

KOLEJ UNIVERSITI TUNKU ABDUL RAHMAN  
FACULTY OF SOCIAL SCIENCE, ARTS AND HUMANITIES  
ACADEMIC YEAR 2016/2017  
APRIL/MAY EXAMINATION

**BHHT3173 SUSTAINABLE TOURISM**

WEDNESDAY, 3 MAY 2017

TIME: 9.00 AM – 11.00 AM (2 HOURS)

BACHELOR OF HOSPITALITY MANAGEMENT (HONOURS)

**Instructions to Candidates:**

This paper is divided into **THREE** sections:

**SECTION A:** Answer all **FIVE** short answer questions. (25 marks)

**SECTION B:** Answer any **ONE** out of two essay questions. (25 marks)

**SECTION C:** Answer **TWO** compulsory case study questions. (50 marks)

Write your answers in the answer booklet provided.

**BHHT3173 SUSTAINABLE TOURISM****SECTION A: Short Answer (25 marks)**

Answer ALL questions.

**Question 1**

- (a) Identify **FIVE** variables that determines the overall attractiveness and competitiveness of a destination. (5 marks)
- (b) Define the term ‘optimization’ in the context of destination management. (5 marks)
- (c) Give **FIVE** examples of agents or players in a tourism destination. (5 marks)
- (d) Review **FIVE** psychographic variables presenting what travellers value most while travelling. (5 marks)
- (e) Recognise **FIVE** strategies to manage seasonal variation in the tourism industry. (5 marks)

[Total: 25 marks]

**SECTION B: Essay Question (25 marks)**

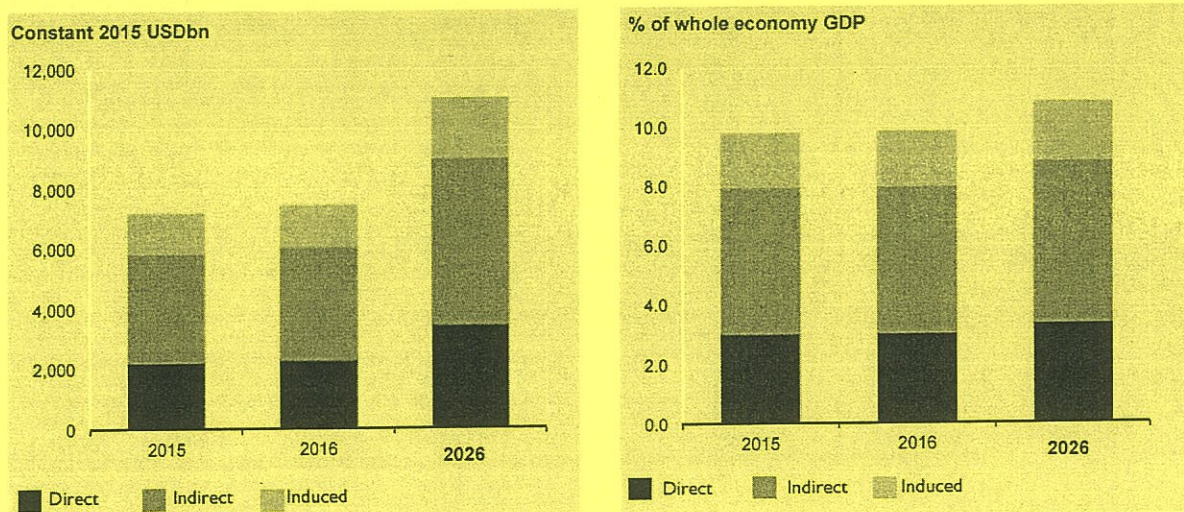
Answer any **ONE** out of two questions. The length of your answer for each question (including the sub-questions A and B) should be in the range of 100 to 200 words.

**Question 2A**

The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was USD7,170.3bn in 2015 (9.8% of GDP) and is expected to grow by 3.5% to USD7,420.5bn (9.8% of GDP) in 2016.

It is forecast to rise by 4.0% pa to USD10,986.5bn by 2026 (10.8% of GDP).

