



Private & Confidential

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

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **TOU3003 TOURISM DESTINATION PLANNING & DEVELOPMENT**
Semester & Year : September 2020 – December 2020
Lecturer/Examiner : Mr. Reuben Chen
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 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.
- 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.

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.

Question 1

Briefly explain **TWO (2)** reasons that discourage people to travel with relevant examples. **(8 marks)**

Question 2

Identify and describe **TWO (2)** tourism products offered in Malaysia. **(6 marks)**

Question 3

Describe **TWO (2)** pull factors that applies to any tourist destination. **(6 marks)**

Question 4

Describe the application of Leiper's **THREE (3)** core elements of a basic whole tourism system on a particular destination. **(12 marks)**

Question 5

Describe any **FIVE (5)** Ps of destination marketing on a particular destination. **(15 marks)**

Question 6

Title: Genting refurbishes outdoor theme park

KUALA LUMPUR: News that Genting Highland may close its outdoor theme park for two years for a major refurbishment from Sept 1 this year should not have any adverse effect on Genting Malaysia's performance, Hong Leong Investment Bank Research said.

The news is not unexpected as it comes on the back of the closure of two rides in the park on July 1, it said. And, moreover, it meshes with Genting Malaysia's announcement early in June that it was planning a RM3bil facelift for the casino resort.

(Source: The star online 2013, 'Genting outdoor theme park closing? No worries: HLIB Research. 3 march.)

In relation to the above article, apply the concepts of Destination Life Cycle in the re-development of Genting Highland. **(13 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.

Question 1

Title: Asean Tourism Strategic Plan 2016-2025

Manila- The ten ASEAN tourism ministers collectively launched the ASEAN Tourism Strategic Plan (ATSP) 2016-2025 during the 35th ASEAN Tourism Forum (ATF) held in Manila, the Philippines.

The vision of the ATSP is: 'By 2025, ASEAN will be a quality tourism destination offering a unique, diverse ASEAN experience, and will be committed to responsible, sustainable, inclusive and balanced tourism development, so as to contribute significantly to the socio-economic well-being of the ASEAN people.'

In keeping with the vision, there are two main strategic objectives to be accomplished. Firstly, to enhance the competitiveness of ASEAN as a single global destination, which will include intensifying the marketing and promotion efforts to present ASEAN as a single destination, while creating unique ASEAN travel experiences and destinations. It is essential that infrastructure requirements be met adequately, which will involve expanding connectivity, upgrading standards for tourist facilities and services, as also enhancing travel facilitation and safety and security. A key factor in achieving this objective will be to attract investment in ASEAN tourism.

The second challenge will be to ensure that ASEAN tourism is sustainable and inclusive. This can come about by reinforcing local community and public-private sector participation in the tourism value chain; improving safety and security; prioritising the protection and maintenance of natural and cultural heritage and increasing the responsiveness of ASEAN tourism to environmental protection and climate change.

"The new ASEAN Tourism Strategic Plan (ATSP) 2016 – 2025 will work towards not only the development and growth of the region's tourism, but also in ensuring that this growth is grounded on responsible, sustainable, and inclusive tourism," said Ramon R. Jimenez, Jr, Secretary of Tourism, Philippines.

(Source: Travelbiz.com :<https://travelbiznews.com/the-asean-tourism-strategic-plan-atsp-2016-2025/>)

- (a) Critically analyze the potential impacts on the economic, social-cultural, and environment factors of a destination towards achieving the Asean Tourism Strategic Plan 2016-2025. **(12 marks)**

- (b) Outline the components to be considered when designing and developing a proposal for a visitor attraction in a destination which assist in achieving the Asean Tourism Strategic Plan 2016-2025. **(8 marks)**

Question 2

Title: Qinghai – Tibet Railway

Tibet, located in the central of Asia, is the highest plateau region with an average elevation of 4,900 meters and is commonly known as the 'Roof of the World.' It was once a remote destination that only a number of tourists were privileged to lay eyes on this Holy Land. Its splendid scenery and the richness of the Tibetan culture have long enticed Western imagination. With the first test train setting off from Beijing West Station on 1st July 2006, the Qinghai- Tibet Railway marked another historical milestone for the development of Tibet. The rail line was predicted to bring tremendous changes to Tibet. The 1,956kilometer rail line is not only a symbolic project for China's West Development Strategy but also a significant catalyst in accelerating particularly the tourism development of Tibet.

Tourism boom and massive influx of visitors into Lhasa have been vastly reported right after the operation of the railway. This newly constructed rail line has brought additional 4,000 visitors a day during the peak seasons while the Tibetan government also targets to attract 3 million tourists a year with an average stay of 7 to 12 days by 2020. Several other development projects were also announced by the Chinese government. A five-star luxurious train is expected to be first opened in May 2008.

Extension of the rail line to Xigaze, Tibet is also expected to be completed in 2010. The project to develop the railway region into a top quality tourist destination is also put forward between 2006 and 2020. While the Central Government of the People's Republic of China is dedicated to develop tourism along the railway in the years ahead and hence growth of tourism in Tibet will result. It is important to examine the nature of tourism development and to assess the impacts that the railway has and will bring to the tourism and societal development of Lhasa which is the current terminus of the line.

- a) Identify **FIVE (5)** pull factors that applies to Tibet as a destination to tourist from mainland China. **(5 marks)**
- b) Analyze the **THREE (3)** pillars mentioned in the Asia-Pacific Economic Conference document that is required in delivering sustainable development in relation to the article above. **(15 Marks)**

END OF EXAM PAPER