



**SCHOOL OF TOURISM**

**FINAL EXAMINATION**

Student ID (in Figures) : 

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

Subject Code & Name : **TOU1004 – INTRODUCTION TO TRAVEL AND TOURISM OPERATIONS**  
Semester & Year : May – August 2017  
Lecturer/Examiner : Ms. Lisa Martini  
Duration : 2 Hours

**INSTRUCTONS TO CANDIDATES**

- 1. This question paper consists of 3 parts:
  - PART A (10 marks) : Answer all TEN (10) multiple-choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
  - PART B (70 marks) : Answer SEVEN (7) structured type questions. Answers are to be written in the Answer Booklet provided.**
  - PART C (20 marks) : Answer ONE (1) essay question. Answer is to be written in the Answer Booklet provided.**
- 2. **Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
- 3. **This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.**
- 4. **Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.**

**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 according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students’ Handbook, up to and including expulsion from BERJAYA University College of Hospitality.

**Total number of pages = 5 (Including the cover page)**

**PART B: STRUCTURED TYPE QUESTIONS (70 MARKS)**

**INSTRUCTION(S):** There are SEVEN (7) structured type questions. Answer all questions in the Answer Booklet(s) provided.

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**Question 1**

Discuss **FIVE (5)** components of tourism.

**(10 marks)**

**Question 2**

Discuss the various modes of transportation that a tourist would take while travelling in Malaysia.

**(10 marks)**

**Question 3**

Describe **FIVE (5)** economic benefits of tourism.

**(10 marks)**

**Question 4**

Distinguish the differences between an airport hotel and a business hotel.

**(10 marks)**

**Question 5**

Describe **FIVE (5)** roles of a tourist guide.

**(10 marks)**

**Question 6**

Explain what is included in a tour report.

**(10 marks)**

**Question 7**

Describe the types of tour available for tourists.

**(10 marks)**

**END OF PART B**

**PART C:                   ESSAY QUESTION (20 MARKS)**

**INSTRUCTION:           There is ONE (1) essay question. Answer the question in the Answer Booklet (s) provided.**

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**Question 1**

From the classification of travelers, discuss the primary purposes of travel.

**(20 marks)**

**END OF EXAM PAPER**