



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2022/2023**

- COURSE NAME** : ORGANISM AND ECOSYSTEM-BASED TOURISM
- COURSE CODE** : BWJ 31403
- PROGRAMME CODE** : BWW
- EXAMINATION DATE** : JULY/AUGUST 2023
- DURATION** : 3 HOURS
- INSTRUCTIONS** :
1. ANSWER ALL QUESTIONS
 2. THIS FINAL EXAMINATION IS CONDUCTED VIA
 Open book
 Closed book
 3. STUDENTS ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA CLOSED BOOK

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

TERBUKA

CONFIDENTIAL

- Q1** Compare and elaborate organism-based and ecosystem-based tourism by considering what, where, and whom. Provide **TWO (2)** examples of each type of tourism in Malaysia.
(20 marks)
- Q2**
- a) Determine **TWO (2)** possible target market segments for nature-based tourism operated in vicinity of education institutes.
(4 marks)
- b) Using examples, explain **FOUR (4)** ways how tourism activities could pose threats to biodiversity.
(8 marks)
- c) Biodiversity and tourism are interconnected and threats from tourism activities toward biodiversity are somewhat inevitable. Elaborate **FOUR (4)** ways to sustainably manage nature tourism activities, especially in vulnerable areas that have nature-people interfaces such as in Sungai Pulai, Johor, Kuala Gula, Perak and Lojing, Kelantan.
(8 marks)
- Q3**
- (a) Anuran tourism had a humble beginning in Sabah, Malaysia. Today, anuran tourism is fast spreading to several other areas. Explain **TWO (2)** ways how anuran tourism can cater to domestic as well as international tourists coming to Malaysia.
(4 marks)
- (b) You want to develop an insect group as a new nature tourism product. Outline **TWO (2)** criteria that best fit the characteristics of your selected insect that could be useful for nature tourism. Next, elaborate on how each of the **TWO (2)** criteria can be enhanced into tourism activities.
(8 marks)
- (c) UNESCO Biosphere Reserves is an internationally recognized body that promotes solutions reconciling the conservation of biodiversity with its sustainable use.
- (i) Give **ONE (1)** UNESCO Biosphere Reserve site in Malaysia.
(2 marks)
- (ii) Explain, in detail, the ecosystem, ecological, and socio-economic components that contribute to their successful listing.
(6 marks)

Q4 Malaysia has a diverse range of ecosystems and species, making it a popular destination for plant-based tourism, or simply phytotourism. Among the existing well-known plants are corpse flora (*Rafflesia* spp.), pitcher plants (*Nepenthes* spp.) and orchids.

(a) Give the scientific and vernacular names for **FOUR (4)** endemic or rare flora species that can be found in Malaysia that have the potential to become nature tourism products.

(8 marks)

(b) For each of the **TWO (2)** flora species in **Q4(a)**, outline and elaborate on **THREE (3)** significant criteria that strongly support their marketability as nature tourism products in Malaysia.

(12 marks)

Q5 Nature interpretation is the practice of communicating information and knowledge about the nature and biodiversity to visitors and the general public.

(a) Provide **ONE (1)** example of a forest vegetation type found in Malaysia.

(1 mark)

(b) Outline **SIX (6)** points of a guided nature interpretation activity storyline to engage with a group of international tourists. Your points should have an introduction, the content of the activity, and a summary.

(12 marks)

(c) Product packaging process should begin by defining the product components and services.

(i) Name **ONE (1)** of the components and services.

(1 mark)

(ii) Elaborate on the next **THREE (3)** essential steps in packaging nature tourism product.

(6 marks)

- END OF QUESTIONS -