



**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**
Semester & Year : May – August 2020
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.
PART B (70 marks) : SEVEN (7) short answers questions.
PART C (20 marks) : ONE (1) essay question.
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 exceptions 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 = 5 (Including the cover page)

PART B: SHORT-ANSWER QUESTIONS (70 MARKS)
INSTRUCTION(S): There are SEVEN (7) short-answer questions.

QUESTION 1

Describe the following:

- a. Transport as attraction (2 marks)
- b. Hub and spoke system (2 marks)
- c. Leg based pricing (2 marks)
- d. Charter flight (2 marks)

QUESTION 2

Siti works as a customer service officer at Tourist Information Centre in Sabah. A tourist has approached her to enquire on how to get to Mabul Island. Explain **THREE (3)** various modes of transport available to reach the island. (12 marks)

QUESTION 3

Explain **FIVE (5)** types of passenger train. (10 marks)

QUESTION 4

Explain **FIVE (5)** disadvantages of land transport. (10 marks)

QUESTION 5

In an airline point of view, explain **FIVE (5)** benefits of E-Ticketing. (10 marks)

QUESTION 6

According to O'Connell and Williams (2005), customers' perception on Full Service Airlines (FSA) and Low Cost Carriers (LCC) are different. Based on the product feature, distinguish **FIVE (5)** of these differences. (10 marks)

QUESTION 7

Discuss **FIVE (5)** safety measures for a sight-seeing tour bus to prevent the spread of COVID-19. (10 marks)

END OF PART B

PART C: ESSAY QUESTION (20 MARKS)
INSTRUCTION: There is ONE (1) essay question.

QUESTION 1

The cruise industry is one of the fastest growing segments of tourism and it presents a major opportunity but also an undeniable challenge to ensure that the policy, planning and development of cruise tourism is done in a sustainable and responsible manner.

- a. Discuss **FIVE (5)** factors to consider in developing appropriate and effective water-based transport facilities and services in a destination. (10 marks)

- b. Explain **FIVE (5)** main cruise typologies based on socio-demographic profiles of cruise passengers. (10 marks)

END OF EXAM PAPER