



FINAL EXAMINATION

Semester	:	MAY 2024 SEMESTER
Programme Name	:	DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT
Course Code & Name	:	TTM2313 CULTURE AND HERITAGE MANAGEMENT
Duration	:	2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very 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 Peninsula College Georgetown.

(This booklet contains 3 printed pages including this page)

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Answer **ALL** questions on the separate sheet provided.

[100 marks]

1. a) Define cultural heritage tourism. (5 marks)
- b) Explain **FIVE (5)** key elements of cultural heritage tourism. (10 marks)
- c) Explain **FIVE (5)** functions of museums and galleries in educating tourists. (10 marks)
- Total: [25 marks]

2. a) Discuss **FIVE (5)** important aspects of the Penang War Museum in Batu Maung, Penang, for attracting tourists and preserving history. (10 marks)
- b) Explain **FIVE (5)** benefits of tourists participating in local art tradition activities such as the 'Labu Sayong' pottery workshop. (10 marks)
- c) List **FIVE (5)** heritage tourist attractions in Penang that you can recommend to tourist. (5 marks)
- Total: [25 marks]

3. a) State (**FIVE**) examples of intangible cultural heritage tourism products. (5 marks)
- b) Describe **FIVE (5)** examples of tangible cultural heritage tourism products. (10 marks)
- c) Explain **FIVE (5)** challenges associated with preserving tangible cultural heritage in the context of tourism. (10 marks)
- Total: [25 marks]

4.

Labu Sayong, a traditional pottery craft in Kuala Kangsar, Perak, stands as a cultural emblem of Malaysian heritage. These distinctive water pitchers are crafted using traditional methods passed down through generations, utilizing locally sourced clay known for its porous quality that cools water naturally. The artisans, often from local families with deep-rooted ties to pottery making, meticulously shape each piece by hand, ensuring both functionality and artistic flair.

Cultural heritage tourism has played a pivotal role in promoting Labu Sayong. Visitors to Kuala Kangsar can witness firsthand the craftsmanship involved, visit workshops to observe the pottery-making process, and even participate in hands-on pottery sessions. This engagement not only preserves the traditional craft but also supports the local economy by sustaining artisan livelihoods.

Despite its cultural significance and tourism appeal, challenges such as preserving traditional techniques in the face of modernization and ensuring sustainable economic benefits for artisans remain pertinent. Efforts to promote Labu Sayong ensure its continued legacy as a symbol of Perak's rich cultural heritage.

Based on the description above, answer these questions:

- a) Explain **FIVE (5)** benefits of cultural heritage tourism for artisans and communities involved in Labu Sayong production. (10 marks)
- b) Describe **FOUR (4)** challenges faced by artisans in preserving traditional pottery-making techniques in Kuala Kangsar. (10 marks)
- c) State **FIVE (5)** the significances of Labu Sayong as a cultural heritage product in Malaysia. (5 marks)
- Total: [25 marks]

- END OF QUESTIONS -