

**SCHOOL OF HOSPITALITY****FINAL EXAMINATION**Student ID (in Figures) : 

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

Subject Code & Name : **BHM 3302 SUSTAINABLE OPERATIONS IN HOSPITALITY & TOURISM**  
Semester & Year : May-August 2016  
Lecturer/Examiner : Ms. Dewi Pratomo  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. 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 C (20 marks) : ONE (1) Essay question in not less than two full pages.
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 = 4 (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(s) provided.

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1. Describe each of the following terms and provide an example of each : (20 marks)
  - a. Carrying Capacity (5 marks)
  - b. Carbon footprints (5 marks)
  - c. Sustainable Transport (5 marks)
  - d. Carbon Offset (5 marks)
  
2. 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. Categorize and explain **5 (FIVE)** general economic and social policies affecting tourism (10 marks)
  
3. Many consumers and social advocates believe that business should not only make a profit but also consider the social implications of their activities. We define social responsibility as business's obligation to maximise its positive impact and minimise its negative impact on society. Discuss **5 (FIVE)** issues in social responsibilities with regard to ethical aspects. (10 marks)
  
4. Discuss **FIVE (5)** types of carrying capacity (10 marks)

**END OF PART A**

**Part B : ESSAY QUESTION (20 Marks)**

**INSTRUCTION(S): ONE (1)** essay question in not less than two full pages written in the Answer Booklet provided.

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Tourism is a very complex industry involving numerous stakeholders (sometimes with opposite interests) and requiring a significant amount of resources. As such, tourism can have opposing effects according to the way activities are managed. Managed well, tourism can play a positive role, as such representing a significant development opportunity for many countries and communities. On the contrary, unchecked tourism development can lead to very damaging impacts.

Compare and contrast the impacts based on **THREE (3)** types of impacts derived from tourism (20 marks)

**END OF EXAM PAPER**