

FINAL EXAMINATION

Semester	:	SEPTEMBER 2024 SEMESTER
Programme Name	:	DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT
Course Code & Name	:	TTM1243 GLOBAL TOURISM DESTINATION
Duration	:	2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in the accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 3 printed pages including this page)

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Answer **ALL** questions on the separate sheet provided.

[100 marks]

1. a) Describe **FIVE (5)** key principles of sustainable tourism development. (10 marks)

b) Explain **FIVE (5)** benefits of incorporating eco-friendly accommodations in tourism sector. (10 marks)

c) State **FIVE (5)** ways technology contributes to sustainable tourism. (5 marks)
Total: [25 marks]

2. a) Addressing seasonality challenges in the tourism strategy requires a proactive and well-planned approach to ensure a more consistent flow of visitors throughout the year. Describe **FIVE (5)** measures that can be taken to mitigate the impacts of seasonality. (10 marks)

b) Discuss **FIVE (5)** ways to incorporate cultural and heritage preservation goals into a tourism strategy. (15 mark)
Total: [25 marks]

3. a) Outline **FIVE (5)** potential consequences for businesses that fail to adhere to environmental and social guidelines in their tourism activities. (5 marks)

b) List out **FIVE (5)** roles of destination management organizations (DMOs) in enforcing sustainable tourism regulations and guidelines. (5 marks)

c) With example, propose **THREE (3)** ways in which international tourism campaigns and marketing efforts influence sustainable tourism practices and raise awareness. (15 marks)
Total: [25 marks]

4. Local community perception of tourism in a small area or an island from the economic, social, or environmental aspects has been a subject of many studies. For a local community to support tourism development, the district must respond appropriately (Ismail & Turner, 2008). Community participation can create better opportunities for residents to gain higher income and balance the benefits from tourism activities. So, it is essential to know the hosts' perspectives and translate them into actions to build a realistic tourism strategy in a potential destination.

Based on the description above, answer these questions:
 - i) Define pro-poor tourism and describe its **FOUR (4)** primary objectives. (10 marks)
 - ii) Describe **FIVE (5)** roles of government stakeholder in supporting pro-poor tourism initiatives. (10 marks)

- iii) State **FIVE (5)** advantages of pro-poor tourism that can contribute to poverty alleviation and local economic development.

(5 marks)
Total: [25 marks]

- END OF QUESTIONS -