

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
FINAL YEAR FIRST SEMESTER EXAMINATION IN BCOM 2016/2017
SPECIALIZATION IN BUSINESS ECONOMICS

(January-2019) Proper

ECN 4043 – TOURISM AND REGIONAL DEVELOPMENT

Time-03 Hours

Answer All Questions

- Q1. Circle the most appropriate answers for the multiple choice questions from 1-10.
- 1) Tourists who wish to devote their holidays to rest, to recuperate their physical and psychic and who wish to refresh themselves, those tourists classified as.
 - a) Leisure Tourists
 - b) Circumstantial Tourists
 - c) Recreational Tourists
 - d) Juvenile Tourists
 - 2) From the characteristics, which is not a characteristics of social tourism
 - a) It is practiced by low income groups
 - b) It is largely based on subsidies, special facilities and other measures.
 - c) Tourist establish the destination and programs themselves
 - d) There are measures to encourage tourist to participate in tourism activities
 - 3) Percentage of population of the overall population who makes at least one trip during a given period of time is known as
 - a) Gross Travel Propensity
 - b) Travel Propensity
 - c) Net Travel Propensity
 - d) Travel Propensity
 - 4) Tourism destination planning can take place whereas
 - a) Natural resources and attractions are available
 - b) absence of complementary services and infrastructure
 - c) Investment funds are available
 - d) Destination accessibility is presented

- 5) Psychographic segmenting is defined as
- Marketers seek to determine how personal characteristics influence travel development of facilities and services.
 - Determine differences in similarities in travel preference due to traveler
 - A grouping method of travel markets according to their values, attitudes, lifestyles, interests, activities, and personalities.
 - The travel market into groups that have similar buying habits.
- 6) Department of operation of a travel agency can be divided into
- Documentation units, passenger units, Visa units, Sales units
 - Documentation units, booking units, Visa units, passenger units
 - Documentation units, Reservation units, Visa units, Sales units
 - Documentation units, Reservation units, Sales units, passenger units
- 7) Destination Planning Project, can be classified as a
- Problem solving approach
 - Rationalist approach
 - Destination approach
 - Neutral approach
- 8) Regional development of tourism must have an increase in the volume of participation. Increased participation does not depend on
- Desire and ability of tourist
 - Changes in present levels of offerings the supply
 - Low attractiveness and poor services
 - Capacity of the present physical plant
- 9) Tourism development dependence hierarchy encompasses
- Heightened demand, Expanded markets, Resource Development
 - Heightened demand, Expanded supply, Resource Development
 - Heightened demand, Expanded supply, Expanded markets
 - Heightened demand, Expanded supply, Expanded markets, Resource Development
- 10) Who buys the individual elements in the travel product on his own account and combines them in such a way that he is selling a package travel, the tour to his clients, they known as
- Travel agencies
 - Supplier
 - Customers
 - Tour operator

Q2.

- a) Define the term 'tourism' using different perspectives. (05 Marks)
- b) Specify the major characteristics of tourism. (05 Marks)
- c) "Tourism is a multi-faced phenomenon", Indicate the different forms of tourism. (05 Marks)
- d) How would you differentiate the sub type of tourism in the basis of movement patterns? (05 Marks)
- (Total 20 Marks)

Q3.

- a) Briefly explain the major type of market segmentation in tourism industry. (04 Marks)
- b) Promotion for tourism generally encompasses four activities, list out them. (04 Marks)
- c) "A system of major components linked together in an intimate and interdependent relationship" Explain using a diagram. (06 Marks)
- d) "For the purposes of planning, the supply side could be described as including five major components". List out those five major components and briefly explain one of them. (06 Marks)
- (Total 20 Marks)

Q4.

- a) What are the main services of a travel agency?
- b) What do you understand by the term of accommodation and indicate its main elements?
- c) In what ways does tourism differ as a product from other products?
- d) "The tourist product can be analyzed in terms of attraction, facilities & access." Briefly explain.

(Total 2)

Q5.

- a) Define the term 'tourism cluster'.
- b) List out the basic steps of destination planning project.
- c) Briefly discuss how tourism marketing has been promoted in the region you have visited.
- d) Briefly explain the key process of developing a supply side regional tourism product.

(Total 4)