



UNIVERSITY OF PERADENIYA

CENTRE FOR DISTANCE AND CONTINUING EDUCATION



ශාස්ත්‍රවේදී උපාධි (බාහිර - නව නිර්දේශය-පරීක්ෂණය 300 මට්ටම - මාර්තු 2025
இளங்கலைமாணிப் பட்ட பரீட்சை (வெளிவாரி-புதிய பாடத்திட்டம்) 300 வது தேர்ச்சி மட்டம் - மார்ச் 2025
Bachelor of Arts (External - New Syllabus) Examination 300 Level - March 2025

SUPE 306

උරුම සංචාරක ව්‍යාපාරය/ Heritage Tourism

කාලය පැය (03) තුනයි.
மூன்று (03) மணித்தியாலங்கள்
Time three (03) Hours.

ප්‍රශ්න 5 කට පිළිතුරු සපයන්න.
5 வினாக்களுக்கு மட்டும் விடையளிக்க.
Answer 5 questions only.

නොපැහැදිලි අත් අකුරුවලට ලකුණු කපනු ලැබේ.
எழுத்து தெளிவில்லாதவிடத்து புள்ளிகள் குறைக்கப்படும்.
Marks will be deducted for illegible hand writing.

මෙම ප්‍රශ්න පත්‍රයේ අඩංගු ප්‍රශ්න සංඛ්‍යාව 8 කි.
இந்த வினாப்பத்திரத்தில் 8 வினாக்கள் உள்ளன.
There are 8 questions in the question paper.

1. Explain the following topics with appropriate examples.
 - i. Tangible and intangible heritage
 - ii. Movable and immovable heritage
 - iii. Cultural and natural heritage
 - iv. UNESCO World Heritage
2. Answer the following questions based on tourism and heritage tourism.
 - i. Define tourism.
 - ii. Explain what heritage tourism is and briefly describe the different types of heritage tourism.
 - iii. Discuss the benefits of heritage tourism for developing countries.
3. Answer the following questions based on tourism attractions.
 - i. Explain what is a tourism attraction, with appropriate examples.
 - ii. What are the characteristics of a successful tourism attraction?
 - iii. Discuss why heritage marketing and planning are important to managing tourism attractions.
4. Answer the following questions based on heritage conservation.
 - i. Define heritage conservation.
 - ii. What are the different levels of heritage conservation?
 - iii. Discuss the principles and ethics of heritage conservation.
5. Answer the following questions based on museums.
 - i. Define a museum.
 - ii. Briefly explain the different types of museums.
 - iii. Discuss the contribution of museums to heritage tourism
6. Analyze the positive and negative impacts of heritage tourism in Sri Lanka.

7. Discuss the contemporary challenges and trends of heritage tourism with appropriate examples.

8. Write short notes on the following **four (04)** topics.

- i. Heritage branding
- ii. Heritage marketing
- iii. Commodification of heritage and stage authenticity
- iv. Carrying capacity in heritage tourism

(20 marks for each question)