

FACULTY OF HOSPITALITY & TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **BHM3302 SUSTAINABLE OPERATIONS IN HOSPITALITY & TOURISM**
Trimester & Year : May-August 2018
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) Case study questions. Write your answers in the answer booklet provided.
PART C (20 marks) : ONE (1) essay question in not less than two full pages written in the Answer Booklet provided.
- 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 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.

Total Number of pages = 5 (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 and provide **1(ONE)** example for each of the following terms (10 marks)
 - a. Carbon footprints
 - b. Carbon Offset
2. Discuss **FIVE (5)** types of carrying capacity (10 marks)
3. 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. Categorise and explain **FIVE (5)** general economic and social policies affecting tourism (15 marks)
4. Analyse **FIVE (5)** potential roles of tourism in sustaining communities (15 marks)

END OF PART A

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.

The hospitality sector has major human resources challenges in relation to the concept of sustainability. If the human resources problems are not taken seriously, there is a danger that the hospitality may be unsustainable because it is simply run out of people who will want to work in the industry, especially in developing countries.

While this problem can be partly alleviated by the use of technology to remove the need for labour, hospitality is after all about service and taking care of the guest.

Evaluate the extent to which current human resources management problems in hospitality industry are in conflict with the concept of sustainable operations and propose your recommended solution (20 marks)

END OF EXAM PAPER