

**EASTERN UNIVERSITY, SRI LANKA**  
**FACULTY OF COMMERCE AND MANAGEMENT**  
**FINAL YEAR FIRST SEMESTER EXAMINATION IN BCOM (2018/2019)**  
**SPECIALIZATION IN BUSINESS ECONOMICS**

(August-2020) Proper

**ECN 4043 – TOURISM AND REGIONAL DEVELOPMENT**

*Answer All Questions*

*Time-03 Hours*

**Q1.**

- a) Differentiate the term ‘tourism’ using an economist’s perspective and a sociologist’s perspective. (03 Marks)
- b) What do you understand about recreation? give examples for recreation activities. (03 Marks)
- c) “Tourism is a complex phenomenon” why? Explain briefly. (04 Marks)
- d) Identify the major characteristics of Business Tourism. (05 Marks)
- e) How would you differentiate the subtype of tourism in the basis of seasonal character? (05 Marks)

**(Total 20 Marks)**

**Q2.**

- a) Indicate the factors which determine the high travel propensity. (02 Marks)
- b) In what ways does tourism differ as a product from other products? (05 Marks)
- c) What are the factors affecting the supply of tourism? Briefly explain. (06 Marks)
- d) Briefly explain the following market segmentation in the tourism industry.
- a. Demographic segmentation.
  - b. Geographic segmentation.
  - c. Psychographic segmentation.
  - d. Behavioristic segmentation.

(07 Marks)

**(Total 20 Marks)**

**Q3.**

- a) Briefly explain the finding of Taylor who has exposed the market-plant match. (05 M)
- b) Describe the impact of external factors on the development of tourism supply. (07 M)
- c) Clarify the five major components by which the function of supply-side tourism explained. (08 M)

**(Total 20 M)**

**Q4.**

- a) Draw the diagram of the organisation chart of a travel agency. (03 M)
- b) State the major types of activity of a travel agency. (03 M)
- c) Distinguish between the characteristics of tourists who are most likely to choose package tours and those preferring to travel independently. (04 M)
- d) Explain the functioning of the tourism system using a diagram. (05 M)
- e) Define the tour operator and explain the role of a tour operator in the tourism market. (05 M)

**(Total 20 Ma)**

**Q5.**

- a) What do you understand by rational planning process? (03 Mar)
- b) Specify the continuous planning action of a tourism business. (04 Mar)
- c) An understanding of the physical factors is necessary for the development of a regional tourism plan. Why? (04 Mar)
- d) List out the basic steps of destination Planning Project. (04 Mar)
- e) Briefly explain the tourism development hierarchy. (05 Mar)

**(Total 20 Mark)**