

**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

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

Student ID (in Words) :

Course Code & Name : **BTT3301 TOURISM DESTINATION PLANNING**
Trimester & Year : September – December 2019
Lecturer/Examiner : Nabila Mohd Yunus
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (60 marks) : Answer all FIVE (5) 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.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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 : FIVE (5) SHORT ANSWER QUESTIONS (60 marks)

INSTRUCTION(S) : There are FIVE (5) short answer questions. Answer all questions in the Answer Booklet(s) provided.

QUESTION 1

- a. Define tourism planning. (2 marks)
- b. Recall **THREE (3)** government bodies in charge of the development of tourism in Malaysia. (3 marks)
- c. Identify **FIVE (5)** components of tourism development. (5 marks)

QUESTION 2

Explain **FIVE (5)** elements under natural attraction that need to be surveyed for tourism development. Support your answers with examples. (10 marks)

QUESTION 3

- a. Identify **FOUR (4)** types of tourism development planning. (4 marks)
- b. Determine **THREE (3)** reasons behind conducting marketing analysis and site assessment in planning a tourism destination. (6 marks)

QUESTION 4

- a. Carrying capacity is a basis for sustainable development. Determine the concept of carrying capacity. (2 marks)
- b. United Nations (2015) has established Sustainable Development Goals (SDGs) as a blueprint to achieve a better and more sustainable future towards 2030. Explain any **FOUR (4)** of the goals. (8 marks)

QUESTION 5

- a. Explain **SEVEN (7)** steps of tourism planning process. (14 marks)
- b. The social and cultural ramifications of tourism warrant careful consideration, as impacts can either become assets or detriments to communities. Discuss at least **THREE (3)** social and cultural impacts of tourism development. (6 marks)

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : TWO (2) Essay questions. Answer ALL the questions in the Answer Booklet(s) provided.

QUESTION 1

Outline all the important factors that would influence the success of a newly build resort.

(20 marks)

QUESTION 2

Select any tourist destination that you are familiar and critically analyze the development of the destination by using the Butler (1980) Tourist Area Life Cycle (TALC) model.

(20 marks)

END OF EXAMINATION PAPER