



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

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Subject Code & Name : **TOU1573 Special Interest Tourism**
Semester & Year : September – December 2020
Lecturer/Examiner : Ch'ng Chor Ban
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of **TWO (2)** parts:
PART A (80 marks) : SIX (6) Short answer questions. Please answer all questions.
PART B (20 marks) : ONE (1) Essay question.
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.

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**

1. Cultural heritage tourism is considered a core foundation for the sustainable tourism development of a country. Visitors' travel experiences, attitudes, and behaviors are crucial elements for determining successful destination marketing and provide useful information for analyzing the performance of a destination site's management.

Identify **FIVE (5)** natural disasters with example of destroyed cultural heritage sites.

(10 marks)

2. Agritourism is an innovative agricultural activity related to tourism. It has great capacity to create additional source of income.

If you are the leader of local farmers' group, identify **FIVE (5)** responsibilities that you could implement to elevate the local agritourism industry and describe **FIVE (5)** business opportunities that could bring additional income to the community.

(10 marks)

3. Meetings, incentive travel, conventions, and exhibitions (MICE) represent a segment of the tourism industry that has grown in recent years. MICE tourists spend about twice the amount of money that other tourists spend.

a) Jerry, the meeting planner is organising International Defence Exhibition & Conference- IDEX 2019 in United Arab Emirates. Suggest **FIVE (5)** key suppliers that he should contact.

(5 marks)

b) Justify **FIVE (5)** reasons why Jerry should choose a convention centre for hosting the above event.

(10 marks)

4. In most cases, dark tourism puts a lot of emphasis on places where genocide, supposed supernatural hauntings, and tragic deaths have taken place.

a) Identify **FIVE (5)** famous sites associated with dark tourism.

(5 marks)

b) Explain **FIVE (5)** motivation factors of dark tourist.

(10 marks)

5. Health tourism (also known as medical travel or global healthcare) is the process in which a patient travels to another destination for medical or health and wellness services.

a) Distinguish **FIVE (5)** differences between medical tourism and wellness tourism.

(10 marks)

b) Penang was the top destination of the healthcare tourists with 60% visiting the island for treatment. The state's healthcare travel industry generated US\$121 million in revenue in 2017. Identify **FIVE (5)** medical fields that the destination is famous for. (5 marks)

6. The green tourism concept has been promoted in several countries to reduce carbon emissions resulting from tourist and hotel management operator practices.

To promote green tourism, explain and give example of **FIVE (5)** sustainability initiatives that a hotel could implement. (15 marks)

-End of Part A-

Part B : ESSAY QUESTION (20 MARKS).

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

QUESTION 1

Adventure travel is a type of niche tourism, involving exploration or travel with a certain degree of risk, and which may require special skills and physical exertion. Australia offers countless opportunities for adventure seekers.

Based on the above statement, discuss the travel segments below on how Australia could attract to increase its market share in adventure tourism.

Leisure adventure travellers

- a) Young leisure adventure travellers**
- b) Mature leisure adventure travellers**

Adventure tourism enthusiasts

- c) Young adventure tourism enthusiasts**
- d) Mature adventure tourism enthusiasts**

-THE END-