

**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **TOU1303 ATTRACTION MANAGEMENT**
Trimester & Year : January 2020 - April 2020
Lecturer/Examiner : Reuben Chen
Duration : 3 days

INSTRUCTIONS TO CANDIDATES

1. This case study question paper consists of 4 questions:
 - a) Students are required to conduct their research around the article provided and answer each question accordingly.
 - b) Each answer is limited to a word count of 200 – 250 words.
 - c) Only references from reliable and valid sources will contribute marks.
2. Candidates are required to submit the answers through The CN portal. Submission after the deadline will not be entertained.
3. Only typed out answers are allowed. Writings on paper will not be accepted.
4. Fill in the “Honour and Authenticity Declaration Form” and submit together with this.

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 = 2 (Including the cover page)

Title: Zoo Negara not spared lockdown woes

THE movement control order (MCO) has affected Zoo Negara as lack of donations and ticket sales have forced it to use its emergency fund to cover its operating costs. It now has enough to last for about three months before the accounts run dry.

Many people would have good memories of visiting Zoo Negara. They might have been in awe of the animals or inspired by the diversity of wildlife they saw there. Some would even say their love for animals or wildlife began when they visited the zoo.

Of course, it is not ideal to keep animals away from their natural habitat, but human activity has caused problems that threaten wild animal populations. Due to human activities, such as the use of pesticides, deforestation and hunting of rare and endangered animals for their meat, skin and other parts, more species have become threatened in the 21st century than at any other time in history.

For the past 57 years, Zoo Negara has been working towards being one of the world's premier zoological parks and aquaria. Today, it is vital for the survival of animals that are endangered in their natural habitats. Eighty-five per cent of the animals in Zoo Negara are endangered species and 15% are heading towards extinction.

Source: Adapted from TheStarOnline: https://www.thestar.com.my/opinion/letters/2020/04/10/zoo-negara-not-spared-lockdown-woes#cxrecs_s

Question 1

In relation to the article above, explain the visitors' satisfaction level towards Zoo Negara over the past 3 years using **FOUR (4)** indicators. **(25 marks)**

Question 2

In your own opinion, explain the measures Zoo Negara has adopted to ensure its sustainability and the survival of the animals during this Movement Control Order. **(25 marks)**

Question 3

Using Zoo Negara as an example, explain the **FIVE (5)** steps of tourism planning process in developing a plan on sustainable tourism. Illustrate with example. **(25 marks)**

Question 4

Based on a selected tourist motivation model, develop a proposal for Zoo Negara in attracting visitors should the Movement Control Order is lifted. **(25 marks)**

END OF EXAMINATION PAPER