



**PENINSULA**  
**COLLEGE**  
GEORGETOWN

## FINAL EXAMINATION

Programme Name	:	<b>DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT</b>
Course Code & Name	:	<b>TTM1243 GLOBAL TOURISM DESTINATION</b>
Duration	:	<b>2 HOURS</b>

### 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) The key principles of sustainable tourism development revolve around promoting responsible and balanced practices. Describe **FIVE (5)** key principles of sustainable tourism development. (10 marks)
  
- b) Explain **FIVE (5)** benefits of incorporating eco-friendly accommodations in the 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. Explain **FIVE (5)** measures that can be taken to mitigate the impacts of seasonality. (10 marks)
  
- b) Use the **FIVE (5)** steps to incorporate cultural and heritage preservation goals into the tourism strategy. (15 marks)  
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) International tourism campaigns and marketing efforts can have a significant impact on promoting sustainable tourism practices and raising awareness among travellers. Propose **THREE (3)** ways how international tourism campaigns and marketing efforts influence sustainable tourism practises and 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.

i) Define pro-poor tourism and explain **FIVE (5)** 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 -**