

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

**FINAL EXAMINATION**

Student ID (in Figures) : 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Student ID (in Words) : \_\_\_\_\_

Course Code & Name : **TOU1303 ATTRACTION MANAGEMENT**  
Trimester & Year : September 2019 – December 2019  
Lecturer/Examiner : Reuben Chen  
Duration : 2 Hours

**INSTRUCTIONS 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 **FIVE (5) 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 the **FOUR (4)** categories of attraction in Kuala Lumpur. Give an example for each category. **(12 marks)**

**Question 2:**

Identify and describe the **THREE (3)** types of traveler according to Plog's psychographic classification of tourist. **(6 marks)**

**Question 3:**

Identify and describe **TWO (2)** strategies in managing both the demand and supply of tourist to an attraction. Illustrate with examples where necessary. **(12 marks)**

**Question 4:**

Identify and describe **FOUR (4)** positive economic impacts of tourism to a destination with relevant examples. **(12 marks)**

**Question 5:**

Identify and describe **FOUR (4)** positive sociocultural impacts of tourism towards a destination. **(8 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**

Explain **FOUR (4)** factors to consider when developing an attraction that would contribute to the destination's competitiveness. Give an example for each factor. **(20 marks)**

**Question 2:**

Apply the **FOUR (4)** components that needs to be aligned in developing a plan on sustainable tourism. Illustrate with example. **(20 marks)**

**END OF EXAM PAPER**