



University of Kelaniya – Sri Lanka

Centre for Distance and Continuing Education

Bachelor of Arts (General) Degree First Examination (External) – 2014

2018 August/ September / October

Faculty of Social Sciences

Tourism and Cultural Resources Management

Introduction to Tourism and Cultural Resources TCRM E - 1015

Answer four (04) questions only

No. of questions : 08

Time : 03 Hours

- 1) I) Define the term “Tourism” according to the definition given by UNWTO.
(08 marks)
II) Explain the differences between Individual mass tourists and Organized mass tourists. (12 marks)
- 2) Discuss the impact of tourism on host community. (20 marks)
- 3) Name six (6) service sectors of tourism and explain three (3) of them. (20 marks)
- 4) Explain about the United Nations World Tourism Organization (UNWTO) and mention five (5) main responsibilities of this organization. (20 marks)
- 5) Discuss the importance of cultural tourism with examples. (20 marks)
- 6) I) What are the main purposes of introducing Tourism Act No. 38 of 2005? (10 marks)
II) Explain about the role of Sri Lankan Tourism Development Authority (SLTDA) in developing tourism sector in Sri Lanka. (10 marks)

7) How to promote Sri Lankan intangible culture in tourism industry? Explain with example. (20 marks)

8) Write the short note of the following. (4*5= 20 marks)

- I) Tourist attraction
- II) Outbound tourism
- III) Sri Lanka Tourism Promotion Bureau
- IV) Tour Guiding
