



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **BTT2306 – Asian Heritage Tourism**
Semester & Year : May 2017 – August 2017
Lecturer/Examiner : Mr. Aqmal Fikri
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **TWO (2)** parts:
PART A (60 marks) : **SIX (6) Short answer questions. Please answer all questions.**
PART B (40 marks) : **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 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 (60 marks)
INSTRUCTION(S): There are **SIX (6)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Critically explain **FIVE (5)** characteristics of heritage tourism attractions. **(10 Marks)**

Question 2

Describe the ownership models of heritage attractions in Asia. **(10 Marks)**

Question 3

Identify what and where interpretation should take place in the context of heritage sites. **(10 Marks)**

Question 4

Describe how Burmese Buddhist heritage and the Chinese heritage in Penang contribute to the development of the place as UNESCO listed heritage site. **(10 Marks)**

Question 5

Determine **FIVE (5)** ways how contestation has taken place in heritage sites in Asia. **(10 Marks)**

Question 6

Elaborate the affirmative economic effects of heritage tourism in Asia. **(10 Marks)**

END OF PART B

PART B: ESSAY QUESTIONS (40 marks).
INSTRUCTION: There are TWO (2) essay questions. Answer all questions in the Answer Booklet (s) provided.

QUESTION 1

Explain critically the strategies in mitigating the negative effects of tourism in heritage sites of Asia.

(20 Marks)

QUESTION 2

Discuss on the significance of the Lenggong Valley Archaeological site with special reference to 'Perak Man' and 'Perak Woman' as a major point of attraction in cultural heritage tourism of Malaysia.

(20 Marks)

END OF EXAM PAPER