



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
(TAKE HOME)
SEMESTER I
SESSION 2020/2021**

COURSE NAME : TOURISM PRODUCT
DEVELOPMENT

COURSE CODE : BWJ40503

PROGRAMME CODE : BWW

EXAMINATION DATE : JANUARY / FEBRUARY 2021

DURATION : 3 HOURS 30 MINUTES

INSTRUCTION : ANSWER ALL QUESTIONS
OPEN BOOK EXAMINATION

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THIS QUESTION PAPER CONSISTS OF **THREE (3) PAGES**

- Q1 (a)** Explain **FIVE (5)** characteristics of tourist product and how each of these characteristics are relevant to tourism industry in Peninsular Malaysia. (10 marks)
- (b)** Demonstrate **TWO (2)** tourism product that you can develop for Sungai Endau in Endau-Rompin National Park and outline **THREE (3)** problems that may arise from these activities. (10 marks)
- Q2 (a)** List **FOUR (4)** examples of medically intrusive procedure in medical tourism. (4 marks)
- (b)** Medical tourism revolve around providing people with needs that cannot be guaranteed in their home country or region. Outline **FOUR (4)** main drivers of medical tourism in Malaysia. (8 marks)
- (c)** Analyze **TWO (2)** negative impacts of the COVID-19 pandemic to medical tourism in Malaysia. (4 marks)
- (d)** Demonstrate the standards and frameworks that safeguards patients receiving medical treatment in Malaysia. (4 marks)
- Q3 (a)** Identify **TWO (2)** similar characteristics between nature tourism and natural area tourism. (4 marks)
- (b)** Demonstrate **THREE (3)** behaviours of nature tourists when they visit a protected area such as Taman Negara Johor Gunung Ledang. (6 marks)
- (c)** By using **TWO (2)** criteria of a good nature tourism product, demonstrate tourist expectations on firefly as an attraction. (4 marks)
- (d)** Outline **SIX (6)** characteristics of a good nature guide. (6 marks)
- Q4 (a)** Identify **FOUR (4)** informations that should be gathered to understand if an insect group is safe to be developed as a nature tourism product. (4 marks)
- (b)** Compare **THREE (3)** characteristics between elephant and firefly in terms of its uniqueness as a tourism product. (6 marks)

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(c) Demonstrate how Taman Negara Johor Gunung Ledang is different compared to Taman Negara Johor Endau Rompin in terms of its accessibility. (4 marks)

(d) Outline **THREE (3)** factors in the culture of *Orang Jakun* that can serve as tourist attraction. (6 marks)

Q5 (a) List **SIX (6)** questions that you need to ask when evaluating a tourism product. (6 marks)

(b) Explain **FOUR (4)** models that can be used in planning advertisement for tourism product. (8 marks)

(c) The term '*customer feedback*' refers to the information that comes directly from consumers on their satisfaction of a certain product or service. Demonstrate the correct process in collecting feedback from customer. (4 marks)

(d) Identify **TWO (2)** reasons why documentation process requires time investment. (2 marks)

– END OF QUESTIONS –

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