



**PENINSULA**  
**COLLEGE**  
GEORGETOWN DK266-03(P)

## FINAL EXAMINATION

Semester	:	<b>MAY 2025 SEMESTER</b>
Programme Name	:	<b>DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT</b>
Course Code & Name	:	<b>TTM2313 CULTURE AND HERITAGE MANAGEMENT</b>
Duration	:	<b>2 HOURS</b>

### 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) Describe **FIVE (5)** functions of museums and galleries in educating tourists. (10 marks)

Total: [25 marks]

  
2. a) Describe **FIVE (5)** myths or legends associated with the Penang War Museum in Batu Maung, which both attract tourists and reinforce its historical mystique. (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 Kuala Lumpur 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.

The National Craft Institute (*Institut Kraf Negara*) is Malaysia's premier training centre for traditional and contemporary craft-making. Located in Rawang, Selangor, it serves as a hub for preserving, promoting, and innovating Malaysia's rich craft heritage. Through hands-on workshops and exhibitions, visitors get to experience Malaysian artistry in action, such as *batik*-making, *wau* (kite) crafting, and copper tooling.

The "Crafts Alive" program offers a unique opportunity for participants to learn traditional skills directly from skilled artisans. Whether creating vibrant batik patterns, shaping copper into intricate designs, or assembling a colourful *wau* (kite), visitors walk away with both a handmade souvenir and a deeper appreciation of Malaysia's cultural heritage.

Based on the description above, answer these questions:

- a) Describe **FIVE (5)** efforts made by the National Craft Institute to preserve Malaysian traditional crafts. (10 marks)
- b) Elaborate **FIVE (5)** ways Tourism Malaysia can collaborate with the National Craft Institute to promote cultural tourism. (10 marks)
- c) Explain any **TWO (2)** craft activities you participated in during your visit to the National Craft Institute. (5 marks)

Total: [25 marks]

**- END OF QUESTIONS -**