



**UNIVERSITY OF RUHUNA**

**FACULTY OF MANAGEMENT AND FINANCE**

**Bachelor of Business Administration Degree Programme 4000 Level**

**Semester I End Examination (February/ March 2021)**

**Academic Year 2020/2021**

**MKT 4153 – Tourism and Hospitality Management**

**Duration: Three hours**

**Answer all questions.**

**Question 01**

- I. Briefly explain the differences between a ‘traveler’ and an ‘inbound visitor’?  
(02 Marks)
- II. Briefly explain the differences between a tourist and an excursionist? (02 Marks)
- III. Consuming a tourism product involves different types of risks. Briefly explain four (04) such types of risks. (04 Marks)
- IV. Briefly explain the main three (03) forms of tourism categorized by the United Nations World Tourism Organization (UNWTO). (06 Marks)

**[Total 14 Marks]**

**Question 02**

- I. Briefly explain how tourism has positively contributed to the Sri Lankan economy.  
Use examples to validate your answer. (06 Marks)
- II. Discuss four (04) negative economic outcomes of tourism using examples. (08 Marks)

**[Total 14 Marks]**

**Question 03**

- I. Briefly explain the difference between ‘psychocentric’ and ‘allocentric’ tourists. (06 Marks)
- II. Explain the four (04) types of tourists introduced by Cohen (1972). (08 Marks)

**[Total 14 Marks]**

**Question 04**

- I. What is ‘Sustainable Tourism’? (02 Marks)
- II. “Sustainable tourism focuses beyond protecting the environment” Explain this statement. (04 Marks)
- III. ‘Threshold’ is an important decision criterion in sustainable tourism. Discuss how different types of threshold levels influence the practice of sustainable tourism. Use examples where necessary to validate your answer. (08 Marks)

**[Total 14 Marks]**

**Question 05**

- I. Explain the differences among international, national and subnational levels of tourism planning. (06 Marks)
- II. Discuss four (04) strategies to manage the over exploitation of a destination caused by tourism. (08 Marks)

**[Total 14 Marks]**

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