

**FACULTY OF HOSPITALITY & TOURISM
SCHOOL OF HOSPITALITY**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **BHM3302 SUSTAINABLE OPERATIONS IN HOSPITALITY & TOURISM**
Trimester & Year : September-December 2018
Lecturer/Examiner : Ms. Dewi Pratomo
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : **FOUR (4) short answer questions. Answers are to be written in the Answer Booklet provided.**
PART B (40 marks) : **TWO (2) Case study questions. Write your answers 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) : FOUR (4) short answer questions. Write your answers in the Answer booklet provided

1. Define each of the following terms and provide examples of their occurrence in the hospitality industry. (10 marks)
 - a. Sustainability in hospitality and tourism
 - b. Carbon footprints
2. Identify and describe **FIVE (5)** sustainable initiatives in hospitality and tourism which can be implemented in marine and coastal areas. Elaborate each one with examples. (20 marks)
3. Analyse **FIVE (5)** potential roles of tourism in sustaining communities (20 marks)
4. Tourism destination management is a complex phenomenon that has positive and negative impacts. Discuss negative and positive impacts on tourism destinations for **EACH** of the following sector: (10 marks)
 - a. Physical
 - b. Cultural

END OF PART A