



University of Kelaniya – Sri Lanka

Centre for Distance and Continuing Education

Bachelor of Arts (General) Degree Second Examination (External) – 2013/14

2017 April – June

Faculty of Social Sciences

Tourism and Cultural Resources Management - TCRM - E 2015

Visual Media for Tourism

Answer four (04) questions only

No. of questions : 08

Time : 03 Hours.

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01. Explain with suitable examples about the importance of visual media in tourism.
 02. Investigate about the camera angles and camera shots which are used in electronic media.
 03. "Photography plays a major role in tourist attraction" Analyze this statement with suitable local and foreign examples.
 04. Introduce the print media models and investigate their capabilities which can be used for tourist promotions.
 05. Introduce the production periods of a tourist promotional television program and explain the duties of crew members in each period.
 06. "Basil Wright's Song of Ceylon carved out the passage for the tourists attraction towards Sri Lanka" Analyze this statement.
 07. "Internet plays a prominent role in tourism" explain this statement considering the facilities of internet.
 08. Provide sufficient information for 4 topics

- I. Digital technology
- II. Documentary Films
- III. Audio Video Recording Formats
- IV. Lighting
- V. Blogs
- VI. Wild Life Programs