

**FACULTY OF HOSPITALITY AND 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 : **BTT1310 – Special Interest Tourism**  
Trimester & Year : September – December 2019  
Lecturer/Examiner : Nabila Mohd Yunus  
Duration : 3 Hours

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**INSTRUCTIONS TO CANDIDATES**

1. This question paper consists of 2 parts:  
PART A (80 marks) : Answer all SIX (6) short answer questions. Answers are to be written in the Answer Booklet provided.  
PART B (20 marks) : Answer ONE (1) essay question. 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 = 4 (Including the cover page)**

**Part A** : **SHORT ANSWER QUESTIONS. (80 MARKS)**  
**Instruction(s)** : **Answer ALL questions in the answer booklet provided**

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**QUESTION 1**

- a. In your own understanding, define the concept of Special Interest Travel (SIT). (2 marks)
- b. Identify **FOUR (4)** necessities of SIT. (4 marks)
- c. Recall any **FOUR (4)** types of SIT. (4 marks)

**QUESTION 2**

- a. Health tourism encompasses both medical and wellness aspects. Distinguish between *medical tourism* and *wellness tourism*. (4 marks)
- b. As listed by Healthy Travel Media, publisher of Patients Beyond Borders, there are 10 top medical tourism destinations around the world. Recall any **TWO (2)** countries from the list and explain why it's considered as one of the top medical tourism destinations? (6 marks)

**QUESTION 3**

Explain **FIVE (5)** main motivations for cross-border shopping. (10 marks)

**QUESTION 4**

- a. Identify **TWO (2)** motivating factors for travellers seeking for cultural and heritage tourism. (2 marks)
- b. To be listed in the World Heritage list, a site must be of outstanding universal value and meet at least one out of ten selection criteria set by UNESCO. Explain **SIX (6)** of the criteria and provide example of sites for each criteria that you have identified. (18 marks)

### QUESTION 5

- a. Anita and her friends are seeking an unusual and off-beat traveling experience. She decided to travel to Japan to explore its dark tourism sites. As a tour consultant, suggest and describe **FIVE (5)** attractions that suits them. (10 marks)
- b. With the conjunction of Visit Malaysia Year 2020, you have been assigned by Tourism Malaysia to promote Food Tourism product to a group of media from UK. Illustrate the country's culinary adventure and provide **FIVE (5)** examples to support your answers. (10 marks)

### QUESTION 6

Dubrovnik is a famous destination for Film Tourism and Cruise Tourism, attracting a number of tourists visiting the city as a result of hosting blockbuster TV series, "Game of Thrones". But the old city has become a victim of overtourism.

Based on the statement above, analyse **FIVE (5)** measures to control the negative impacts of tourism development in the city. (10 marks)

**END OF PART A**

**Part B : ESSAY QUESTION. (20 MARKS)**

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

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**QUESTION 1**

Stanley Plog (1974) introduced the model of travel characteristics by psychographic scale to differentiate traveller types. Discuss how Langkawi, Kedah, caters for both allocentric tourists and psychocentric tourist. (20 marks)

**END OF EXAMINATION PAPER**