



**FACULTY OF HOSPITALITY & TOURISM  
SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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Student ID (in Words) : \_\_\_\_\_  
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Course Code & Name : **TOU1303 Attraction Management**  
 Trimester & Year : September – December 2018  
 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 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.

**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**

Describe what travel socialization is to a traveller.

**(10 marks)**

**Question 2**

Select and describe **FIVE (5)** healthcare services in South Korea which contributed to the country's expansion as one of the best in health tourism.

**(10 marks)**

**Question 3**

Highlight and explain **FIVE (5)** reasons why development of tourist attractions may face resistance from the locals.

**(10 marks)**

**Question 4**

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

**(10 marks)**

**Question 5**

Identify **FIVE (5)** lesser known places in Malaysia and justify why they have the potential to be tourist attractions.

**(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**

Determine the current trend of the new emerging consumer known as tourist in the context of their travel behavior, demographics and impacts on a destination.

**(20 marks)**

**Question 2**

Define and discuss the importance of built environment as a component of tourism supply.

**(20 marks)**

**END OF EXAM PAPER**