Private & Confidential



FACULTY OF HOSPITALITY AND TOURISM SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures)	:														
Student ID (in Words)	:														
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Course Code & Name		TOI	12002	TOU	IDICA	1 DEST	TINIA T	rioni i	DI ANI	NING	9. DE	VELO	DNAEI	ЛТ	
Semester & Year	:					I DES	IIIVAI	ION	PLAIN	WIING	α DE	VELO	PIVIEI	N I	
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Lecturer/Examiner	:	Nabila Mohd Yunus													
Duration	:	3 H	ours												

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 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 SIX (6) short answer questions. Answer all questions in the

Answer Booklet(s) provided.

QUESTION 1

Briefly explain FIVE (5) tourism stakeholders that usually associated with tourism development.

(10 marks)

QUESTION 2

Tourism planning is prepared at various levels where each level focusing on a different degree of specificity. Describe **FIVE (5)** elements in the national level tourism planning. (10 marks)

QUESTION 3

The survey stage is an important activity in tourism planning process. Describe any **FIVE (5)** characteristics of past and present tourist arrivals at a destination that must be surveyed for tourism development purposes. (10 marks)

QUESTION 4

Planning for tourism development in towns and cities presents special problems. Describe **FIVE (5)** challenges in urban tourism planning. (10 marks)

QUESTION 5

Describe **THREE (3)** characteristics of the following destination life cycle stages. Support your answer with one example for each. (8 marks)

- a) Exploration
- b) Development

QUESTION 6

Describe **SIX (6)** principles of sustainability tourism 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.

QUESTION 1

Ecotourism contributes to conservation or preservation of the natural resources and promotes stewardship of natural and cultural resources. Analyze **FOUR (4)** issues and possible solutions to the current challenges faced by one of the selected ecotourism attraction that you are familiar. (20 marks)

QUESTION 2

Inskeep (1991) had stated that tourism should be viewed as a single system which comprises of interrelated parts. Apply the concept of Mill and Morrison tourism development model to analyze Langkawi's tourism system. (20 marks)

END OF EXAMINATION PAPER