FACULTY OF HOSPITALITY & TOURISM
SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures)   :

Student ID (in Words)   :

Course Code & Name   :   **TOU1113 DESTINATION GEOGRAPHY**
Trimester & Year   :   September 2019 – December 2019
Lecturer/Examiner   :   Reuben Chen
Duration   :   2 Hours

INSTRUCTONS TO CANDIDATES

1. **This question paper consists of 3 parts:**
    PART A (10 marks) :   There are TEN (10) Multiple Choice Questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.
    PART B (50 marks) :   There are FOUR (4) Short Answer Questions. Answers are to be written in Answer Booklet.
    PART C (40 marks)   There are TWO (2) Essay Questions. Answers are to be written in Answer Booklet

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 and appendices)

PART B: **SHORT ANSWER QUESTIONS (50 MARKS)**

INSTRUCTION(S):   **Answers are to be written in Answer Booklet.**

Question 1:
Identify and describe **THREE (3)** key concepts needed to consider whilst studying the geography of travel and tourism.   **(6 marks)**

Question 2:
Outline **FOUR (4)** basic travel motivators that gives momentum to the growth in vacation and leisure travel of a destination. Illustrate with relevant examples.   **(16 marks)**

Question 3:
Identify and describe **FOUR (4)** pull factors of a destination with relevant examples.   **(12 marks)**

Question 4:
Using Malacca as an example, explain **FOUR (4)** characteristics found in the said destination with examples.   **(16 marks)**

END OF PART B

PART C: **ESSAY QUESTIONS (40 MARKS)**

INSTRUCTION(S):   TWO (2) Essay Questions. Answer ALL the questions in the Answer Booklet(s) provided.

Question 1:

KUALA LUMPUR — "Tourist arrivals have increased steadily and Malaysia has truly become popular and able to hold our own against other global destinations," Dr Mahathir said during the launch of the Visit Malaysia 2020 campaign logo earlier this week. Dr Mahathir noted there is positive growth in the section, but it is not the time for Malaysians to sit back and be content, rather they must continue the good work.

The government has set a target of 30 million tourist arrivals during Visit Malaysia 2020 and RM100bil in tourist receipts. The campaign will focus on ecotourism, arts and culture.
"Our hospitality is not just a slogan, but it must be transformed into reality through everyone's joint efforts. The beauty of a place will attract, but it is the hospitality that makes people stay and return, and this hospitality must be inculcated into the nature and culture of our people," said Dr Mahathir, exhorting all Malaysians to share across all social media platforms about how beautiful Malaysia is and how peaceful and wonderful it is to be here.
Source: Adapted from *TheStari, "All Malaysians are part of Visit Malaysia Year 2020 Vision".*
https://www.thestar.com.my/lifestyle/travel/2019/08/06/visit-malaysia-year-2020-vision

In relation to the article above, outline **FOUR (4)** categories of an attraction in Malaysia. Illustrate with relevant examples.   **(20 marks)**

Question 2:
Leiper's Tourism System model is widely used to understand the tourism industry. Explain the **THREE (3)** geographical elements in the system that can be applied to China. Illustrate with example where necessary.   **(20 marks)**

END OF EXAM PAPER