BSc (Hons) Tourism and Hospitality Management

Cohort: BTHM/14A/FT

Examinations for 2015/2016 Semester I & 2015 Semester II

MODULE: TOURISM PLANNING AND DEVELOPMENT

MODULE CODE: TMGT 2104B

Duration: 2 Hours 10 minutes

Instructions to Candidates:

1. This question paper consists of Section A and of Section B.
2. Section A is compulsory.
3. Answer any two questions from Section B.
4. Always start a new question on a fresh page.
5. Total Marks: 100

This question paper contains 5 questions and 4 pages.
SECTION A: COMPULSORY

QUESTION 1: (40 MARKS)

(a) Define the following terms:

   a. Sustainable Tourism  (3 marks)
   b. Plan-process concept  (3 marks)
   c. Sustainable Development (3 marks)
   d. Tourism Carrying Capacity (3 marks)

(b) Many tourism areas worldwide have been using the “Tourism Areas Life Cycle (TALC) model” of Butler to plan their tourism developments. The first research to apply the TALC was Hovinen (1981) in Lancaster County at Pennsylvania. Butler tested the model in 1985 at Scottish Highlands, and it was further tested in the eighties: Keys (1985), Haywood (1986) as well as in the nineties especially by Cooper and since then same has been both used and re-adapted over the years. An economic value has been attributed to the TALC and similar to other economic sectors, the tourism sector that follows a determined “product life cycle” has adapted this revisited economic TALC model. Describe with the use of a relevant diagram and explanations the phases that apply to the economic curve for the life-cycle of a tourism product.  (20 marks)

(c) The life cycle stage is difficult to quantify even if many destinations may intuitively know their position. Elaborate on the eight factors identified by Knowles (1996) which can assist local tourism planners in identifying the local life cycle stage.  (8 marks)
SECTION B: ANSWER ANY TWO QUESTIONS

QUESTION 2: (30 MARKS)

(a) “Tourism can be developed and promoted on different scales. It can be local, regional or international”. Referring to this statement, explain the four main levels of planning.  

(b) Define the term “planning” and elaborate on the major types of planning that local developers may consider.

QUESTION 3: (30 MARKS)

(a) Using our own island Mauritius as scenario, discuss the evolution of the tourism industry. Also clearly identify and discuss the potential positive and negative economic, social and environmental impacts that the sector has witnessed.

(b) Along the same line, discuss the current challenges that stakeholders of the tourism industry such as the government, the private sector and investors are facing with regards to the Mauritian Tourism Industry.

QUESTION 4: (30 MARKS)

With reference to the local context, using the tourism planning process, clearly identify and describe how the steps of the tourism planning process can applied to any selected product or activity of your choice.
QUESTION 5: (30 MARKS)

‘The Government’s role is to support the tourism industry by taking actions to address market failure’ (DCMS 1999).
Discuss in what ways when referring to our tourism markets the local government can intervene to:

i. Manage demand
ii. Manage supply

Provide relevant examples to support your answers.

***END OF QUESTION PAPER***