



Private & Confidential

FACULTY OF HOSPITALITY AND TOURISM
SCHOOL OF TOURISM

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **TOU1523 Transportation for Tourism**
Semester & Year : September – December 2024
Lecturer/Examiner : Nabila Mohd Yunus
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. Answers are to be written in the Answer Booklet provided.
PART B (40 marks) : Answer TWO (2) essay question. Answers are 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 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 =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.**

QUESTION 1

Explain with examples **FIVE (5)** factors illustrating how the sharing economy in transport has transformed the travel experience for tourists. (10 marks)

QUESTION 2

Transportation creates gas emission that causes air pollutions and global warming. Examine **FIVE (5)** alternatives forms of transportation available for tourists today minimizes impact on the environment. (10 marks)

QUESTION 3

Identify **TWO (2)** network concepts used in air transportation and highlight their differences. (10 marks)

QUESTION 4

Train travel is a unique tourism product. Compare **FIVE (5)** differences between the European and Malaysian Rail Services. (10 marks)

QUESTION 5

Distinguish **FIVE (5)** differences between resort cruises and luxury cruises. (10 marks)

QUESTION 6

Explain with examples **FIVE (5)** roles of technological innovation in transforming the tourism and transport industries. (10 marks)

END OF PART A

PART B : ESSAY QUESTIONS (40 MARKS)

INSTRUCTION(S) : TWO (2) Essay questions. Answer ALL the questions in the Answer Booklet(s) provided.

QUESTION 1

Airline is one of the biggest contributions towards international tourism carrying millions of passengers. As such, passenger's safety and comfortability are some of the main interest that are much debated in the industry.

- a. Safety and security at airport is one of the main concerns for international tourism. Discuss **THREE (3)** types of security measures that need to monitor at the airport. (6 marks)
- b. Imagine you are a ticketing officer working for an airline company. You will be doing a booking for a seventy-year old man whom will be travelling alone on one of the long journey sector. As an airline employee, you are concerned with the client's comfortability and health during the flight. Discuss with examples **SEVEN (7)** services that the airline could offer to the elderly man before, during or even after the flight. (14 marks)

QUESTION 2

Luxury tourist trains have carved a unique niche within the global travel industry by offering high-end experiences that combine comfort, adventure, and exclusivity. These trains are more than just modes of transport; they are immersive, luxurious experiences that cater to affluent travelers seeking unique, once-in-a-lifetime journeys.

Discuss with examples **SIX (6)** key elements that contribute to the success of luxury tourist trains as a successful marketing segment in the global travel industry. (20 marks)

END OF EXAMINATION PAPER