



## SCHOOL OF TOURISM

### FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

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Subject Code & Name : **BTT 1306 – UNDERSTANDING HOSPITALITY, TOURISM AND LEISURE  
MANAGEMENT**

Semester & Year : January - April 2016

Lecturer/Examiner : Ms. Lisa Martini

Duration : 3 Hours

#### INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:
  - PART A (60 marks) : Answer FOUR (4) structure questions. Answers are to be written in the Answer Booklet provided.**
  - PART B (40 marks) : Answer TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.**
- 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 of Hospitality 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 of Hospitality.

**Total number of pages = 3 (Including the cover page)**

**PART A: STRUCTURE QUESTIONS (60 MARKS)**  
**INSTRUCTION(S):** There are **FOUR (4)** structure questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

- a) Describe how the philosophy in the hospitality industry that could lead to success in service.  
**(10 marks)**
- b) Suggest **FIVE (5)** ways on improving service in the hospitality industry according to Parasuraman *et al.*  
**(10 marks)**

**Question 2**

- a) Explain how a family tree could be related in heritage travel.  
**(4 marks)**
- b) Describe **THREE (3)** trends in the hospitality and tourism industry that lead to an increase in tourist volume.  
**(6 marks)**

**Question 3**

- a) Discuss the importance of tourism.  
**(10 marks)**
- b) Describe the impact of tourism on a national economy.  
**(10 marks)**

**Question 4**

Describe the difference between a national park and a theme park.  
**(10 marks)**

**END OF PART A**

**PART B: ESSAY QUESTIONS (40 MARKS)**

**INSTRUCTION:** There are **TWO (2)** essay questions. Answer both questions in the Answer Booklet (s) provided.

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**Question 1**

Discuss total quality management (TQM) in contrast to quality control (QC) in the hospitality industry.  
**(20 marks)**

**Question 2**

Discuss the management structure of a 300 room city hotel.  
**(20 marks)**

**END OF EXAM PAPER**