

FINAL EXAMINATION

Semester	:	SEPTEMBER 2024 SEMESTER
Programme Name	:	DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT
Course Code & Name	:	TTM2143 INTERNATIONAL TOURISM PLANNING AND POLICY
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 accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 2 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) Elaborate 6 major themes within tourism policy, planning and development. (12 marks)
 - b) List **SIX (6)** steps of policy setting process. (6 marks)
 - c) State **THREE (3)** primary reasons for tourism planning. (3 marks)
 - d) List out **FOUR (4)** general goals of tourism development strategies. (4 marks)

Total: [25 marks]

2.
 - a) Describe **THREE (3)** main motivations for and purposes of travel. (9 marks)
 - b) State **SIX (6)** theories of tourism planning and management. (6 marks)
 - c) Elaborate **THREE (3)** forms of carrying capacity. (6 marks)
 - d) List **FOUR (4)** positive economic impacts of tourism. (4 marks)

Total: [25 marks]

3.
 - a) Discuss **THREE (3)** phases of leisure planning. (9 marks)
 - b) Elaborate **EIGHT (8)** process of planning. (16 marks)

Total: [25 marks]

4.
 - a) List out **SIX (6)** key players in tourism management. (6 marks)
 - b) State **THREE (3)** main ways of managing visitors flows. (3 marks)
 - c) List **SEVEN (7)** basic ideas to modify visitor behavior. (7 marks)
 - d) AFTA has a code of conduct that is intended to bind all its members and protect the interests of the consumer. State **NINE (9)** code longstanding initiative in the world of travel. (9 marks)

Total: [25 marks]

- END OF QUESTIONS -