

UNIVERSITY OF RUHUNA
2018/2019 Academic Year
B. A. (General / Special) Degree - 2000 Level
2nd Semester Examination -- 2020 March- August

POS 22663 – Tourism Management

Answer any four (04) questions.

Time: 03 Hours

1. Introduce the term “Tourism management” and explain the contribution it has on the development of tourism services. (15 Marks)
2. Define the term “Tourism attraction” and describe it’s influence on the development of tourism destination services. (15 Marks)
3. What is Agro – Tourism? Describe it’s influence on tourism services development. (15 Marks)
4. Discuss the influence of tourism demand on tourism management. (15 Marks)
5. Discuss the influence of tourism supply on tourism management. (15 Marks)
6. Describe the contribution of tourism planning on tourism management. (15 Marks)
7. Describe the tourism contribution of the thinkers ‘Stanly Plog’ and ‘Lipper’ on tourism management. (15 Marks)

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