



**UNIVERSITY OF RUHUNA**

**FACULTY OF MANAGEMENT AND FINANCE**

**Bachelor of Business Administration Degree Programme 3000 Level Semester II  
Examination/Repeat (February/March 2021)**

**Academic Year 2020/2021**

**ENT 3220 – TOURISM ENTREPRENEURSHIP**

**Duration: Three hours**

**The question paper contains 06 questions.**

**Answer for five (5) questions only.**

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**Question 01**

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

(03 Marks)

II. “Culture and tourism have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of destinations”.

Briefly discuss the relationship between culture and tourism.

(05 Marks)

III. “Tourism industry in Sri Lanka currently faces a number of challenges”.

Discuss the cohesive efforts to uplift the Sri Lankan tourism sector.

(06 Marks)

(Total 14 Marks)

**Question 02**

I. List out the legal entities/ bodies that govern the smooth functioning of tourism activities in Sri Lanka.

(03 Marks)

II. “Sustainability and competitiveness are the two main disclosures in the tourism industry in any country.”

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

(05 Marks)

III. "The value of Porter's Five Forces model enables tourism entrepreneurs to think about the competitiveness of their industry in a structured way as a starting point for further analysis."

Elaborate this statement with examples.

(06 Marks)

(Total 14 Marks)

### Question 03

I. Distinguish between "Traveller" and "Excursionist".

(03 Marks)

II. Briefly discuss the role of small and medium scale enterprises (SME's) in regional tourism development.

(05 Marks)

III. William is a foreigner who is looking for a business opportunity to invest in Sri Lankan tourism sector. He likes to start his business in "Unawatuna".

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

(06 Marks)

(Total 14 Marks)

### Question 04

I. Define the concept of "Tourism Destination".

(03 Marks)

II. Briefly discuss how tourism has potential to create positive effects on the environment.

(05 Marks)

III. "Creativity, innovation and entrepreneurship are slogans that have become an integral part of modern tourism economy."

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

(06 Marks)

(Total 14 Marks)

### Question 05

I. Define the concept of Ethical Tourism”.

(03 Marks)

II.“Home stay concept is becoming a more popular among tourism entrepreneurs. Conversely there is an argument that home stays destroy the social, economic and cultural harmony of the destination”.

Critically evaluate the homestay accommodation supply in Sri Lanka.

(05 Marks)

III. Assume that one of your friends is going to start a new tourist boutique hotel. He wants to get an idea on way of conducting his business in ethical manner. As an expert person in tourism field, advise him to conduct his business activities in ethical way.

Explain your answer with examples.

(06 Marks)

(Total 14 Marks)

### Question 06

I. Compare and contrast four of the following concepts in tourism.

- a) Competitiveness and Sustainability
- b) Mass tourism and Alternative tourism
- c) Cultural Tourism and Heritage Tourism
- d) Recreational Tourist and Business Tourist
- e) Generic Infrastructure and Touristic Infrastructure

(3.5 marks per each)

(Total 14 Marks)

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