-term sustainability of the tourism industry. This encompasses strategies aimed at safeguarding natural ecosystems, fostering ethical tourist practices, and actively involving local people to ensure they get advantages from the growth of tourism.

- a. Briefly explain the three pillars of Sustainable Tourism.
- b. Discuss the role of government in implementing Sustainable Tourism in Sri Lanka.
- b. Discuss the importance of Community-Oriented Approach in tourism planning for the development of tourism in Sri Lanka.

(10 Marks each: Total Marks 30)

Question 02

- a. Briefly explain different forms of tourism using relevant examples.
- b. Explain Cohen's Tourist Typology and Plog's Tourist Typology and link them with Doxy's Irridex Index.

(10 Marks each: Total Marks 20)

Question 03

- a. Explain the four tourism platforms suggested by Jafar Jafari in detail.
- b. Briefly explain the "Dependency Theory" and explain how it effects on the tourism industry in Sri Lanka.

(10 Marks each: Total Marks 20)