



**SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Subject Code & Name : **TOU1563 – THEMED ATTRACTION MANAGEMENT**  
Semester & Year : January – April 2017  
Lecturer/Examiner : Mr. Aqmal Fikri  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of **TWO (2)** parts:  
PART A (60 marks) : **SIX (6)** Short answer questions. Please answer all questions.  
PART B (40 marks) : **TWO (2)** Essay questions.
  
2. Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.
  
3. 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.
  
4. **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 = 4 (Including the cover page)**

**PART A:**

**INSTRUCTION(S):**

**SHORT ANSWER QUESTIONS (60 marks)**

There are **SIX (6)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**QUESTION 1**

- a) Explain the definition of visitor attractions. **(2 Marks)**
- b) Discuss **FOUR (4)** different types of attractions. **(8 Marks)**

**QUESTION 2**

- a) What are 'markers' in a visitor attraction? **(2 Marks)**
- b) What are the **THREE (3)** type of markers at a visitor attraction? **(3 Marks)**
- c) Discuss the use of markers at a tourist attraction. **(5 Marks)**

**QUESTION 3**

- a) What are the effective components of a successful visitor attraction? **(6 Marks)**
- b) Discuss **FOUR (4)** ways how the inviolate belt facilitates the nucleus of a visitor attraction. **(4 Marks)**

**QUESTION 4**

Discuss **FIVE (5)** feature of natural attractions. **(10 Marks)**

**QUESTION 5**

- a) What is interpretation? **(1 Mark)**
- b) Justify with reasons as to why interpretation is a vital part of visitor attractions. **(6 Marks)**
- c) Mention any **THREE (3)** types of media used for interpretation. **(3 Marks)**

**QUESTION 6**

- a) Discuss on the key aspects of effective content and illustration in interpretation at natural/cultural attraction sites. **(7 Marks)**
- b) Identify **THREE (3)** examples of tourism destinations where interpretation should take place. **(3 Marks)**

**END OF PART A**

**PART B: ESSAY QUESTIONS (40 marks).**  
**INSTRUCTION: There are TWO (2) essay questions. Answer all questions in the Answer Booklet (s) provided.**

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**QUESTION 1**

Analyse critically the dominant characteristics, key drivers and key industry prospects of the global theme and amusement park industry. **(20 marks)**

**QUESTION 2**

Critically investigate the growth of Genting Highlands as Malaysia's leading Theme Park since its beginning in 1971. **(20 marks)**

**END OF EXAM PAPER**