



SLIATE

SRI LANKA INSTITUTE OF ADVANCED TECHNOLOGICAL EDUCATION

(Established in the Ministry of Higher Education, vide in Act No. 29 of 1995)

Higher National Diploma in Tourism & Hospitality Management

First Year, First Semester Examination – 2017

THM 11013- Principles of Tourism Studies

Instructions for Candidates:

Answer five (05) questions only

No. of questions : 06

No. of pages : 02

Time: Three (03) hours

Question 01.

- i Define the term 'Tourism' according to the definition given by UNWTO. (03 Marks)
- ii Identify the three (03) Key Determinants of the definition above. (03 Marks)
- iii What are the Main Purposes of Travel by visitors? (04 Marks)
- iv Explain the Characteristics of Tourism industry? (05 Marks)
- v List down the Economic benefits of Tourism. (05 Marks)

(Total 20 Marks)

Question 02.

- i What are the Types of Tourism existing in the world? (04 Marks)
- ii Explain briefly three (03) of them with examples. (06 Marks)
- iii Discuss the Impact of Tourism to the host society. (05 Marks)
- iv Identify the job opportunities available in Hotel Industry. (05 Marks)

(Total 20 Marks)

Question 03.

- i Name the Travel Research Process. (05 Marks)
- ii Briefly discuss the functions of United Nation World Tourism Organization (UNWTO). (05 Marks)
- iii Explain the steps have been taken by Sri Lanka Tourism Development Authority (SLTDA) to develop Tourism sector in Sri Lanka with proving examples for such development projects. (10 Marks)

(Total 20 Marks)

Question 04.

- i What is Nature Tourism? (03 Marks)
- ii What is Cultural Tourism? (03 Marks)
- iii Distinguish between Mass Tourism and Individual / Niche Tourism. (04 Marks)
- iv Critically explain about the Tourism Development of Sri Lanka for recent years by providing fact and figures. (10 Marks)

(Total 20 Marks)

Question 05.

- i What are the Key Components (5As) of Tourism? (02 Marks)
- ii Name the Barriers / Difficulties to Travel. (03 Marks)
- iii What are the career possibilities available in different segments of Tourism Industry? (07 Marks)
- iv “Tourism study is linked with other disciplines too” Discuss this statement. (08 Marks)

(Total 20 Marks)

Question 06.

Write short notes on any 04 (four) of the following topics.

- a) Tourist Attractions
- b) Social Tourism
- c) International Tourist
- d) Sri Lanka Tourism Promotion Bureau (SLTPB)
- e) Tourism System

(5×4=20 Marks)