



University of Kelaniya – Sri Lanka
Centre for Distance and Continuing Education

Bachelor of Arts (General) Degree Second Examination (External) – 2016

November 2022 – January 2023

Faculty of Social Science

Tourism and Cultural Resources Management (New/Old Syllabus)

Visual Media for Tourism - TCRM- E2015

Answer four (04) questions only

No. of questions: 08

Time: 03 Hours

01. The use of visual is important for effective communication. Justify the above statement with examples. (20 Marks)
02. Describe the recent history of visual communication. (20 Marks)
03. Describe the factors should consider when designing a tourism poster. (20 Marks)
04. Discuss the print media that are used to heritage site interpretation with examples. (20 Marks)
05. "Documentaries are a powerful media that can be used for promotions in the tourism industry." Justify the above statement by using travel documentaries as examples. (20 Marks)
06. Explain the visual media that tourists are used to get an idea about a particular destination in pre - tour phase. (20 Marks)
07. The script is one of the key elements in the pre-production period.
 - i. What is meant by the pre-production period? (08 Marks)
 - ii. Explain the importance of a script for visual media productions. (12 Marks)
08. Write short notes on **two (02)** of the following topics.
 - i. Pictogram and Ideogram
 - ii. Blogs
 - iii. The scale of Heritage
 - iv. Types of Posters

(2x10 = 20 Marks)
