

**FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) :

Course Code & Name : **TOU1303 ATTRACTION MANAGEMENT**
Semester & Year : September – December 2020
Lecturer/Examiner : Nabila Mohd Yunus
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 = 3 (Including the cover page)

PART B : FIVE (5) SHORT ANSWER QUESTIONS (50 marks)

INSTRUCTION(S): There are **FIVE (5)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

QUESTION 1

Identify and describe **FOUR (4)** main categories of attractions. Give an example for each category. (12 marks)

QUESTION 2

Identify and describe **THREE (3)** push factors of a tourist to travel. (6 marks)

QUESTION 3

Identify and describe **FOUR (4)** categories of tourism supply components. (12 marks)

QUESTION 4

Identify and describe **FIVE (5)** solutions to restore the attractions industry after COVID-19 outbreak. (10 marks)

QUESTION 5

Based on Malaysia tourist attractions, identify and describe the places which you think might appeal to the traveler type named below: (10 marks)

- a) Culture seeker
- b) Adventure seeker
- c) Shopper
- d) Sensual travel
- e) Environmental traveler

END OF PART B

PART C : ESSAY QUESTIONS (40 MARKS)

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

QUESTION 1

As an attraction operations manager, it is important to differentiate the various objectives and functions of operations management from the viewpoints of the organization or customers.

Explain **THREE (3)** differences of the scope of operations management from the point of view of the *organization and customers*. (20 marks)

QUESTION 2

Tourism has the potential to contribute, directly or indirectly to all of the Sustainable Development Goals (SDGs). Apply **FOUR (4)** of these goals in the implementation of a sustainable attraction. Give an example for each goal. (20 marks)

END OF EXAMINATION PAPER