



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

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **TOU1503 Understanding Hospitality And Tourism Industry**
 Trimester & Year : September - December 2018
 Lecturer/Examiner : Ms. Lisa Martini
 Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 2 parts:
 - PART A (60 marks) : Answer SIX (6) structure 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 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 = 3 (Including the cover page)

PART A: STRUCTURE TYPE QUESTIONS (60 MARKS)
INSTRUCTION(S): There are **SIX (6)** structure type questions. Answer all questions in the Answer Booklet(s) provided.

Question 1

Describe **FIVE (5)** factors that helped develop the tourism industry.

(10 marks)

Question 2

Analyze **FIVE (5)** economic significance of tourism for a developing country like Malaysia.

(10 marks)

Question 3

Describe the relationship between recreation and tourism.

(10 marks)

Question 4

Describe the characteristics of the hospitality industry that makes it unique to work in.

(10 marks)

Question 5

Evaluate the contributions that international tourism can make toward world peace.

(10 marks)

Question 6

Justify with **FIVE (5)** reasons the benefit of ecotourism to world sustainability.

(10 marks)

END OF PART A

PART B: ESSAY QUESTIONS (40 MARKS)

INSTRUCTION: There are **TWO (2)** essay questions. Answer both questions in the Answer Booklet (s) provided.

Question 1

Discuss how the knowledge on 'Seven Deadly Sins of Service' can be used to achieve service excellence in the hospitality industry.

(20 marks)

Question 2

Analyze why a country's indigenous population may resent the presence of visitors especially mass tourism.

(20 marks)

END OF EXAM PAPER