



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Subject Code & Name : **TOU1503 UNDERSTANDING HOSPITALITY & TOURISM INDUSTRY**
 Semester & Year : May - August 2017
 Lecturer/Examiner : Ms. Lisa Martini
 Duration : 3 Hours

INSTRUCTONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (60 marks) : Answer SIX (6) structured type questions. Answers are to be written in the Answer Booklet provided.
 - PART B (40 marks) : Answer TWO (2) essay questions. Answers are to be written in the Answer Booklet provided.
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: **SIX (6) structured type questions. (60 MARKS)**
INSTRUCTION(S): **There are SIX (6) structured type questions. Answer all questions in the Answer Booklet(s) provided.**

Question 1

Explain the corporate philosophy of the hospitality industry.

(10 marks)

Question 2

Describe **FIVE (5)** current trends in the hospitality and tourism industry.

(10 marks)

Question 3

Describe **FIVE (5)** effects of mass tourism to a developing country like Malaysia.

(10 marks)

Question 4

Analyze how tourism and recreation are inter-related.

(10 marks)

Question 5

Determine the importance of making hotel reservation.

(10 marks)

Question 6

Differentiate characteristics of chain and independent restaurants.

(10 marks)

END OF PART A

PART B: TWO (2) essay questions (40 MARKS)
INSTRUCTION: There are TWO (2) essay questions. Answer both questions in the Answer Booklet (s) provided.

Question 1

Discuss the varieties of leisure environments that have been artificially created for tourists.

(20 marks)

Question 2

Examine the important factors to develop a successful restaurant.

(20 marks)

END OF EXAM PAPER