



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **DTT 2301 – Attraction Management**
Semester & Year : September – December 2016
Lecturer/Examiner : Mr. Aqmal Fikri
Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **THREE (3)** parts:
PART A (10 marks) : **TEN (10)** objective questions
PART B (50 marks) : **NINE (9)** Short Essays questions
PART C (40 marks) : **TWO (2)** Essays 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 = 7 (Including the cover page)

Part A : Multiple Choice Questions. (10 MARKS)

Instruction(s) : Answer ALL questions in the answer booklet provided

1. What is the definition of attraction in the tourism perspective?
 - a. A force that moves one thing to the another
 - b. A force that push one thing to the another
 - c. A force that change from one thing to the another
 - d. A force that pull one thing to the another

2. Tourist attractions tend to evolve progressing through five stages, which of the following answer is the correct sequence?
 - a. Naming, framing, elevation, enshrinement, duplication
 - b. Naming, enshrinement, framing, elevation, duplication
 - c. Naming, framing, enshrinement, elevation, duplication
 - d. Naming, elevation, framing, enshrinement, duplication

3. Which of the factor listed below will bring down tourist prices?
 - a. Inflation
 - b. Lack of competitor in any type of businesses
 - c. Nation devalues currency
 - d. Availability of products

4. What is the meaning of 'cultural tourism'?
 - a. Practise the other people's or race way of life
 - b. It covers all aspects of travel whereby tourists learn about other people's way of life and thought.
 - c. Part of education for tourist
 - d. Platform for tourist to appreciate other people's way of life

5. Tourist's decision to travel is based on the following environmental factors:
 - I - Overdevelopment
 - II - Air pollution
 - III - Attraction attractiveness
 - IV - Sanitary conditions
 - a. I & II
 - b. I, II, III
 - c. I,II,IV
 - d. II,III,IV

6. Under politics and policy, tourism industry is vulnerable to the following factors:
- I - Shifting winds of politics, government policy, national & regional security
 - II - Government policy, monetary policy that restricts the amount of currency tourist may take abroad
 - III - National & regional security
 - IV - Visa, Passport & Lengths of stay policies
- a. I & II
 - b. I, II, III
 - c. I,II,IV
 - d. I, II,III,IV
7. Market conditions could be analysed through:
- a. Demographics, culture, technology, economics, politics and policy and the natural environment factors
 - b. The availability of money, the level of purchasing power among potential tourist
 - c. Amount of tax the investor or tourist need to pay
 - d. The willingness of potential tourist, whether they are socially, financially ready to the new product or services
8. What is the importance of cultural tourism in the local resident's perspective?
- a. To promote their place in the eye of tourist
 - b. To assist the leader in that respective destination to take care of their people
 - c. To preserve the local culture and quality of life enhancement
 - d. To educate the tourist on other people's way of life
9. Tourism supply components are classified into few categories, there are:
- I - Natural resources and the environment
 - II - Built environment
 - III - Operating sectors
 - IV - Spirit of hospitality and cultural resources
- a. II, III, IV
 - b. I, III, IV
 - c. I,II,IV
 - d. All of the above

10. There are **THREE (3)** generating economic impact of tourism in the host country, there are:

I - Stakeholders

II - Visitors

III – Tourist expenditure

IV - Multiplier effects from the suppliers to the consumers.

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|----|-------------|----------------|
| a. | II, III, IV | c. I,II,IV |
| b. | I, III, IV | d. I,II,III,IV |

-END OF PART A-

Part B : **SHORT ANSWER QUESTIONS. (50 MARKS)**
Instruction(s) : **Answer ALL questions in the answer booklet provided**

QUESTION 1

List **TWO (2)** main reasons that having a comprehensive tourism policy is important to a tourism destination. (4 marks)

QUESTION 2

Provide **FOUR (4)** main factors that motivate tourists to travel. (4 marks)

QUESTION 3

Define the meaning for the following terms: (4 marks)

I) Pushed factor:

II) Pulled factor:

QUESTION 4

What are the underlining reasons that make shopping the number one activity among tourists in Malaysia? Provide **TWO (2)** answers with justification. (4 marks)

QUESTION 5

List **FOUR (4)** benefits of tourism development to a host country. (4 marks)

QUESTION 6

Explain the importance of having a proper management system in theme parks. (10 marks)

QUESTION 7

Explain the following terms based on tourism business perspectives: (8 marks)

- (i) Production orientation
- (ii) Sales orientation
- (iii) Marketing orientation
- (iv) Social concern

QUESTION 8

Name the **TWO (2)** sectors under tourism components and supply.

(2 marks)

QUESTION 9

Breakdown the reasons given for Tourism Industry in order to justify its importance to Malaysia economy.

(10 marks)

-END OF PART B-

Part C : ESSAY QUESTIONS (40 MARKS).

Instruction(s) : Answer the questions 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 above statement, concisely elaborate the main drivers that are estimated to shape the world of tourism and the tourist of the future. (20 marks)

QUESTION 2

In 2000, the Auschwitz-Birkenau Memorial and Museum reported that 434,000 visitors (Auschwitz-Birkenau Memorial and Museum; 2002) entered the camp that exterminated approximately 1.5 million people during the duration of World War II. Meanwhile, National Maritime Museum in Greenwich England opened an exhibit on the ship in 1994, it was the most popular exhibition museum has ever staged, helping to attract some 720,000 people.

(Beech 2000:32), (Deuchar 1996:212).

Based on the above facts, discuss the positive and negative impacts of commercializing those attractions. Justify your answer with constructive reasons and example.

(20 marks)

-THE END-