



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2019/2020**

COURSE NAME : SURVIVAL AND CRISIS
MANAGEMENT

COURSE CODE : BWJ 40603

PROGRAMME CODE : BWW

EXAMINATION DATE : DECEMBER 2019/ JANUARY 2020

DURATION : 3 HOURS

INSTRUCTION : ANSWER **ALL** QUESTIONS

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THIS QUESTION PAPER CONSISTS OF **FOUR (4)** PAGES

Q1 Travelling is an activity that everyone like to do during their leisure time, but sometimes unexpected events such as natural disaster can occur and it will give impact toward their plan. Negative events and natural disaster are things that can affect the safety of the tourist as it can scare away tourists from a popular destination.

(a) Define the following terms:

- (i) Crisis management.
- (ii) Tourism crisis.

(4 marks)

(b) Identify **ONE (1)** cause of tourism crisis and give **ONE (1)** example for the causes that you have identified.

(2 marks)

(c) (i) A hazard is a source of potential harm to a community or an organization. Give **TWO (2)** examples of natural hazard and biological hazard.

(4 marks)

(ii) Analyze **TWO (2)** risks to the safety and security of visitors when they travel alone.

(4 marks)

(d) When a disaster happens, someone must step up and take full responsibility as the leader and come up a management team. Outline **THREE (3)** roles of crisis management team when dealing with the disaster.

(6 marks)

Q2 Flood is defined as any high water flow that dominates the natural or artificial banks in any part of the river system. It is the most common natural disaster that happen in Malaysia.

(a) Flood is always associated with risk of infection. Give **THREE (3)** opinions how the disrupted water sources can increase the risk of infection

(6 marks)

(b) Determine the factors that play key roles in controlling diseases related to flood.

(4 marks)

(c) The emergence of infectious diseases is a global threat. Outline **TWO (2)** consequences related tourism industry if a virus outbreak suddenly occurs in one of the Asia Pacific regions.

(4 marks)

(d) The social media is likely to be first and most persistent audience. They will react quickly, and things can be viral immediately. Compare and contrast **THREE (3)** positive and negative roles that social media plays in the society.

(6 marks)

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Q3 As the owner of Permata Beach Resort, you have experienced all sort of situations as the resort had been running for almost five years and involved in the tourism industry for ten years. Your resort offered a variety of packages and being specialized in Nature Tourism. However, you realized that there are similar patterns of crisis in nature tourism industry. Therefore, as an effective leader, you would like to initiate a crisis management plan which will benefit the tourism industry locally and globally.

(a) Explain the risk management process in details. (8 marks)

(b) Meanwhile, Johari is the manager in Permata Beach Resort and one of his jobs is to make sure that everything is running smoothly. While patrolling at the beach, he spotted that a man is drowning and quickly save him. The victim is unconscious, and needed CPR immediately. Demonstrate CPR procedure that had been done by Johari. (8 marks)

(c) List the **FOUR (4)** person that not suitable to do CPR (4 marks)

Q4 Fire extinguisher is an active fire protection device used to extinguish or control small fires, often in emergency situations. Fire extinguishers are available in different types with each one having specific fire classes that they are suitable for use on.

(a) Identify and briefly explain **ONE (1)** type of fire extinguisher that usually being stored at home. (4 marks)

(b) Demonstrate the basic steps for using portable fire extinguishers following acronym PASS. (8 marks)

(c) Risk treatment plans should then be developed and implemented. Outline the Standard Risk Treatment Options in details. (8 marks)

Q5 One of the steps in Risk Assessment is Risk Identification. A systematic process is necessary to ensure that all relevant risks are identified as risk does not remain static. It is essential to identify the susceptibility and also the resilience.

(a) Define “susceptibility” and “resilience”. (4 marks)

(b) Briefly explain the abandon building that being converted into tourism attraction that you know in Malaysia. You may include a simple introduction, the location, reason why it being abandoned, and how it is being turn into tourist attraction. (6 marks)

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- (c) There have been 21 directives issued by Majlis Keselamatan Negara (MKN) since 1971. The most frequently used directive is MKN Directive No. 20 outlining policies for national disaster management and assistance. Describe the function of MKN.
(2 marks)
- (d) List **TWO (2)** factors that are critical to the success of an organization crisis management plan.
(2 marks)
- (e) Recommend **THREE (3)** actions that can be undertaken to encourage relevant organizations to participate in a tourism risk management process.
(6 marks)

– END OF QUESTIONS –

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