

FINAL EXAMINATION

Semester	:	JANUARY 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 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 and explain DMS. (5 marks)
- b) Describe the **FIVE (5)** primary functions of a Destination Management Organization (DMO) in Malaysia. (10 marks)
- c) Identify and explain the **FIVE (5)** key stakeholders and their roles as Destination Management Organizations (DMOs). (10 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. (18 marks)
- b) Explain the **TWO (2)** key responsibilities of destination management in turtle conservation in Terengganu, Malaysia. (7 marks)
- Total: [25 marks]

4. a) Discuss **FIVE (5)** trends in social media usage among DMOs in Malaysia.
(10 marks)

b)

The introduction of the Destination Marketing Organization (DMO) in Penang, Malaysia, aimed to elevate the destination's appeal. Through strategic branding, robust digital marketing, collaboration with local stakeholders, and event management, Penang witnessed a surge in tourist arrivals, contributing to a positive economic impact and an enhanced global image. The DMO's efforts successfully engaged the community, showcasing Penang's cultural richness and making it a desirable destination for both leisure and business travellers.

Based on the description above, answer these questions:

- i) List out **FIVE (5)** initiatives of the Penang DMO to enhance its digital presence to attract a wider audience.
(5 marks)
- ii) State **FIVE (5)** roles of community involvement in the Penang DMO's strategy.
(5 marks)
- iii) Identify **FIVE (5)** destination branding strategies made by Penang DMO to attract diverse range of tourists.
(5 marks)

Total: [25marks]

- END OF QUESTIONS -