



FACULTY OF HOSPITALITY & 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 : **TOU1563 THEMED ATTRACTION MANAGEMENT**  
Semester & Year : September - December 2021  
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 (60 marks) : Answer SIX (6) structure type questions.  
PART B (40 marks) : Answer TWO (2) essay questions.  
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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 exceptions 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 A : STRUCTURE TYPE QUESTIONS (60 MARKS)**  
**INSTRUCTION(S): Answer ALL SIX (6) structure type questions.**

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**QUESTION 1**

- a. Identify **THREE (3)** attributes of theme parks. (3 marks)
- b. Identify **FOUR (4)** types of theme park and describe its characteristics. (8 marks)

**QUESTION 2**

According to Kotler (1994b), there are three levels of product in a theme park. Describe **THREE (3)** of these levels with example. (9 marks)

**QUESTION 3**

Explain **FIVE (5)** classification of visitor attractions. (10 marks)

**QUESTION 4**

Describe **FIVE (5)** sensory information sharing techniques with example. (10 marks)

**QUESTION 5**

Distinguish the differences between *direct* and *indirect visitor management strategies*. (10 marks)

**QUESTION 6**

Explain **FIVE (5)** types of changing conditions that cause theme park managers to make changes to their attractions. (10 marks)

**END OF PART A**

**PART B: ESSAY QUESTIONS (40 MARKS)**  
**INSTRUCTION(S): Answer ALL TWO (2) essay questions.**

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**QUESTION 1**

Imagine that you have been appointed as a consultant for a reopening theme park amidst Covid-19. Discuss at least **FOUR (4)** features to maintain the theme park viable in a highly competitive market environment. (20 marks)

**QUESTION 2**

Choose a theme park that you are familiar and analyze its current situation by applying the SWOT analysis. (20 marks)

**END OF EXAM PAPER**