



**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 : September – December 2017  
Lecturer/Examiner : Ms. Lisa Martini  
Duration : 2 Hours

**INSTRUCTIONS TO CANDIDATES**

1. 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.
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 = 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.

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**Question 1**

Explain **FIVE (5)** factors needed in tourism development of a destination.

**(10 marks)**

**Question 2**

Describe the cultural attraction of the painting of Mona Lisa that received worldwide fame.

**(10 marks)**

**Question 3**

Determine the importance of Yellowstone National Park to the tourism industry in America.

**(10 marks)**

**Question 4**

Discuss **FIVE (5)** reasons that attract tourists to come to Malaysia.

**(10 marks)**

**Question 5**

Travelling and being a tourist can be costly. Identify what benefit do tourists get when they are travelling.

**(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.

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**Question 1**

By using Genting as the example, discuss why tourists find the place an attraction regardless of the winding road to reach the destination.

**(20 marks)**

**Question 2**

Analyse ways on how you can improve tourist satisfaction of the various attractions of small town Temerloh, Pahang.

**(20 marks)**

**END OF EXAM PAPER**