

**SCHOOL OF TOURISM****FINAL EXAMINATION**

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BTT1310 – Special Interest Tourism**
Semester & Year : May – August 2017
Lecturer/Examiner : Mr. Aqmal Fikri
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of TWO (2) parts:
PART A (80 marks) : EIGHT (8) Short answer questions. Please answer all questions.
PART B (20 marks) : ONE (1) Essay question.
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 exception of multiple choice questions, where 2B pencils are to be used.

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality 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 of Hospitality.

Total Number of pages = 3 (Including the cover page)

Part A : SHORT ANSWER QUESTIONS. (80 MARKS)
Instruction(s) : Answer ALL questions in the answer booklet provided

1. Explain **FIVE (5)** main factors that influence tourists in choosing Special Interest Tourism (SIT) as their style of travel. **(10 Marks)**

2. Explain what stakeholders should do in order to maximise the potential of each tourism destination. **(10 marks)**

3. Discuss factors that contribute to the high cost of medical expenses in most of European countries. **(10 marks)**

4. *'Fukushima and Chernobyl are **TWO (2)** good examples of Dark Tourism destinations'.*

Explain the historical significance of these destinations. **(10 marks)**

5. Explain the importance of culture and heritage preservation in the context of tourism development. **(10 marks)**

6. Discuss whether sex tourism should or should not be part of tourism industry. Justify your answers. **(10 marks)**

7. Explain the important features of New Zealand in the context of adventure tourism. **(10 marks)**

8. Elaborate **FIVE (5)** unique aspects of Ephesus in the context of tourism industry in Turkey. **(10 marks)**

-End of Part A-

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

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

QUESTION 1

'The coming decade and a half should see major shifts in the leisure and tourism environment, reflecting changing consumer values, political forces, environmental changes and the explosive growth of information technology.' (Tomorrow's Tourist: Scenarios & Trends, 2012)

Based on the statement above, concisely elaborate the main drivers that are estimated to shape the world of tourism and the tourists of the future. **(20 marks)**

-THE END-