



FINAL EXAMINATION

Semester	:	SEPTEMBER 2024 SEMESTER
Programme Name	:	DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT
Course Code & Name	:	TTM2213 DESTINATION MANAGEMENT SERVICES
Duration	:	2 HOURS

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 the 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) List out **FIVE (5)** intangible components of the tourism product. (5 marks)

- b) Identify and explain **FIVE (5)** key components of a tourism product. (10 marks)

- c) Explain the **FIVE (5)** classifications of tourist attractions in Malaysia, providing an example for each category. (10 marks)

Total: [25 marks]

2. a) Define Destination Management Organization (DMO) according to UNWTO. (3 marks)

- b) Describe the **FIVE (5)** primary functions of a Destination Management Organization (DMO) in Malaysia. (10 marks)

- c) Identify and explain the **SIX (6)** key stakeholders and their roles as Destination Management Organizations (DMOs). (12 marks)

Total: [25 marks]

3. a) Discuss and give examples of the **SIX (6)** roles of destination management at the different stages of the destination life cycle. (12 marks)

- b) Describe **FIVE (5)** trends in social media usage among DMOs in Malaysia. (10 marks)

- c) List out **THREE (3)** specific social media platforms that are most effective for Malaysian DMOs. (3 marks)

Total: [25 marks]

4.

Perhentian Island is crucial for conserving endangered sea turtles, including the Green and Hawksbill species. The Perhentian Turtle Project engages local communities in monitoring and protecting turtle nests while providing environmental education to raise awareness about conservation. Eco-tourism initiatives, like guided turtle-watching tours, generate funds and promote sustainable practices, leading to increased nesting success and healthier turtle populations. Collaborative efforts have resulted in a positive trend for these species, showcasing the effectiveness of community involvement and responsible tourism in preserving marine biodiversity on the island

Based on the description above, answer these questions:

- i) Explain **TWO (2)** primary threats to sea turtle populations on Perhentian Island. (5 marks)
- ii) Describe the **TWO (2)** roles of the Perhentian Turtle Project in promoting community involvement in turtle conservation. (5 marks)
- iii) Provide **TWO (2)** examples of ecotourism initiatives that support turtle protection on Perhentian Island. (5 marks)
- iv) Discuss the **TWO (2)** important factors of environmental education programs in raising awareness about turtle conservation among tourists and local communities on Perhentian Island. (5 marks)
- v) Explain the **TWO (2)** factors affecting the effectiveness of collaborative efforts between local communities, conservation organization, and the tourism industry in enhancing sea turtle nesting success on Perhentian Island. (5 marks)

Total: [25 marks]

- END OF QUESTIONS -