

SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Subject Code & Name : **BHM 3302 SUSTAINABLE OPERATIONS IN HOSPITALITY & TOURISM**
Semester & Year : May-August 2017
Lecturer/Examiner : Ms. Nor Hazwani Mohd Din
Duration : 3 Hours

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 B (30 marks) : THREE (3) case study questions.
PART C (20 marks) : ONE (1) Essay question.
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.

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 : CASE STUDY QUESTIONS (30 Marks)

INSTRUCTION(S): THREE (3) case study questions. Write your answer in the answer booklet provided

Uncontrolled inward investment for tourism development in Malaysia

In the 1980's, the Malaysian government decided that Malaysia needed to have a well-known destination to help promote its tourism. Subsequently, it decided to develop one of the archipelagos of islands known as Langkawi, situated off the west coast of Peninsular Malaysia. A decision was taken to develop a tourism complex to be named "Langkawi Resort" on 1,417 hectares of land around a beautiful bay named Tanjung Rhu, at a total cost of US \$ 1 billion in 1980 prices. This bay was specifically chosen because of its outstanding beauty, including Casuarina trees, a beach front carpeted with white flowers, and its crystal-clear lagoon and waterways.

The development company was called 'Promet', the largest share holders being Singaporean, and financial support was also given by the federal and state governments for infrastructure development, including an international airport. Initial construction work began in 1984, but by 1985, Promet was put into receivership. Today Tanjung Rhu is a devastated area resembling a wasteland or moonscape, with jungle and mangrove swamps having been completely cleared, and the sand having been removed from the beach for use in construction, and the water being silty and unclear

Source : Bird (1989)

Certainly, where the government favours no kind of regulation of commercial activity, the pace of development is likely to be quicker, but the consequences for the environment will be less easy to monitor and more likely to be destructive. One example of the potential consequences of inward investment for tourism with little government control is the case study of Langkawi in Malaysia as described above. Malaysian government initiatives to have a well-known destination through tourism have resulted in positive as well as negative impacts. Answer the questions below based on the case study

1. Analyse **5 (FIVE)** positive impacts of tourism in Langkawi (10 marks)

2. Analyse **5 (FIVE)** negative physical impacts of tourism in Langkawi (10 marks)

3. Based on above case study, propose **FIVE (5)** suggestions that governments at national, regional and local levels can consider. Include a mix of policy and planning measures. (10 marks)

END OF PART B

Part C : ESSAY QUESTION (20 Marks)

INSTRUCTION(S): ONE (1) essay question. Write your answer in the answer booklet provided.

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