



## FINAL EXAMINATION

Semester	:	<b>JANUARY 2024 SEMESTER</b>
Programme Name	:	<b>DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT</b>
Course Code & Name	:	<b>TTM1333 TOUR OPERATIONS MANAGEMENT</b>
Duration	:	<b>2 HOURS</b>

### INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

### WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very 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 Peninsula College Georgetown.

*(This booklet contains 3 printed pages including this page)*

**DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO**

Answer **ALL** questions on the separate sheet provided.

**[100 marks]**

1. a) State **FIVE (5)** purposes of the itinerary for a trip. (5 marks)
  
- b) A package tour itinerary is divided into five types with the primary objective of reminding the duties and responsibilities of different stakeholders involved in organising a package. Explain **FIVE (5)** types of tour itineraries. (10 marks)
  
- c) Describe **FIVE (5)** must-have characteristics of a tour guide. (10 marks)
- Total: [25 marks]
  
2. a) List out **FIVE (5)** cost-effective strategies that can promote your tour package and increase its visibility among your target audience. (5 marks)
  
- b) Package tours are generally classified based on their operation and the types of services included. Explain **FIVE (5)** types of tour packages. (10 marks)
  
- c) A package tour is a total of travel and other related services assembled to make it feasible and attractive to tourists. Discuss **FIVE (5)** core components of the tour package. (10 marks)
- Total: [25 marks]
  
3. a) Identify any **FIVE (5)** essential pieces of information that form the foundation of a well-prepared itinerary. (5 marks)
  
- b) Compare **FIVE (5)** key differences between tour operators and travel agents in various aspects of their roles and functions. (10 marks)
  
- c) Describe **FIVE (5)** primary differences between Group Inclusive Tour (GIT) and Free Independent Travel (FIT). (10 marks)
- Total: [25 marks]

4. You are a tour agent working at Casablanca Holidays in Terengganu. You have received a request for 3 days 2 nights "Discovery Perlis" tour for 40 pax.
- The group will travel around Perlis by coach at RM2,500 for 3 days. They will stay at Putra Brasmana Hotel during the whole tour for RM200 net per room, quad sharing, noncommisionable. Breakfast will be provided twice at RM15 each. The driver and escort's room and breakfast are free. The bellhop's charge is RM2 for each piece of luggage they move, they do not charge for the escort and driver's luggage. Each client is limited to one piece of luggage only.
- Dinner is provided at RM20 net per person nightly. Dinner will be provided twice. Driver and escort meals are complimentary. Lunch will be on client's own.
- Please cost in admission to Snake Park (RM3 per pax), Perlis State Park (RM15 per pax), Darkness Cave (RM2 per pax), Tasik Melati Boating (RM20 per pax) and Brasmana Karaoke and Lounge (RM25 per pax). A tour guide charge is RM100 for the tour.
- Supplies, advertising and overhead cost are estimated at RM10 per person respectively. Escort's salary is RM100 per day. The profit is to be set at 20% of the sales price.

Based on the description above, calculate the cost of a tour per pax.

Total: [25 marks]

**- END OF QUESTIONS -**