



**FACULTY OF HOSPITALITY & TOURISM
SCHOOL OF TOURISM**

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **TOU1123 Transportation for Tourists**
 Trimester & Year : May – August 2019
 Lecturer/Examiner : Nabila Mohd Yunus
 Duration : 2 Hours

INSTRUCTIONS TO CANDIDATES

1. This question paper consists of 3 parts:
 - PART A (10 marks) : TEN (10) multiple choice questions. Answers are to be written in the Multiple Choice Answer Sheet provided.**
 - PART B (70 marks) : SIX (6) short answers. Answers are to be written in the Answer Booklet provided.**
 - PART C (20 marks) : ONE (1) essay question. Answer are to be written in the Answer Booklet provided.**
2. Candidates are not allowed to bring any unauthorised 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 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.

Total Number of pages = 6 (Including the cover page)

PART A:

MULTIPLE-CHOICE QUESTIONS (10 MARKS)

INSTRUCTION(S):

There are 10 multiple-choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.

1. Which of the following represents 'transportation as tourism'?
 - a. Taking air travel to Sabah.
 - b. Taking Grab Car to go to Berjaya Times Square.
 - c. Taking the Hop-on-Hop-Off bus for sightseeing in Kuala Lumpur.
 - d. Taking ETS to go back to hometown in Kuala Kangsar.

2. The **second phase** of tourist transport evolution is characterised by the:
 - a. introduction of steam engine.
 - b. use of the jet engine.
 - c. transition from horse and wind power.
 - d. development of combustion engine.

3. The transport policy of a country is developed by:
 - a. public.
 - b. employee.
 - c. private sector.
 - d. government.

4. The two transportations involved in the 'fly drive' packages promoted in the tourism industry are:
 - a. cruise and car rentals.
 - b. flight and car rentals.
 - c. personal car and car rentals.
 - d. rail and car rentals.

5. Which of the following is a rail company that operates within the United States of America?
 - a. AMTRAK
 - b. Eurostar
 - c. TGV
 - d. KTX

6. Which of the following is **NOT** a type of personal watercraft (PWC)?
- Canoe
 - Ro-ro
 - Kayak
 - Jet ski
7. The most key operational benefits of self-service check-in includes the following, **EXCEPT**:
- Time consuming for consumers
 - Improved customer service
 - Cost saving for both management and consumers
 - Revenue opportunities to sell and promote complementary products
8. All of the following are major types of cruise, **EXCEPT**:
- Ocean cruise
 - Ferries
 - Long cruises
 - River cruise
9. Which major global alliance did Malaysia Airlines currently join to help the organisation sustain in the global market?
- Skytrax
 - SkyTeam
 - Star Alliances
 - Oneworld
10. Privatisation in Asia Pacific aviation industry occurs in the following forms, **EXCEPT**:
- Listing on the stock market
 - Sale of the airline to other companies in the same country
 - Sale of the airline to strategic shareholders
 - Selling of company bonds to government

END OF PART A

PART B: SHORT-ANSWER QUESTIONS (70 MARKS)

INSTRUCTION(S): There are **SIX (6)** short-answer questions. Answer all questions in the Answer Booklet(s) provided.

QUESTION 1

Describe the following:

- a. The way (5 marks)
- b. The carrying unit (5 marks)
- c. The terminal (5 marks)

QUESTION 2

Identify **FIVE (5)** benefits of airlines strategic alliances. (5 marks)

QUESTION 3

- a. List **FIVE (5)** basic facilities featured in cruise ships. (5 marks)
- b. Explain **FIVE (5)** threats of cruise industry. (10 marks)

QUESTION 4

- a. People tend to travel by private car compared to other modes. Identify **FIVE (5)** factors why a person might rent a car for recreational purpose. (5 marks)
- b. Discuss **FIVE (5)** importance of road transport in tourism development. (10 marks)

QUESTION 5

a. Name any **FOUR (4)** countries that are known to have high-speed train infrastructure.

(4 marks)

b. Differentiate between inter-destination rail and intra-destination rail transportation with examples.

(6 marks)

QUESTION 6

With example, describe *hypercompetition* and identify **SIX (6)** of its characteristics.

(10 marks)

END OF PART B

PART C: ESSAY QUESTIONS (20 MARKS)

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

QUESTION 1

Heraty (1989) suggests that the supply of tourist transport services in destination areas needs to be carefully targeted to the market to ensure customer satisfaction. Today, there are more adventurous tourist who often wishes to travel on local public transport system. With example, examine **FIVE (5)** good practices to include in facilitating tourist travel in Malaysia.

(20 marks)

END OF EXAM PAPER