



**THE COUNCIL OF COMMUNITY COLLEGES OF JAMAICA**

**BACHELOR OF SCIENCE EXAMINATION**

**SEMESTER III – 2016 AUGUST**

**PROGRAMMES:** HOSPITALITY AND TOURISM MANAGEMENT

**COURSE NAME:** DEVELOPMENT AND MANAGEMENT OF SITES AND  
ATTRactions

**CODE:** (TOEM4702)

**YEAR GROUP:** FOUR

**DATE:** FRIDAY, 2016 AUGUST 12

**TIME:** 9:00 A.M. – 12:00 NOON

**DURATION:** 3 HOURS

**EXAMINATION TYPE:** FINAL

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*This Examination paper has 2 pages*

**INSTRUCTIONS:**

**SECTION B: ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION.**

## **SECTION B**

*Instructions: Answer any **THREE (3)** questions from this section.*

### **Question 1**

Citing examples of attraction projects in Jamaica, discuss the factors which mean that many attractions take years to develop from the original concept to the opening ceremony.

*(Total 25 marks)*

### **Question 2**

The most crucial aspect of attraction management and often one of the most ignored is marketing. Discuss the factors that characterize a systematic, professional approach to marketing used by successful attractions.

*(Total 25 marks)*

### **Question 3**

‘The way the tangible elements of an attraction are designed plays a critical role in shaping intangible visitors’ experience and the economic viability of the attraction.’ Discuss.

*(Total 25 marks)*

### **Question 4**

- a. Discuss various techniques that can be used to effectively manage visitor flows to an attraction. *(10 marks)*
- b. Explain how visitor attractions can be made greener and the possible benefits to be derived from such an exercise. *(15 marks)*

*(Total 25 marks)*

### **Question 5**

Discuss the ways in which economic, sociocultural, and political factors can affect visitor numbers, development plans and operations at an attraction.

*(Total 25 marks)*

**END OF EXAMINATION**