



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2024 SEMESTER**

COURSE CODE : EFB10403

COURSE NAME : BUSINESS OF TOURISM

PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND
(FOR MPU: PROGRAMME LEVEL) DEVELOPMENT (HONS)

DATE : 4 JULY 2024

TIME : 2.00 PM – 5.00 PM

DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **TWO (2) Sections**. **Section A** and **Section B**.
4. Answer **ALL** questions from **Section A** and **Section B**.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE THREE (3) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

SECTION A (Total: 40 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer sheet provided.****QUESTION 1**

- (a) Define the concept of "Tourism" by UNWTO. (4 marks)
- (b) UNWTO classifies **3 (THREE)** basic forms of tourism based on border crossing. Briefly discuss with examples. (6 marks)

QUESTION 2

- (a) There are **4 (FOUR)** criteria of segmenting tourism market. Explain all criteria with examples. (8 marks)
- (b) Maslow's 1954 theory made out of five-stage model. Briefly discuss any **2 (TWO)** of the stages. (2 marks)

QUESTION 3

- (a) Define Tour Operator. (2 marks)
- (b) Explain **4 (FOUR)** differences between tour operator company and travel agency company with relevant examples. (8 marks)

QUESTION 4

- (a) There are **2 (TWO)** types of integration in the industry in merging the business. Define both types of integration with examples. (4 marks)
- (b) List any **6 (SIX)** information required in the brochure. (6 marks)

SECTION B (Total: 60 marks)**INSTRUCTION: Answer ALL questions.****QUESTION 5**

A meeting is a gathering of two or more individuals convened to discuss and deliberate on specific topics, issues, or projects. Meetings are essential for communication, decision-making, problem-solving, and collaboration within organizations and groups. Therefore, there are **5 (FIVE)** types of meeting as suggested by American Acronym. Discuss all types of meeting with example.

(20 marks)

QUESTION 6

Your company is in a dilemma over whether to give cash rewards or incentive travel rewards to high-performing employees. As a manager, you should understand the advantages of both cash and incentive rewards. Discuss the advantages of both types of rewards, providing examples.

(20 marks)

QUESTION 7

"The creative use of technology has allowed the tourism sector to add value, reduce costs and build a close relationship with their customers. Yet, it is interesting that the major innovations in the use of technology have come from outside tourism which give positive impact to the economy, environment and social" (Copper, 2016)

Discuss how might new technologies help reduce harm to the environment, encourage eco-friendly travel choices, and encourage responsible behavior from both tourists and those in the tourism industry?

(20 marks)

END OF EXAMINATION PAPER