



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2024 SEMESTER**

COURSE CODE	: EFB10703
COURSE NAME	: CULTURAL & HERITAGE TOURISM
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (HONS)
DATE	: 7 FEBRUARY 2025
TIME	: 9.00 AM – 12.00 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 FOUR (4) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

INSTRUCTION: Answer ALL Questions.**(Total: 100 Marks)****QUESTION 1**

The future of cultural and heritage institutions is likely to be shaped by several key trends and developments. Part of the key trends is digital transformation. Increasingly, cultural and heritage institutions are embracing digital technologies to enhance visitor experiences and accessibility. This includes virtual tours, augmented reality (AR) exhibits, online collections, and interactive multimedia installations. Digital platforms also enable these institutions to reach global audiences and engage with diverse communities in new ways.

- a) From your point of view share your experience or reading on the future of cultural and heritage related with digital transformation. Discuss.

(10 Marks)

- b) The Rumah Penghulu Abu Seman is one of the oldest surviving traditional Malay houses. Built in stages between 1910 and the early 1930s, it was owned by the local headman of Mukim Bagan Samak, Bandar Baharu, Kedah. Originally located in Kampung Sungai Kechil, a small village in the northern part of Peninsula Malaysia, it was rescued, relocated and restored (1996-1997) by Badan Warisan Malaysia. Today, it stands as one of the finest remaining examples of Malay vernacular architecture. Located in the heart of Kuala Lumpur with its many high-rise buildings, the Rumah Penghulu is surrounded by a traditional herb & heritage garden which has over 50 species of trees & plants of environmental, cultural & historic interest to Malaysians. Discuss and relate the below key point based on The Rumah Penghulu Abu Seman:

- b1) Website information

(5 Marks)

- b2) 360 Virtual Tour

(5 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 diagram 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) Elaborate 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 customers. 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) ways in marketing museum or other cultural and heritage attractions.

(20 Marks)

END OF EXAMINATION PAPER