



**SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **BTT3301 Tourism Destination Planning & Development**  
Semester & Year : May 2017 – August 2017  
Lecturer/Examiner : Aqmal Fikri  
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) Briefly explain the definition of tourism planning. **(2 Marks)**
- b) List the main features of a tourism destination. **(4 Marks)**
- c) Explain the role of organization and statutory planning in tourism destination development. **(4 Marks)**

**Question 2**

Critically analyze how Butler's Destination Lifecycle model affects the process of tourism destination development. **(10 Marks)**

**Question 3**

Explain **FIVE (5)** main components of tourism destination planning. **(10 Marks)**

**Question 4**

Describe **FIVE (5)** fundamentals that are necessary for regional development. **(10 Marks)**

**Question 5**

Analyze the main social and environmental impacts of tourism in tourist destinations. **(10 Marks)**

**Question 6**

Examine the factors affecting tourism destination planning. **(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 regional planning process in tourism development. **(20 Marks)**

**QUESTION 2**

Analyze the impact of Djerba declaration on tourism and climate change towards the governments. **(20 Marks)**

**END OF EXAM PAPER**