



SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) : [Grid of 14 empty boxes]

Student ID (in Words) : \_\_\_\_\_

Subject Code & Name : BTT 1309 Transportation for Tourism
Semester & Year : Jan 2016 – April 2016
Lecturer/Examiner : Sudipta Kiran Sarkar
Duration : 3 Hours

INSTRUCTIONS TO CANDIDATES

- 1. This question paper consists of 2 parts: PART A (60 marks) : Answer all SIX (6) short answer questions... PART B (40 marks) : Answer TWO (2) essay questions...
2. Candidates are not allowed to bring any unauthorized materials...
3. This question paper must be submitted along with all used and/or unused rough papers...
4. ONLY ballpoint pens are allowed to be used in answering the questions...

WARNING: The University Examination Board (UEB) of BERJAYA University College of Hospitality regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions...

Total Number of pages = 3 (Including the cover page)

**PART A: SHORT ANSWER QUESTIONS (60 marks)**  
**INSTRUCTION(S):** There are **SIX (6)** short answer questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

- a) What are the **THREE (3)** roles played by transportation in tourism? **(3 Marks)**
- b) Explain the role of public mass transit system in transforming mobility for tourism in urban destinations. **(7 Marks)**

**Question 2**

Justify how cycle transport is increasingly having an effect on tourist mobility within tourism destinations across the world. **(10 Marks)**

**Question 3**

In 2014, Star Cruises was awarded as "Asia's Leading Cruise Line". Explain on the role of Star Cruises in enhancing tourism activities in South East Asia. **(10 Marks)**

**Question 4**

Compare between tourism in transport development and transport in tourism development? **(10 Marks)**

**Question 5**

Explain on the significance of the air transport disasters of MH317 and MH370 with relation to inbound tourism in Malaysia in 2014-15. **(10 Marks)**

**Question 6**

What are the features of soft mobility in tourism? **(10 Marks)**

**END OF PART A**

**PART B: ESSAY QUESTIONS (40 marks).**

**INSTRUCTION: There are TWO (2) essay questions. Answer all questions in the Answer Booklet (s) provided.**

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**Question 1**

Explain critically the ways social media has led to ground-breaking innovations in service offerings of the airline sector.

**(20 marks)**

**Question 2**

Describe the role of transport sectors of the sharing economy in facilitating the tourism industry with special reference to Uber and Carpooling services.

**(20 Marks)**

**END OF EXAM PAPER**