



**PENINSULA**  
**C O L L E G E**  
GEORGETOWN

**FINAL SEMESTER EXAMINATION**

Programme	:	<b>DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT</b>
Course	:	<b>GLOBAL TOURISM DESTINATIONS</b>
Course Code	:	<b>TTM1243</b>
Duration	:	<b>2 Hours</b>

**INSTRUCTIONS TO CANDIDATES:**

1. Please read the instructions given in the question paper **CAREFULLY**.
2. This 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**

<b>QUESTION NO.</b>	<b>MARKS</b>
1	/ 25
2	/ 25
3	/ 25
4	/ 25
<b>Total</b>	<b>/ 100</b>

### Question 1

While sustainability is increasingly being embedded into tourism policy making and planning processes at a national and local level, there is certainly more work to be done, particularly in terms of ensuring that the value of tourism is recognised at a national level and ensuring that national tourism (and related) policy creates the necessary fiscal and legislative framework to enable sustainable tourism practices to be implemented as fully and freely as possible.

- a. Identify and discuss **THREE (3)** sustainable tourism of world heritage sites in Southeast Asia.  
(6 marks)
- b. Discuss **FIVE (5)** principles and key pillars of sustainable tourism.  
(10 marks)
- c. Explain **THREE (3)** key coalitions that have been launched by UNWTO since 2019 to promote sustainable tourism.  
(9 marks)

Total: [25 marks]

### Question 2

- a. Identify and explain **THREE (3)** important world sustainable tourism issues for 2022.  
(6 marks)
- b. Responding to a survey conducted by the European Travel Commission in June 2020, European NTOs reported some early travel trends which suggested travel choices were becoming more aligned with sustainable travel principles. Discuss **FIVE (5)** sustainable travel trends.  
(10 marks)
- c. 'Smart city' research in 2019 revealed the need for agile methodologies to achieve environmental goals, the co-creation of common resources and more strategic collaboration that are focused on achieving the city's sustainability ambitions. Analyse **THREE (3)** smart and digital initiatives that can boost sustainable tourism practices.  
(9 marks)

Total: [25 marks]

**Question 3**

- a. Discuss **TWO (2)** key recommendations on encouraging sustainable tourism practices in Europe. (5 marks)
- b. Spain, Italy and France are the leading tourist destinations, not only in the region but for the world as a whole. Explain **FOUR (4)** trends of tourism are rising in Europe. (10 marks)
- c. Identify and explain **FIVE (5)** negative impacts of the cruising sector in Caribbean. (10 marks)

Total: [25 marks]

**Question 4**

- a. Discuss **FIVE (5)** characteristics of responsible tourism. (10 marks)
- b. The Pacific Asia Travel Association's (PATA's) focus on Sustainability & Social Responsibility (SSR) functions as a catalyst for the sustainable and socially responsible development of travel and tourism to, from and within the Asia Pacific region. Explain **THREE (3)** roles and responsibilities of PATA in implementing sustainable initiatives. (9 marks)
- c. Discuss **THREE (3)** approaches to overcome over tourism. (6 marks)

Total: [25 marks]

**- END OF QUESTIONS -**