

**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM****FINAL EXAMINATION**Student ID (in Figures) :

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

Student ID (in Words) : _____

Course Code & Name : **TOU3003 TOURISM DESTINATION PLANNING & DEVELOPMENT**
Semester & Year : September – December 2024
Lecturer/Examiner : Nabila Mohd Yunus
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
PART A (60 marks) : Answer all NINE (9) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) : Answer TWO (2) essay question. 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 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 =4(Including the cover page)

PART A : SHORT ANSWER QUESTIONS (60 marks)

INSTRUCTION(S) : There are NINE (9) short answer questions. Answer all questions in the Answer Booklet(s) provided.

QUESTION 1

State any **FOUR (4)** major types of planning practice in a country.

(4 marks)

QUESTION 2

Barrie-free design should be applied to tourist transportation facilities and attractions. Describe **FOUR (4)** techniques to apply in designing for the handicapped tourist.

(4 marks)

QUESTION 3

Identify **SEVEN (7)** steps in plan preparation for basic planning process of a destination.

(7 marks)

QUESTION 4

There are several types of specific standards that are applicable to the controlled development of tourist facilities. Explain any **FOUR (4)** of these standards.

(8 marks)

QUESTION 5

Identify **FIVE (5)** key site location criteria to consider when developing convention centres within a city area.

(5 marks)

QUESTION 6

Explain how the techniques of *carrying capacity* and *zoning* are used in planning and managing natural attraction resources. Provide your answer with examples.

(6 marks)

QUESTION 7

Identify any **FOUR (4)** specific principles of a resort planning with examples.

(8 marks)

QUESTION 8

The Environmental Impact Assessment (EIA) procedure is being increasingly applied throughout the world to all types of development, including tourism projects. Describe any **THREE (3)** environmental impact checklist stated in EIA Model.

(6 marks)

QUESTION 9

Tourism policy and planning typically involved a number of components. Discuss **SIX (6)** components of tourism with examples.

(12 marks)

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

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

QUESTION 1

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)

QUESTION 2

Discuss the relationship between Mill and Morrison's Tourism System model and destination tourism development, using a specific case study in Malaysia to illustrate the application of the model. (20 marks)

END OF EXAMINATION PAPER