



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **TOU1303 ATTRACTION MANAGEMENT**
 Semester & Year : May – August 2017
 Lecturer/Examiner : Ms. Lisa Martini
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of 3 parts:
 - PART A (10 marks) : Answer all TEN (10) multiple-choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
 - PART B (50 marks) : Answer FIVE (5) structure type questions. Answers are to be written in the Answer Booklet provided.**
 - PART C (40 marks) : Answer TWO (2) essay questions. 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 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 = 5 (Including the cover page)

PART B: STRUCTURE TYPE QUESTIONS (50 MARKS)
INSTRUCTION(S): There are **FIVE (5)** structure type questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Discuss tourists' motivation for leisure travel and tourism.

(10 marks)

Question 2

Describe Maslow's hierarchy of human needs in tourism context.

(10 marks)

Question 3

Describe the evolution of marketing in tourist attraction management.

(10 marks)

Question 4

Analyze **FIVE (5)** environmental factors that influence tourist decision to travel to a destination.

(10 marks)

Question 5

Describe an attraction from **FIVE (5)** countries in the ASEAN region.

(10 marks)

END OF PART B

PART C: ESSAY QUESTION (40 MARKS)

INSTRUCTION: There are **TWO (2)** essay questions. Answer the questions in the Answer Booklet (s) provided.

Question 1

Discuss the tourism components that support tourists at the destination.

(20 marks)

Question 2

Analyze market conditions in which a tourism product/service is exchanged.

(20 marks)

END OF EXAM PAPER