

SECTION A : 20 MARKS***BAHAGIAN A : 20 MARKAH*****INSTRUCTION:**

This section consists of **TWENTY (20)** objective questions. Mark your answers in the OMR form provided.

ARAHAN :

*Bahagian ini mengandungi **DUA PULUH (20)** soalan objektif. Tandakan jawapan anda di dalam borang OMR yang disediakan.*

SECTION B: 60 MARKS
BAHAGIAN B: 60 MARKAH

INSTRUCTION:

This section consists of **THREE (3)** structured questions. Answer **ALL** questions.

ARAHAN:

Bahagian ini mengandungi TIGA (3) soalan berstruktur. Jawab SEMUA soalan.

CLO1
C1

QUESTION 1
SOALAN 1

- (a) Identify **FIVE (5)** functions for each tour operator and travel agent

Senaraikan LIMA(5) fungsi bagi setiap operator pelancongan dan agensi pelancongan

[10 marks]
[10 markah]

CLO1
C2

- (b) Explain **FIVE (5)** sources of income for travel agency.

Terangkan LIMA (5) sumber pendapatan bagi agensi pelancongan.

[10 marks]
[10 markah]

QUESTION 2
SOALAN 2

CLO1
C1

- (a) Describe the information sources that can be used as reference material for travel consultant.

Terangkan sumber maklumat yang boleh digunakan sebagai rujukan oleh perunding pelancongan.

[10 marks]
[10 markah]

CLO1
C2

- (b) Alisya is starting to establish her own travel agency. Explain the factors that she needs to consider in determining the strategic location to ensure her business will run smoothly and able to attract customer?

Alisya ingin memulakan untuk menubuhkan agensi pelancongannya sendiri. Terangkan faktor yang perlu diambil kira dalam menentukan lokasi strategik bagi memastikan perniagaanya berjalan lancar dan berjaya menarik pelanggan?

[10 marks]
[10 markah]

QUESTION 3
SOALAN 3

CLO2
C1

- (a) List **FIVE (5)** types of accommodation services.

Senaraikan LIMA (5) jenis perkhidmatan penginapan.

[5 marks]
[5 markah]

CLO2
C2

- (b) Explain **FIVE (5)** types of attraction in tourism industry.

Terangkan LIMA (5) jenis tarikan peranan tarikan pelancongan dalam industri pelancongan bersama contoh yang sesuai.

[10 marks]
[10 markah]

CLO2
C3

- (c) Ali wanted to go to Johor Bahru this coming festive season. He plans to go there by bus. He wanted to buy the ticket using online system. Show **FIVE (5)** simple steps to purchase any type of transportation services using online reservation system.

Tunjukkan LIMA (5) langkah mudah untuk membeli apa-apa jenis perkhidmatan pengangkutan menggunakan sistem penempahan dalam talian.

[5 marks]
[5 markah]

SECTION C: 20 MARKS**BAHAGIAN C: 20 MARKAH****INSTRUCTION:**

This section consists of **TWO (2)** structured questions. Answer **ONE (1)** questions only.

ARAHAN:

Bahagian ini mengandungi DUA (2) soalan struktur. Jawab SATU (1) soalan sahaja.

QUESTION 1**SOALAN 1**CLO1
C1

(a) List **FIVE (5)** domestic travel agency regulatory organization in Malaysia.

Senaraikan LIMA (5) organisasi yang mengawal selia agensi pelancongan domestik di Malaysia.

[5 marks]

[5 markah]

CLO1
C2

(b) Explain **THREE (3)** objectives of International travel agency regulatory organizations below:

Terangkan TIGA (3) objektif organisasi kawal selia agensi pelancongan antarabangsa di bawah:

- i. United Federation of Travel Agents Association (UFTAA)
Persekutuan Persatuan Ejen Pelancongan
- ii. Pacific Asia Travel Association (PATA)
Persatuan Pelancongan Asia Pasifik
- iii. International Airlines Regulatory Organization (IATA)
Pertubuhan Kawal Atur Penerbangan Antarabangsa

[15 marks]

[15 markah]

QUESTION 2**SOALAN 2**CLO2
C1

- (a) List **TEN (10)** benefits of purchasing tourism products/service using online reservation

*Senaraikan **SEPULUH (10)** faedah membuat pembelian produk/servis pelancongan menggunakan penempahan dalam talian.*

[10 marks]
[10 markah]

CLO2
C3

- (b) Shukri and Hisyam plan to travel to Bangkok using train from Bukit Kayu Hitam Railway Station till Hua Lamphong Railway Station, Bangkok. They are planning to do so because they wanted to feel the experience using the train. Explain **FIVE (5)** benefits of using rail travel.

*Shukri dan Hisyam bercadang untuk melancong ke Bangkok dengan menggunakan pengangkutan keretapi dari Stesen Keretapi Bukit Kayu Hitam hingga Stesen Keretapi Hua Lamphong, Bangkok. Terangkan **LIMA (5)** faedah perjalanan menggunakan keretapi.*

[10 marks]
[10 markah]

SOALAN TAMAT