



## SCHOOL OF TOURISM

### FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_

Subject Code & Name : **BTT3301 Tourism Destination Planning**  
 Semester & Year : Jan 2016 – April 2016  
 Lecturer/Examiner : Sudipta Kiran Sarkar  
 Duration : 3 Hours

#### INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:  
     **PART A (60 marks) : Answer all SIX (6) short answer questions. Answers are to be written in the Answer Booklet provided.**  
     **PART B (40 marks) : Answer TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.**
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
3. 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.
4. 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 = 3 (Including the cover page)**

**PART A: SHORT ANSWER QUESTIONS (60 marks)**  
**INSTRUCTION(S):** There are **SIX (6)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

- a) What are the main features of a tourism destination? **(3 Marks)**
- b) State **THREE (3)** features of tourism planning. **(3 Marks)**
- c) Why do we need tourism planning? **(4 Marks)**

**Question 2**

State with illustrations the reasons why Plog's destination life cycle model is referred to as a static model. **(10 Marks)**

**Question 3**

- a) State **FOUR (4)** elements in a destination mix. **(2 Marks)**
- b) Explain the importance of tourism facilities in destination planning at the micro level. **(8 Marks)**

**Question 4**

Compare between sustainability in the context of tourism business development and tourism in the context of sustainable development. **(10 Marks)**

**Question 5**

What are the reasons behind conducting marketing analysis and site assessment in destination planning at the micro level? **(10 Marks)**

**Question 6**

State the salient features of national planning with reference to Tourism Malaysia. **(10 Marks)**

**END OF PART A**

**PART B: ESSAY QUESTIONS (40 marks).**

**INSTRUCTION: There are TWO (2) essay questions. Answer all questions in the Answer Booklet (s) provided.**

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**Question 1**

Explain the affirmative environmental, social and economic outcomes of nature-based tourism at urban tourist destinations.

**(20 marks)**

**Question 2**

Analyze critically the evolutionary nature of Butler's destination development lifecycle model.

**(20 Marks)**

**END OF EXAM PAPER**