

SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BHM 3302 SUSTAINABLE OPERATIONS IN HOSPITALITY & TOURISM**
Semester & Year : January-April 2017
Lecturer/Examiner : Ms. Dewi Pratomo
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 3 parts:**
PART A (50 marks) : FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (30 marks) : THREE (3) scenario question.
PART C (20 marks) : ONE (1) Essay question in not less than two full pages.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.**
- Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.**

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

Total Number of pages = 4 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (50 MARKS)

INSTRUCTION(S) : FOUR (4) short answer questions. Write your answers in the Answer booklet provided

1. Describe each of the following terms and provide an example of each : (10 marks)
 - a. Carrying Capacity
 - b. Carbon Offset
2. Policy is important to guide all tourism development, operations and management so as to meet Government's immediate and long-term objectives for tourism. The policy, based on the principles of sustainability, is in line with international best practices to ensure the competitiveness of the national tourism industry within a regional and global scenario. Categorize **FIVE (5)** general economic and social policies affecting tourism (15 marks)
3. When it comes to sustainability, there are actually three "pillars" to consider: environmental, economic, and socio-cultural. Tourism has to be sustainable in all three areas to truly be considered "sustainable tourism." Discuss the rationale for sustainable tourism (10 marks)
4. Discuss **FIVE (5)** types of carrying capacity (15 marks)

END OF PART A

Part B : CASE STUDY QUESTION (30 Marks)

INSTRUCTION(S): THREE (3) Case study question refer to the case study

Bedarra Island

Bedarra is Australia's most exclusive island resort. There are just 16 villas on the island catering to just 32 guests. No day trippers and no children under 15 age are allowed on the island to intrude upon your privacy. Each of the spacious two level villas is crafted from native timbers and feature separate living areas with private balcony providing ocean views. The open bar is stocked with domestic and imported beers, champagne, fine vintage reds and whites, spirits and liquors. For additional fees you can also enjoy game fishing tours and excursions to the Great Barrier Reef.

Heron Island

Situated on the Barrier Reef, Heron is a coral bay, rich in natural beauty and wildlife. Life in heron is very special, stress is replaced by a sense of adventure and your days are filled with discovery. Accommodation is offered in three styles, Heron suites, Reef suites and the Turtle cabin. There is a range of water sport to enjoy including snorkelling, reef fishing and scuba diving. With additional fees you can enjoy many activities such as travelling by seaplane, motor launch and helicopter. Many of activities on the island are free including wind surfing, catamarans, sailboards, tennis, six-hole pitch and putt golf course, nightly entertainment and guided forest walk.

Source: "Jetset Round the World" Brochure, 1998

Refer to the "Jetset Round the World Brochure" above to answer the case study question

- a. Critically evaluate the negative impact of the growth of exclusive small island resort complexes in terms of sustainable tourism (10 marks)
- b. Critically evaluate possible positive impact of the tourism growth in small island resort (10 marks)
- c. Based on above case study, propose **FIVE (5)** suggestions that governments at national, regional and local levels can reduce the negative impact and maximise the benefit with a mix of policy and planning measures in the sustainable tourism in a small island. (10 marks)

END OF PART B

Part C : ESSAY QUESTION (20 Marks)

INSTRUCTION(S) : ONE (1) essay question in not less than two full pages written in the Answer Booklet provided.

A **sustainable food** system is a collaborative network that integrates several components in order to enhance a community's environmental, economic and social well-being. It is built on principles that further the ecological, social and economic values of a community and region. Food systems that is part of the sustainable food comprise all aspects of food production (the way the food is grown or raised; the way the food is harvested or slaughtered; and the way the food is processed, packaged, or otherwise prepared for consumer purchase) and food distribution (where and how the food is sold to consumers and how the food is transported). Evaluate the **EIGHT (8)** inter-related principles of sustainable food. (20 marks)

END OF EXAM PAPER