



**SLIATE**

**SRI LANKA INSTITUTE OF ADVANCED TECHNOLOGICAL EDUCATION**

(Established in the Ministry of Higher Education, vide in Act No. 29 of 1995)

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**Higher National Diploma in Tourism and Hospitality Management**

**First Year, First Semester Examination – 2017**

**HNDTHM11023- Principles of Tourism Management**

Instructions for Candidates:	No. of questions	: 06
Answer Five (5) questions only	No. of pages	: 02
	Time	: Three (3) hours

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- 1.) I. What do you mean by tourism planning? (4 marks)  
ii. Explain the different levels of tourism planning. (8 marks)  
iii. Discuss the importance of tourism planning in order to achieve the benefits of tourism sector. (8 marks)

**(Total 20 marks)**

- 2.) I. What are the management functions in an organization? (4 marks)  
ii. Identify the levels of management in an organization and briefly explain the responsibilities of top management. (8 marks)  
iii. Discuss the importance of leadership in tourism sector and explain the characteristics that a leader should have. (8 marks)

**(Total 20 marks)**

- 3.) I. Define the difference between attraction and destination. (4marks)  
ii. Define the term destination management. (6marks)  
iii. Briefly describe the elements of tourist destination with examples. (10marks)

**(Total 20marks)**

- 4.) I. What is Human Resource Management? (4 marks)  
ii. Explain the difference between recruitment and selection. (6 marks)  
iii. Discuss the importance of HRM in Hospitality industry. (10marks)  
**(Total 20 marks)**

- 5.) I. What are the characteristics of service? (4 marks)  
ii. What is tourism marketing? (4 marks)  
iii. Identify the SWOT analysis in the tourism sector. (12marks)  
**(Total 20 marks)**

- 6.) I. Define the term of “Talent Management”’? (4 marks)  
ii. What are the benefits of knowledge management? (6 marks)  
iii. Explain the difference between the implicit knowledge and explicit knowledge  
(10 marks)

**(Total 20 marks)**

