

**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 : **TOU1573 – Special Interest Tourism**
Semester & Year : May – August 2024
Lecturer/Examiner : Nabila Mohd Yunus
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 2 parts:**
PART A (80 marks) : Answer all EIGHT (8) short answer questions. Answers are to be written in the Answer Booklet provided.
PART B (20 marks) : Answer ONE (1) essay question. Answers are to be written in the Answer Booklet provided.
- Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 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.**
- 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) : There are EIGHT (8) short answer questions. Answer ALL questions in the answer booklet provided.

QUESTION 1

- a. In your own understanding, define the concept of Special Interest Travel (SIT). (2 marks)
- b. Identify **FOUR (4)** necessities of SIT. (4 marks)
- c. Identify any **FOUR (4)** types of SIT. (4 marks)

QUESTION 2

- a. Health tourism encompasses both medical and wellness aspects. Distinguish between *medical tourism* and *wellness tourism*. (4 marks)
- b. As listed by Healthy Travel Media, publisher of Patients Beyond Borders, there are 10 top medical tourism destinations around the world. Recall any **TWO (2)** countries from the list and explain why it's considered as one of the top medical tourism destinations? (6 marks)

QUESTION 3

Explain **FIVE (5)** main motivations for cross-border shopping. (10 marks)

QUESTION 4

- a. Explain the concept of *Islamic tourism*. (4 marks)
- b. The expanding market size and untapped potential market make Halal tourism an attractive investment avenue. Discuss **THREE (3)** potential key areas for Halal tourism investment. (6 marks)

QUESTION 5

- a. Explain the concept of ethical consumption in tourism. Justify your answer with relevant examples. (4 marks)
- b. Describe **THREE (3)** popular forms of ethically oriented SIT. (6 marks)

QUESTION 6

- a. Understanding the background of dark tourism clientele helps in tailoring experiences to meet their needs. Describe the tourist profile of *dark tourism*. (4 marks)
- b. Explain **THREE (3)** types of dark tourism sites. Justify your answer with relevant examples. (6 marks)

QUESTION 7

- a. Suggest **TWO (2)** activities that food traveller can engage during travelling. (2 marks)
- b. Describe **FOUR (4)** motivators for consumption of food & beverage in a tourist destination. (8 marks)

QUESTION 8

- a. Identify **TWO (2)** popular destinations for sex tourism. (2 marks)
- b. Discuss **FOUR (4)** potential impacts of sex tourism. (8 marks)

END OF PART A

Part B : **ESSAY QUESTION. (20 MARKS)**

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

QUESTION 1

Ailsa and her friends are seeking for an unusual and off-beat traveling experiences. They decided to travel to Southeast Asia region to explore its *Agritourism* sites.

As a tour consultant, suggest and describe **FOUR (4)** attractions and activities that can spark curiosity and offer unique experiences for them. (20 marks)

END OF EXAMINATION PAPER