



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020**

COURSE NAME : INTRODUCTION TO NATURE
TOURISM

COURSE CODE : BWJ30403

PROGRAMME CODE : BWW

EXAMINATION DATE : DECEMBER 2019 / JANUARY 2020

DURATION : 3 HOURS

INSTRUCTION : ANSWER ALL QUESTIONS

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

- Q1** (a) Explain mass tourism. (6 marks)
- (b) State **FOUR (4)** types of man made tourism products. Give **ONE (1)** example for each man made tourism product. (8 marks)
- (c) Identify **THREE (3)** stakeholders and demonstrate their roles in management of tourism. (6 marks)
- (d) Tourism provides job opportunity, alternative livelihood and generate income for Malaysia. Elaborate each of these key points. (6 marks)
- (e) Three components which are critical for ecotourism are economy, environment and local people. Give your opinion on how nature tourism can empower and benefit local people. (4 marks)
- Q2** (a) Explain the policy statement of The National Policy on Biological Diversity 2016–2025. (3 marks)
- (b) Explain Target 5 of Goal 2 under The National Policy on Biological Diversity 2016–2025. Identify **THREE (3)** key indicator of Target 5 and demonstrate how each key indicator relates to tourism industry. (8 marks)
- (c) Based on the National Policy on Biological Diversity 2016–2025, outline **THREE (3)** actions that we can take to identify and mitigate impacts of tourism on biodiversity. (9 marks)
- Q3** (a) (i) To create an innovative product for nature tourism, research is part of development processes of the product. By using **ONE (1)** example of a nature tourism product that we have in Malaysia, elaborate the latest finding on that product that can contribute to the development of nature tourism. (6 marks)
- (ii) Analyze the potential risk on the product based on your answer in **Q3(a)(i)** as either high, medium or low risk. Justify your analysis. (4 marks)
- (b) Determine **FOUR (4)** characteristics of a nature guide with regard to appearance and personal habits when dealing with tourists. (4 marks)

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- (c) Outline **FIVE (5)** reasons that lead to food poisoning and foodborne disease during food preparation and storage. (5 marks)
- (d) Analyze **THREE (3)** ethical principles of tourism and explain why each is important in ensuring success of tourism. (6 marks)
- Q4** (a) Explain **THREE (3)** components of daily activity budget of an animal and demonstrate how it relates to development of nature tourism product. (5 marks)
- (b) Propose **ONE (1)** nature tourism product and its elements based on unique geographical characteristics in your home state. (5 marks)
- Q5** (a) It is an advantage for Malaysia to have a multiethnic society. Give your opinions on aspects of tourism related to traditional knowledge and globalization of cultures. (6 marks)
- (b) Intensive tourism may cause globalization of culture. Discuss whether globalization of culture is good or bad for Malaysia based on several aspects such as history and identity of the ethnics in Malaysia. (9 marks)

- END OF QUESTIONS -

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