



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

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **TOU1503 UNDERSTANDING HOSPITALITY and TOURISM INDUSTRY**
 Trimester & Year : January – April 2019
 Lecturer/Examiner : Ms. Kit Thong
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (60 marks) : Answer SIX (6) structure type 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.
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 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 = 3 (Including the cover page)

PART A: STRUCTURE TYPE QUESTIONS (60 MARKS)
INSTRUCTION(S): There are **SIX (6)** structure type questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

It was reported in the recent Change Factory E-newsletter that understanding good customer service begins with mapping a generic customer's experience and determining the moments of truth.

- A) Define what is 'moment of truth'. **(1 mark)**
- B) Describe the critical moments of truth in every customer experience. **(9 marks)**

Question 2

Describe **FIVE (5)** characteristic of a tourism product. **(10 marks)**

Question 3

Associate **FIVE (5)** travel motives with a corresponding destination that a tourist might select to visit. **(10 marks)**

Question 4

Suggest **FIVE (5)** strategies to help elevate seasonality for a destination. **(10 marks)**

Question 5

According to UNWTO, 'leakage' in developing countries can be as high as 40-50% which "can seriously undermine the positive development impacts of tourism" (The United Nations Conference on Trade and Development, 2010). Explain **FIVE (5)** ways that money can leak out of the destination's economy. **(10 marks)**

Question 6

Describe the evolution of local attitudes in response to accelerating tourism development and provide example for each stage **(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.

Question 1

The Star newspaper in August 2018 reported that 'Millennials makes up nearly 25% of the world's population, accounting for 2.0 billion people in total'. The Millennials are coming of age and hitting the peak of their productivity with great purchasing power. Discuss how the hospitality industry can cater to the demands of this maturing market. **(20 marks)**

Question 2

History has taught us that people travel and engage in tourism activities in increasing numbers when several basic conditions can be met. Discuss these conditions and why they help facilitate travel and tourism activities. **(20 marks)**

END OF EXAM PAPER