



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2024 SEMESTER**

COURSE CODE	: EFB10703
COURSE NAME	: CULTURAL AND HERITAGE TOURISM
PROGRAMME NAME	: BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONS)
DATE	: 6 JULY 2024
TIME	: 2.00 PM – 5.00 PM
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **FOUR (4)** questions.
4. Answer **ALL** questions.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE THREE (3) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

INSTRUCTION: Answer ALL Questions.

(Total: 100 Marks)

QUESTION 1

Heritage scholars agree on one basic concept that defines heritage it is what we inherit from the past and use and value in the present day. Simply stated, history is the past, whereas heritage is the modern-day use and valuation of the past for tourism & other purpose, such as education, community development & scientific exploration. Natural heritage includes naturally occurring phenomena such as canyons, rainforest, lakes, rivers, glacier, mountains, desert and coastlines. Cultural heritage, the past created by the human-kind and its various tangible and intangible manifestations.

- a) From your point of view share your experience or reading on the natural heritage exploration that make you feel happy and eager to visit or revisit. Discuss.

(10 Marks)

- b) Do cultural tourism and heritage tourism differ from one another? Discuss.

(10 Marks)

QUESTION 2

According to Gail Lord (1999). A cultural heritage planning consultant, the demand for heritage can be subdivided even further. More than 20 years ago, she noted that some 15% of the general populations would not visit heritage sites and events under any circumstances, which leaves approximately 85% of the traveling public who would attend if conditions were right and who can therefore be classified as potential cultural heritage tourist. There were four categories of cultural tourist (Greatly motivated, Partly motivated, Adjunct and Accidental) by After Lord (1999).

- a) Draw figure of **FOUR (4)** categories the cultural tourist.

(8 Marks)

- b) Discuss in details the **FOUR (4)** categories of cultural tourist with relate to existing situation analysis from your experience or reading.

(20 Marks)

QUESTION 3

Given the gravity of the impacts that heritage tourism triggers, it is especially important that planners, elected officials, property managers and destinations managers understand the importance of conserving the past. With the onslaught of the industrial revolution and rapid urbanization in the 1800s, safeguarding nature became an especially prominent discussion point in books, newspaper and art. Today heritage has a much higher profile than ever before and is protected for a variety of reasons.

- a) List **SEVEN (7)** reason the importance of conservation.

(7 Marks)

- b) Discuss in details the **FOUR (4)** reason importance of conservation which consists of scientific and educative importance, artistic and architectural merit, nostalgia and functional use of heritage and heritage resources.

(20 Marks)

QUESTION 4

Marketing aims is to provide product, services and experience for consumers to create value and build solid customer relations and customer loyalty, and in return capture value (i.e profit) from satisfied costumers. Perhaps the most important element of marketing is understanding the wants and needs of select consumer groups, known as target markets, and providing them with opportunities that satisfy their necessities and desires.

- a) From your point of view, how does the popular media (e.g TV and movies) provide free exposure for heritage destinations to a worldwide audience?

(5 Marks)

- b) Discuss **FOUR (4)** reason why museum and other heritage attractions are interested in marketing themselves.

(20 Marks)

END OF EXAMINATION PAPER