



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 : September – December 2016
 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**

QUESTION 1

Define the meaning of Special Interest Tourism (SIT) according to S.E. Read, 1980 and provide **FOUR (4)** example of SIT along with its descriptions. (10 Marks)

QUESTION 2

Clarify what government should do in order to maximise the potential of any tourism destination. (10 marks)

QUESTION 3

A Canadian, Mr Doug Antoniak lauded Indian hospitals, doctors and after care as among the very best in the world. 'Indian doctors have changed my life for the better', said Doug Antoniak. (Medical tourism destination conference, 2009)

Based on the above statement, explain **FIVE (5)** contributing factors that make India as an important medical tourism destination in the world. (10 marks)

QUESTION 4

List **FIVE (5)** iconic Thana Tourism sites in the world. Briefly explain the reasons for each of the destinations to be categorized under Thana Tourism. (10 marks)

QUESTION 5

Identify and explain the importance of culture and heritage in the development of tourism. (10 marks)

QUESTION 6

Explain the factors that make soft adventure activity the most popular form of activity under adventure tourism. (10 marks)

QUESTION 7

Concisely elaborate on the **FIVE (5)** recent trends in Gastronomy Tourism.

(10 marks)

QUESTION 8

Elaborate the **FIVE (5)** main uniqueness of Maori culture in the context of nation identity.

(10 marks)

-End of Part A-

Part B : ESSAY QUESTION (20 MARKS).

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

QUESTION 1

In 2014, tourists spent RM21.6 billion on shopping in Malaysia, an increase of 9.3% compared to RM19.8 billion in 2013. Total tourist receipts for 2014 were RM72 billion, making tourism as the second largest foreign exchange earner for Malaysia (after manufactured goods).

(Ministry of Tourism and Culture, MOTAC 2016).

Based on the above statement, evaluate the impact of **THREE (3)** Entry Point Projects (EPPs) out of 12 under the Tourism National Key Economic Areas (NKEA) that are related to shopping tourism in Malaysia. Justify your answer with the constructive justifications. (20 marks)

-THE END-