



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

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **TOU1563 THEMED ATTRACTIONS MANAGEMENT**  
Semester & Year : May - August 2024  
Lecturer/Examiner : Nabila Mohd Yunus  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
  
PART A (60 marks) : Answer SEVEN (7) structure type questions.  
PART B (40 marks) : Answer TWO (2) essay questions.  
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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 **SEVEN (7)** structure type questions. Answer all questions in the Answer Booklet(s) provided.

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**QUESTION 1**

Theming gives new meaning to attractions. Identify **FOUR (4)** benefits of theming. (4 marks)

**QUESTION 2**

What contributions do a visitor attraction make to a destination? Discuss your answer with relevant examples. (8 marks)

**QUESTION 3**

- a. Describe **FOUR (4)** characteristics of theme parks. (8 marks)
- b. According to Kotler (1994), there are three levels of product in a theme park. Explain **THREE (3)** of these levels with example. (9 marks)
- c. Identify **FOUR (4)** types of theme park. (4 marks)

**QUESTION 4**

Tourists are drawn to nature tourism for variety of motivation factors. Discuss **FIVE (5)** of these factors. (10 marks)

**QUESTION 5**

Identify **THREE (3)** destination attributes that attract domestic travelers travel within Malaysia. (3 marks)

**QUESTION 6**

The central stage in classification of visitor attractions focuses on the nature of the resource. Identify **FOUR (4)** assets that are presented at Berjaya Theme Park. Justify your answer with examples. (8 marks)

**QUESTION 7**

- a. Define interpretation. (2 marks)
- b. Explain how interpreters can use new technologies to enhance visitor experiences. Justify your answer with relevant examples. (4 marks)

**END OF PART A**

**PART B: ESSAY QUESTIONS (40 MARKS)**  
**INSTRUCTION(S): Answer ALL TWO (2) essay questions.**

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**QUESTION 1**

Thinking about a recent visit to a tourist destination or attraction, develop ideas to enhance the product or services offering. Justify your suggestions with examples. (20 marks)

**QUESTION 2**

A well-structured crisis management plan is essential for any attraction to effectively handle unexpected events and minimize their impact on operation, reputation and safety. Discuss the ways in which you would develop a strategies to improve customer feedback on TripAdvisor. (20 marks)

**END OF EXAM PAPER**