

**FACULTY OF HOSPITALITY & TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **TOU1303 ATTRACTION MANAGEMENT**
Semester & Year : January - April 2023
Lecturer/Examiner : Nabila Mohd Yunus
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 3 parts:**
PART A (10 marks) : There are **TEN (10)** Multiple Choice Questions. Answers are to be written in the Answer Booklet.
PART B (50 marks) : There are **EIGHT (8)** Short Answer Questions. Answers are to be written in Answer Booklet.
PART C (40 marks) : There are **TWO (2)** Essay Questions. Answers are to be written in Answer Booklet
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.**
- ONLY ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.**

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most 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 BERJAYA University College.

Total Number of pages = 6 (Including the cover page and appendices)

PART B: SHORT ANSWER QUESTIONS (50 MARKS)

INSTRUCTION(S): Answers are to be written in Answer Booklet.

QUESTION 1

Define what a tourist attraction is.

(2 marks)

QUESTION 2

The relationship of the tourism attraction concept can be classified into four (4) primary criteria. Identify the **FOUR (4)** criteria.

(4 marks)

QUESTION 3

Gray (1970), through his study on travel motivations had categorised two reasons for pleasure travel. Differentiate between the **TWO (2)** typologies.

(4 marks)

QUESTION 4

Explain **THREE (3)** environmental impacts of a poor attraction management in an island.

(6 marks)

QUESTION 5

Identify **FOUR (4)** types of tourism demand.

(8 marks)

QUESTION 6

Describe **FIVE (5)** different types of product and services offered by tourist attractions.

(10 marks)

QUESTION 7

There are many different types of tourist attractions that are found around the world.

a. Man-made tourist attractions can be separated into two (2) groups. Differentiate between these **two (2)** categories with example. (6 marks)

b. Name **FOUR (4)** examples of nature type of tourist attractions located within Greater KL.

(4 marks)

QUESTION 8

In planning supply components for a development in an entire new area, which one of the **four (4)** components should be considered first and last? Discuss your answer with relevant examples.

(6 marks)

END OF PART B

PART C: ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S): TWO (2) Essay Question. Answer ALL the questions in the Answer Booklet(s) provided.

QUESTION 1

Traditional cultures and heritage buildings can be a powerful asset to attract visitors and generate tourism revenues. However, modernization has tempered its traditional charms and many of the heritage buildings have being left neglected.

- a. In your opinion, what could be the challenges in conservation practice? Discuss at least **ONE (1)** of the challenges. (3 marks)

- b. Identify **THREE (3)** approaches that always been apply in conservation of heritage buildings. (6 marks)

- c. In your opinion, which tourist destination in Malaysia has the best heritage buildings assets which until today still being preserved. Discuss your answer with **FIVE (5)** relevant evidence.

(11 marks)

QESITON 2

Zoo Negara Malaysia is a major zoological park in Malaysia, located on about 110 acres situated only 5km from Kuala Lumpur. Zoo Negara was formerly known as the “Zoo in the Jungle” due to the greenery that surrounded the area.

It is managed by the Malaysian Zoological Society (MZS), a non-governmental organization established to set up the first zoo in Malaysia. Zoo Negara started operations in a land area of 42 acres and now have expanded to 110 acres, housing a total of over 5,137 specimens from 476 species of mammals, birds, reptiles, amphibians and fish.

Over the years, the zoo has transformed to an open concept zoo with over 90% of its animals housed in spacious areas with landscapes befitting nature. Additional facilities were added over the time, such as the Aquarium in 1972, the Reptile House in 1985 and the Bird Park in 1987. In 2014, MZS had extended cooperation with China Wildlife Conservation Association (CWCA) in the Giant Panda Program which led to the arrival of two giant pandas to Malaysia.

Resource from: <https://www.zoonegaramalaysia.my/journeythroughtime.pdf>

- a. Discuss the classification of the attraction. (5 marks)
- b. Describe **THREE (3)** pull factors for Zoo Negara. (9 marks)
- c. Among the issues that caught the attention of Malaysians in the midst of the COVID-19 pandemic is the case of Zoo Negara facing a financial crisis. In your opinion, suggest **TWO (2)** strategies of how can the attraction recover from the crisis. (6 marks)

END OF EXAM PAPER