

# Uva Wellassa University

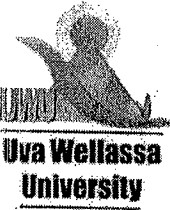
Faculty of Management

Degree of Bachelor of Business Management (BBM) in Hospitality, Tourism and Events

Management

SECOND YEAR FIRST SEMESTER EXAMINATION – JUNE/JULY 2017

HTE 221-2 GIS for Tourism



## Instructions to candidates:

No. of pages : One (01)  
No. of questions : Four (04) Essays  
Time : Two (02) Hours  
Marks allocated : 100 Marks  
Answer all questions.

Index No:

1.
  - a. What are the main functionalities of Geographical Information Systems (GIS)? (05 Marks)
  - b. List five (05) advantages of GIS for the tourist sector in Sri Lanka. (05 Marks)
  - c. List five (05) areas of GIS application. (05 Marks)
  - d. Describe data acquisition methods in GIS. (10 Marks)
2.
  - a. What are the five (05) elements of a complete, integrated GIS? (05 Marks)
  - b. Describe trends towards tourism industry in GIS technology. (10 Marks)
  - c. Provide an application scenario on how GIS would support to promote and plan tourism activities in Sri Lanka. (10 Marks)
3.
  - a. List five (05) major data sources to acquire spatial data. (05 Marks)
  - b. What is meant by objects and fields? Explain with examples. (10 Marks)
  - c. Discuss the relative strengths and weaknesses of raster and vector data structures. (10 Marks)
4.
  - a. What is a datum? (03 Marks)
  - b. Discuss briefly the UTM projection. (06 Marks)
  - c. What is meant by Global Positioning System (GPS)? (05 Marks)
  - d. Briefly explain any three (03) different types of maps. (06 Marks)
  - e. Describe the basic characteristics of maps. (05 Marks)

