



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 and Hospitality Management

First Year, Second Semester Examination – 2015

THM 12083 - Tourism Policy, Planning & Development

Instructions for Candidates:

Answer 05 question only

No. of questions: 06

No. of pages : 02

Time : 03 Hrs.

Question No 01

- i. What is meant by 'Tourism Policy'? (04 Marks)
- ii. What are the areas addressed by Tourism Policy? (06 Marks)
- iii. Explain why Tourism Policy is important to the development of tourism destination. (10 Marks)

(Total 20 marks)

Question No 02

- i. Classify the types of tourist attractions. (04 Marks)
- ii. Why tourist attractions are important to a destination? (06 Marks)
- iii. How can Sri Lanka get competitive advantages of our bio diversity for the development of tourism? Explain. (10 Marks)

(Total 20 marks)

Question No 03

- i. Briefly explain the following terms.
 - a. Planning
 - b. Land Use Planning (04 Marks)
- ii. Name & briefly explain the levels of tourism planning. (06 Marks)
- iii. "Effective tourism planners highly focus on 'Future Sustainability'. Comment on this statement. (10 Marks)

(Total 20 marks)

Question No 04

- i. What are the types / forms of tourism? (04 Marks)
- ii. Explain 'Resort Based Tourism Development' by providing local examples. (06 Marks)
- iii. Critically explain how the infrastructure development links with the development of tourism in a country. Provide examples when necessary. (10 Marks)

(Total 20 marks)

Question No 05

- i. Name the major elements in general survey of Tourism Planning. (04 Marks)
- ii. Explain the 'Accommodation Projection'. (06 Marks)
- iii. Explain why tourism planners should engage in surveys when planning tourism. (10 Marks)

(Total 20 marks)

Question No 06

Write short essays on the followings

- i. Role of SLTDA in developing tourism in the country (5 Marks)
- ii. Tourism development in Sri Lanka since 2010 (5 Marks)
- iii. Importance of tourism planning (5 Marks)
- iv. Relationship of Human resource development and tourism planning in Sri Lanka (5 Marks)

(Total 20 marks)