



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

- COURSE NAME** : TOURISM PLANNING AND
MANAGEMENT
- COURSE CODE** : BWJ 31503
- 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

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- Q1** (a) Three characteristics used in determining protected areas are Comprehensiveness, Adequacy and Representativeness. Differentiate between comprehensiveness and representativeness. (10 marks)
- (b) Outline processes in formulating a management plan for Protected Areas (PAs) to include tourism. (10 marks)
- Q2** (a) Among the guiding principles of sustainable tourism, which **FIVE (5)** principles do you think are most practical to achieve? For each principle, provide reasons why you think it is most practical. (10 marks)
- (b) Four strategic approaches can be used to reduce the negative impact of visitors on protected areas. Explain the resource management approach that can be used by protected area managers. (10 marks)
- Q3** (a) The qualifications of a staff member need to be scrutinised during the selection process. List **TEN (10)** points that need to be evaluated. (10 marks)
- (b) Prepare a training program that can be used by nature guides to improve their knowledge of entomotourism. (10 marks)
- Q4** (a) (i) Identify **FIVE (5)** factors that should be considered when developing a new tourism site. (5 marks)
- (ii) Explain how your answers in **Q4(a)(i)** on how it helps to maintain the environment. (5 marks)
- (b) In developed countries, concession operations provides an important economic outcome that helps justify investment in conservation. Classify **FOUR (4)** concession types. Then, compare each type by giving relevant examples. (10 marks)
- Q5** (a) Outline **FOUR (4)** aspects that need to be considered to better address capacity building for communities. Share your views on how important these aspects are to making nature tourism successful and sustainable. (10 marks)

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- (b) Buying behaviour is the decision-making processes and acts of people involved in buying and using products. Illustrate the model created by Kotler and Keller (2015) for the processes involved.

(10 marks)

- END OF QUESTIONS -

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