



SCHOOL OF HOSPITALITY

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BHM3302 SUSTAINABLE OPERATIONS IN HOSPITALITY & TOURISM**
 Semester & Year : Sept – Dec 2017
 Lecturer/Examiner : 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) : ONE (1) Case Study question.
 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 :
 - a. Sustainable Transport
 - b. Tourism Policy
 - c. Sustainable Food
 - d. Green Consumer(20 marks)
2. Analyse **FIVE (5)** negative impacts of tourist transportation. (10 marks)
3. Explain **FIVE (5)** characteristics of sustainable food. (10 marks)
4. Discuss **FIVE (5)** types of carrying capacity. (10 marks)

END OF PART A

Part B : CASE STUDY QUESTION (30 Marks)

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

Beautiful coastlines disappearing under concrete

220 million tourists to the region every year, over 100 million flock to the beaches. In less than 20 years, the annual number of tourists visiting the area is expected to increase to 350 million.

The huge tourism infrastructure developments have dramatically altered the natural dynamics of Mediterranean coastal ecosystems. For example, more than half of the 46,000km coastline is now urbanized, mainly along the European shores. This infrastructure is a major cause of habitat loss in the region, and some locations are now beyond repair. Other problems associated with tourism include further pressure on resources such as water.

As well as destroying their environment, this tourism does not even contribute significantly to the income of local people: 2/3 of the income from Mediterranean tourism from 2001-2004 went to fewer than 10 tour operators from northern Europe.

Coastal areas are some of the most productive and biologically diverse on the planet. They're also the most densely populated: according to the UN, 60% of the world's population - more people than inhabited the entire planet in 1960 - live within 60km of the coast.

On top of this, 80% of all tourism takes place in coastal areas, with beaches and coral reefs amongst the most popular destinations.

In addition, in many cases local people do not benefit from tourism. Mass tourism often destroys local culture without contributing significantly to local income - most of the profits flow to foreign tour operators and investors. A knock-on effect can be reduced support by local people for protecting their environment.

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1. Evaluate **FIVE (5)** positive impacts of tourism on the marine and coastal area
(10 marks)
2. Evaluate **FIVE (5)** negative physical impacts of tourism on the marine and coastal area.
(10 marks)
3. Propose **FIVE (5)** ways to minimize the impact on the marine and coastal area
(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