

**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **TOU3003 TOURISM DESTINATION PLANNING & DEVELOPMENT**
Trimester & Year : January – April 2022
Lecturer/Examiner : Nabila Mohd Yunus
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (60 marks) : Answer all SIX (6) short answer questions
PART B (40 marks) : Answer TWO (2) essay question.
- Candidates are required to complete and submit the Honour and Authenticity Declaration form before the examination starts.**
- Candidates are required to type your answer in a new blank document using Microsoft Word and submit your answer script via The CN at the end of the examination**

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 = 3 (Including the cover page)

PART A : SHORT ANSWER QUESTIONS (60 marks)

INSTRUCTION(S) : There are SIX (6) short answer questions. Answer ALL the questions.

QUESTION 1

Identify **THREE (3)** key stakeholders involved in the tourism development. (3 marks)

QUESTION 2

a. Identify any **FIVE (5)** major types of planning practice in a country. (5 marks)

b. Explain **THREE (3)** reasons for tourism planning. (6 marks)

QUESTION 3

a. Name **TWO (2)** examples for the following categories: (4 marks)

- i. Tourism education and training institution worldwide.
- ii. Tourism organizations worldwide

b. Planning tourism at a regional area, requires an understanding of situation of a particular site. Describe **THREE (3)** elements that need to be considered when planning tourism in Malaysian region that you are familiar. (6 marks)

QUESTION 4

United Nations (UN) has established Sustainable Development Goals (SDGs) for a better future towards 2030. Describe any **THREE (3)** of the goals. Provide example for each goal that you have identified. (9 marks)

QUESTION 5

Explain Mill and Morrion's model of tourism system with example. (12 marks)

QUESTION 6

Cuisine or food is one of the reasons why people visit a destination. Select any food in Malaysia and describe **FIVE (5)** strategies taken by the government to promote food tourism. (15 marks)

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : There are TWO (2) Essay questions. Answer ALL the questions.

QUESTION 1

In any tourism area, continuous monitoring of socioeconomic impacts is essential to determine how effectively policies and strategies are functioning, subsequently to detect any problems before they become serious. Discuss **FIVE (5)** of the negative impacts that can be seen in Bali especially during COVID-19. (20 marks)

QUESTION 2

Select any tourist destination that you are familiar and critically analyze the development of the destination by using the Butler (1980) Tourist Area Life Cycle (TALC) model. (20 marks)

END OF EXAMINATION PAPER