**WORLD: TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO GDP**



<sup>1</sup> All values are in constant 2015 prices & exchange rates

-World Travel & Tourism Council, 2016-

**BHHT3173 SUSTAINABLE TOURISM****Question 2A. (Continued)**

- (a) UNWTO establishes the direct revenue from the travel and tourism industry derives partially from international tourism receipts. Interpret the elements encompassed in the international tourism receipts. (5 marks)
- (b) Contribute **THREE** methods of increasing tourism receipts. (6 marks)
- (c) Inform the cycle of “indirect revenue” in the context of the tourism industry. (4 marks)
- (d) Prepare **THREE** indirect effects of the tourism industry. (10 marks)

[Total: 25 marks]

OR

**Question 2B**

“Traveling has taken a new shape in the last decade and millennials are redefining their journeys by getting engaged in some sort of meaningful work. In the recent past, taking a trip abroad to volunteer has gained much popularity - but if one really digs deeper into the matter, then he/she can understand the difference between the concept of conventional volunteering and voluntourism that focuses more on an adventure.”  
-The Huffington Post, 2017-

- (a) Contrast against the statement above, prepare **TWO** negative impacts of volunteer tourism that lasts for a short period of time. (10 marks)
- (b) Assess **FIVE** potential of volunteer tourism partnership for development. (15 marks)

[Total: 25 marks]

**SECTION C: CASE STUDY (50 marks)**Answer **ALL** questions.**Question 3****Rural tourism – Opportunities for small and medium size enterprises in Costa Rica**

The rural tourism industry in Costa Rica is in the rise as foreigners are asking for more options to enjoy rural and community activities, and also because of a higher number of foreign university students and volunteers of international organizations visiting the country.

Over 200 small and medium size enterprises benefit from the growth of this industry. At the end of 2015 the number of foreigners that arrived to the country with the purpose of enjoying cultural or rural tourism represented an 18.6% of the total number of visitors, which translates into almost 485 thousand visitors that opted for tours in faraway communities.

**BHHT3173 SUSTAINABLE TOURISM****Question 3. (Continued)**

Rural tourism activities involve: organic agriculture, walks and hikes, ecological refugees, gastronomy, masquerades, horseback riding, hanging bridges, coffee farms, visits to indigenous territories, waterfalls, and different forms of experiencing the local culture and traditions.

The advantage of rural tourism is that it can be offered almost everywhere in the country, according to Rodolfo Lizano, director of Development and Planning of the Costa Rica Tourism Board.

The business model that prevails is that of family businesses or groups of entrepreneurs that provide the tourist with experiences within the community that are sustainable and involve a cultural factor.

Some of the companies involved in the rural community tourism program reach sales of close to \$750,000.00 USD a year.

There are more than 80 rural tourism agencies that offer rural community products and tours, and offer specially designed packages for foreigners, this agencies create alliances with small businesses, a relationship that benefits both parties, giving the operators more alternatives to offer and allowing the small businesses to attract more clients.

Back in 2011 there were only 21 certified businesses involved in this form of tourism, and the number has now grown to over 200.

The certification of the small and medium size business with the Costa Rica Tourism Board gives them several benefits, among them the possibility of receiving assessment and having a presence in different fairs.

(Source: Alvarado, L 2017, "*Rural tourism-opportunities for small and medium size enterprises in Costa Rica*" Viewed 4 March 2017, <<http://news.co.cr/rural-tourism-opportunities-small-medium-size-enterprises-in-costa-rica/57407/>>)

- (a) Based on the article above, contribute **FOUR** elements of employment provided by the small and medium tourism enterprises in Costa Rica. (10 marks)
- (b) Examine **FIVE** advantages of a public-private partnerships and joint ventures as seen between the Costa Rica Tourism Board and the family businesses or groups of entrepreneurs. (15 marks)

[Total: 25 marks]

**BHHT3173 SUSTAINABLE TOURISM****Question 4**

Amber Tan plans to establish her own travel agency focusing mainly on nature-based destination like snow-capped mountains, island tourism, seaside tourism, rainforest tourism and more. Amber's passion has always been to globetrot every single corner of earth and would like to make that vision a reality for people whom desire to travel too.

With that vision in mind, Amber found a handful of partners that desires the same ambition and had agreed to form a business together. Amongst those partners, is an environmentalist specialist that too loves to travel and Mr. Rahman has grave concerns of the future of the tourism industry especially its' natural resources.

Amber realized the fragility of the natural resources hence seek the Mr. Rahman's professional opinion in regards to the future of the tourism industry and its implications.

- (a) Analyze **TWO** industry players with examples in the tourism industry's contribution to climate change to better prepare Amber before she begin the establishment of her travel agency. (5 marks)
- (b) Break down **FOUR** impacts of global warming on tourism for the team to form preventive measures in their planning process. (8 marks)
- (c) Comfort Amber and her team of the possibility of offsetting the negative impact of tourism by distinguishing **THREE** recommendations by the UNWTO to mitigate the effects of tourism on climate change. (12 marks)

[Total: 25 marks]

