



PENINSULA
COLLEGE
GEORGETOWN DK266-03(P)

FINAL EXAMINATION

Semester	:	MAY 2024 SEMESTER
Programme Name	:	DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT
Course Code & Name	:	TTM2113 VISITOR ATTRACTION 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 2 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 and explain the meaning of visitor attractions in the tourism industry. (3 marks)
- b) Differentiate between paid and unpaid attractions, providing examples of each. (6 marks)
- c) State **SIX (6)** categories for natural tourism attractions. (6 marks)
- d) Define the purpose of event and festival and discuss **FOUR (4)** types of the event and festival in Malaysia. (10 marks)
- Total: [25 marks]

2. a) Explain **FOUR (4)** tourists classification based on their purpose of travel. (12 marks)
- b) Define the term push factor and list **FIVE (5)** push factors that make someone decide to go on a trip. (13 marks)
- Total: [25 marks]

3. a) Define the aim of practicing sustainable tourism and describe **THREE (3)** strategies for managing visitor impacts on visitor attraction. (10 marks)
- b) List out **FOUR (4)** types of carrying capacity. (4 marks)
- c) Feasibility study is a crucial step in the planning process for tourism-related projects and helps stakeholders make informed decisions about whether to proceed with the development. State the **ELEVEN (11)** steps. (11 marks)
- Total: [25 marks]

4. a) Over-tourism can affect the social and cultural fabric of a destination. Excessive tourism can lead to several problems. Discuss the **THREE (3)** impacts of tourism on social and culture. (6 marks)
- b) Product development are essential components of managing and promoting visitor attractions. Describe **THREE (3)** main reasons to develop an area. (9 marks)
- c) Discuss the **FIVE (5)** marketing strategies to implement in social media marketing. (10 marks)
- Total: [25 marks]

- END OF QUESTIONS -