



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

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **TOU1573 – Special Interest Tourism**
 Trimester & Year : January – April 2019
 Lecturer/Examiner : Ch'ng Chor Ban
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **TWO (2)** parts:
PART A (80 marks) : SIX (6) Short answer questions. Please answer all questions.
PART B (20 marks) : ONE (1) Essay question.
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 = 4 (Including the cover page)

Part A : **SHORT ANSWER QUESTIONS. (80 MARKS)**
Instruction(s) : **Answer ALL questions in the answer booklet provided**

1. '100% Pure New Zealand' campaign is a natural extension and elegant expression for the clean and green space of New Zealand. Set against a backdrop of mind blowing landscape, New Zealand offers extreme activity and sports.
 - a) Suggest **TWO (2)** types of special interest tourism that is appropriate to the above destination. (2 marks)
 - b) New Zealand famed for its road trips due to its connectivity between places and spectacular natural landscapes, hence motorhomes or campervans are the ultimate accommodation choice for flexibility on a driving holiday. Discuss **FOUR (4)** benefits of renting motorhomes and/or campervans. (8 marks)
2. Patients opting for medical treatment abroad are seeking quality care and a relaxing ambiance at an affordable cost.

Identify **FIVE (5)** destinations known for their medical tourism. Provide an explanation for each destination and highlight type of services offered by these destinations. (15 marks)
3. Discuss **TWO (2)** foods popular in culture by providing its ethnicity, traditions, beliefs and values. (10 marks)
4. Analyse and discuss the reasons for the rise of sex tourism. Name **THREE (3)** famous red-light districts across the world and explain the impact of sex tourism on these destinations. (15 marks)
5. Shopping is now one of the main motivations for millions of people when it comes to choosing a destination for their holiday.

Compare and evaluate **FIVE (5)** advantages and disadvantages between online shopping and outbound shopping with relevant example. (15 marks)

6. Soft adventure is the most popular activity.

a) List **FIVE (5)** examples of soft adventure activities.

(5 marks)

b) Identify **FIVE (5)** motivation factors that encourage tourists to participate in soft adventure activities.

(10 marks)

-End of Part A-

Part B : ESSAY QUESTION (20 MARKS).

Instruction(s) : Answer the question in the answer booklet provided

QUESTION 1

Special interest tourism is growing rapidly due to a discerning and heterogeneous travel market and the demand for more focused activity or interest-based tourism experiences.

Compare and contrast **TWO (2)** types of special interest products that are attractive to the heterogeneous market. (20 marks)

-THE END-