



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

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

COURSE NAME : TOURISM PRODUCT
DEVELOPMENT

COURSE CODE : BWJ40503

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 **THREE (3)** PAGES

- Q1** (a) (i) Define interpretation in tourism. (2 marks)
- (ii) Explain your understanding on tour operator. (3 marks)
- (b) Outline **FOUR (4)** important elements in analyzing tourism products. (8 marks)
- (c) Demonstrate **THREE (3)** processes in planning a tourism product. (6 marks)
- (d) Outline **THREE (3)** important stakeholders in planning a natural area tourism product and why do you think they should be included. (6 marks)
- Q2** (a) The built environment cannot be understood in isolation of its context because of the very fact that it is man-made, it reflects human interaction with its social environment. Outline **FOUR (4)** elements that shaped the built environment. (8 marks)
- (b) Differentiate primary, secondary and additional elements of built tourism as according to Law (2002). (8 marks)
- (c) Elaborate in detail the **THREE (3)** classification system for medical tourism as adopted by Medical Tourism Association (Cormany 2008). (9 marks)
- Q3** (a) By choosing **ONE (1)** named ecosystem in Malaysia, propose **FOUR (4)** characteristics that you think are useful and relevant to develop the ecosystem to be an excellent Nature Tourism product. (8 marks)
- (b) Demonstrate **THREE (3)** factors that you think must be considered and implemented to ensure security and safety in Nature Tourism. (7 marks)
- Q4** (a) When you want to observe wildlife in a tropical forest, reliability of sighting maybe a problem.
- (i) Name **ONE (1)** example of a species.
- (ii) Analyze **THREE (3)** ways on how you would overcome this problem. (8 marks)

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- (b) One of the characteristics used in evaluation of nature tourism product is Culturally Linked. To enrich information on traditional knowledge, demonstrate **THREE (3)** types of research that you have to do.

(7 marks)

Q5 (a) Responsiveness is the willingness to help customers and provide prompt services.

- (i) Determine **FOUR (4)** ways how these dimensions can be linked with customer's satisfaction.

(8 marks)

- (ii) Build a flowchart on the process to handle guest's complaints.

(6 marks)

- (b) Interactional justice happened when a customer is treated in perceived fairness of the manner. Explain these and provide **TWO (2)** examples.

(6 marks)

- END OF QUESTIONS -

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