BERJAYA
UNIVERSITY COLLEGE

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   :   May – August 2023
Lecturer/Examiner   :   Nabila Mohd Yunus
Duration   :   3 Hours

INSTRUCTONS TO CANDIDATES

1.   **This question paper consists of 2 parts:**

   PART A (60 marks)   :   Answer SIX (6) structure type questions.
   PART B (40 marks)   :   Answer 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 exceptions 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

a) Distinguish the different between *visitor attractions* and *destinations*.   (2 marks)

b) What contribution does a visitor attraction make to a destination? Elaborate **THREE (3)** attraction contributions to Malaysia. Illustrate your answer with examples.   (12 marks)

QUESTION 2

a) Identify and explain **FOUR (4)** different types of attraction.   (8 marks)

b) Distinguish between '*flagship attraction'* and *'iconic attraction'* and illustrate your answers with **ONE (1)** attraction in Malaysia.   (6 marks)

QUESTION 3

Identify **THREE (3)** strategies for minimizing seasonal impacts on market demand for visitor attractions.   (3 marks)

QUESTION 4

a) Identify any **FOUR (4)** key aspects of effective content and illustration in interpretation at cultural attraction sites.   (4 marks)

b) State **THREE (3)** types of media to be used for interpretation.   (3 marks)

QUESTION 5

How the types of visitor impact are likely to differ between a *water theme park* and a *museum*?
Discuss any **FOUR (4)** of these impacts for both attractions with relevant examples.   (12 marks)

QUESTION 6

Recommend **FIVE (5)** techniques which could be used to reduce queues and improve visitor experiences in queues at a theme park.   (10 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.**

QUESTION 1

Classification of visitor attractions explores the various influences and aspects on the development and management of an attraction. Discuss the key component parts in the classification of a visitor attraction. Illustrate your answer with relevant examples. (20 marks)

QUESTION 2

Thinking about a recent visit to a tourist destination or attraction, present **FIVE (5)** ideas to enhance the product or service offering. Illustrate your answer with examples. (20 marks)

END OF EXAM PAPER