



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER II
SESSION 2017/2018**

COURSE NAME : TOURISM ECONOMICS
COURSE CODE : BWJ 31303
PROGRAMME CODE : BWW
EXAMINATION DATE : JUNE/JULY 2018
DURATION : 3 HOURS
INSTRUCTION : ANSWER ALL QUESTIONS

THIS QUESTION PAPER CONSISTS OF **THREE (3)** PAGES

- Q1**
- (a) Define tourism according to;
 - (i) World Tourism Organization (WTO).
 - (ii) Hunziker and Krapf (194).(4 marks)
 - (b) List **THREE (3)** types of tourism. (3 marks)
 - (c) According to the United Nations (1990), tourism can be divided into **THREE (3)** categories. Describe all the tourism categories. (6 marks)
 - (d) Explain briefly **FOUR (4)** characters of service in tourism industry. (12 marks)

- Q2**
- (a) Define:
 - (i) Tourism destination.
 - (ii) Tourism demand.(4 marks)
 - (b) Discuss **THREE (3)** expenses that should be excluded in visitor consumption expenditures. (3 marks)
 - (c) Determine **FOUR (4)** tourism supply components. (8 marks)
 - (d) Constraint is a factor that works as a bottleneck, restricting an entity or system from achieving its full potential with reference to its goal. Determine **FIVE (5)** classification of constraints that may arise in tourism. (10 marks)

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- Q3**
- (a) What is a tour operator? (1 marks)
 - (b) Describe **TWO (2)** types of tour operator that conduct tourism industry. (2 marks)
 - (c) Discuss **TWO (2)** types of tourism user fees. (4 marks)

- (d) A fresh graduate from a local university has received a guiding license endorsed by Ministry of Tourism and Culture. His/her first assignment is to guide a couple of Italian to visit a mangrove reserve at Kuala Muda, Kedah. Explain **FOUR (4)** duties and responsibilities during his/her first assignment. (8 marks)
- (e) Determine **FIVE (5)** key provision of open skies agreement which was agreed by all airline companies in 2008. (10 marks)

- Q4** (a) List **FIVE (5)** negative cultural impacts of tourism. (5 marks)
- (b) Discuss **FIVE (5)** impacts of sustainable tourism. (10 marks)
- (c) There are many cases where in the name of ecotourism and human satisfaction, a pristine site in nature becomes degraded. Such a case can be seen in the bat caves in Langkawi. Due to high number of visits, the population of bats inhabiting the cave system is slowly decreasing, since they are disturbed often by the noises and light coming from the visitors. Deduce your opinion if is it acceptable for us to disregard conservation just because we want to develop our economy through ecotourism. (10 marks)

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– END OF QUESTIONS –