



Private & Confidential

FACULTY OF HOSPITALITY AND TOURISM  
SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **TOU3003 TOURISM DESTINATION PLANNING & DEVELOPMENT**  
Trimester & Year : January – April 2021  
Lecturer/Examiner : Nabila Mohd Yunus  
Duration : 3 Hours

**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (60 marks) : Answer all SEVEN (7) short answer questions. Answers are to be written in the Answer Booklet provided.  
PART B (40 marks) : Answer TWO (2) essay question. 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 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 SEVEN (7) short answer questions. Answer all questions in the Answer Booklet(s) provided.**

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**QUESTION 1**

Identify **FOUR (4)** reasons for tourism planning.

(6 marks)

**QUESTION 2**

Identify **FOUR (4)** reasons that could be included in formulating tourism development policy.

(6 marks)

**QUESTION 3**

Explain Mill and Morrion's model of tourism system.

(10 marks)

**QUESTION 4**

Explain **FIVE (5)** components in developing a tourism action plan for local community.

(10 marks)

**QUESTION 5**

Identify **SEVEN (7)** stages of tourism planning process.

(7 marks)

**QUESTION 6**

Explain **THREE (3)** criteria that can be applied to determine the carrying capacity of a destination relative to visitor satisfaction level in the context of a destination in Malaysia.

(9 marks)

**QUESTION 7**

Explain **SIX (6)** aspects when planning a beach resort development.

(12 marks)

**END OF PART A**

**PART B : ESSAY QUESTIONS (40 MARKS)**

**INSTRUCTION(S) : TWO (2) Essay questions. Answer ALL the questions in the Answer Booklet(s) provided.**

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**QUESTION 1**

The term alternative tourism also called responsible, appropriate, sustainable as suggested at a conference on alternative tourism (Nash and Butler 1990) which used to refer to small-scale, non-mass special specialized forms of tourism that are socially and environmentally sensitive.

- a) Identify **FIVE (5)** principles of sustainability tourism development. (5 marks)
- b) Identify **FIVE (5)** alternative forms of tourism that can be found in Malaysia. Relate your answers with examples. (15 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**