



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

FINAL EXAMINATION

Student ID (in Figures) :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : _____

Course Code & Name : **TOU1563 THEMED ATTRACTION MANAGEMENT**
Semester & Year : January - April 2020
Lecturer/Examiner : Nabila Mohd Yunus
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of FIVE (5) essay questions.
2. Candidates are required to answer ALL questions.
3. The answer script MUST be submitted along with the declaration form via CN at the end of the examination.

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)

INSTRUCTION(S): There are **FIVE (5)** essay type questions. Answer **ALL** questions.

QUESTION 1

- a) Identify and explain **FOUR (4)** different types of attractions. (8 marks)
- b) According to Kotler and Swarbrooke, there are three (3) levels of product in a theme park and each level has its own feature. Discuss these features with example. (12 marks)

QUESTION 2

- a) Identify and explain **FIVE (5)** types of changing circumstances that can cause managers to make changes to their attractions. (10 marks)
- b) Explain **FIVE (5)** techniques which could be used to reduce queues and improve visitor experiences in queues at a theme park. (10 marks)

QUESTION 3

Based on your experience of attraction-visiting, analyse the performance of the designing visitor attraction of your choice in terms of user-friendliness. (20 marks)

QUESTION 4

Select an attraction and critically analyse the attraction with SWOT analysis, with each part being supported by evidence. (20 marks)

QUESTION 5

Recommend **SIX (6)** ways on how theme park management can respond to the Coronavirus Disease 2019 (COVID-19) in order to protect all visitors and staff. (20 marks)

END OF EXAM PAPER