



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2024 SEMESTER**

COURSE CODE	: EFB10403
COURSE NAME	: BUSINESS OF TOURISM
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN MARKETING AND ENTREPRENEURSHIP / BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONS)
DATE	: 8 FEBRUARY 2025
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 in **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.
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THERE ARE THREE (3) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 50 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

- (a) Define "Tourism" according to UNWTO.
(3 marks)
- (b) Explain your understanding of the following terms:
i) Inbound tourist
ii) Outbound tourist
iii) Domestic tourist
(6 marks)
- (c) Inform the **FOUR (4)** characters of Tourism products.
(8 marks)
- (d) Mention **FIVE (5)** pull factors of a tourist destination with an example of an actual destination for each factor.
(8 marks)

Question 2

- (a) Differentiate between a tour operator and a travel agency.
(10 marks)
- (b) Discuss the **FIVE (5)** elements that a tour operator considers to develop a tour package.
(10 marks)
- (c) Name any **FIVE (5)** tourism trends of the current era.
(5 marks)

SECTION B (Total: 50 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 3**

Lenggong Valley was designated the fourth National Geopark on Dec 16, 2021, during the 2021 National Geopark Committee meeting. A valley in Perak that is renowned for having one of the oldest human settlements in Southeast Asia is a hidden gem for hikers, history buffs and cave explorers. About an hour's drive from Ipoh, the Lenggong valley is home to one of the oldest human skeletons and some of Malaysia's oldest archaeological dig sites.

According to promotional materials by Tourism Malaysia, the top attractions are the Gua Kajang cave complex, which includes the Kajang, Teluk Kelawar, Harimau and Gunung Runtuh caves. Excavations since 1917 have unearthed signs that these caves were inhabited as long as 11,000 years ago.

The Lembah Lenggong Archaeology gallery meanwhile, collects the artefacts and story of the valley in one convenient space.

Other landmarks in the historic valley, which used to host a Stone age settlement, are Bukit Sapi, Bukit Jawa and Bukit Bunuh the latter being the site of meteorite impact 1.83 million years ago.

Datuk Dr. Ammar Abd Ghapar, the director general of Tourism Malaysia by that time intended to develop Lenggong Valley as a popular eco-tourism destination in Malaysia.

With reference to the above-mentioned case, answer all the following questions.

- (a) Suggest **FIVE (5)** tourism products that can be promoted at Lenggong Valley.
(5 marks)
- (b) Explain the roles of Ministry of Tourism, Arts and Culture Malaysia (MOTAC) in developing tourism at this area.
(10 marks)
- (c) Recommend the tourism sectors should be developed to make Lenggong Valley a good destination.
(10 marks)

Question 4

Tourism significantly impacts Thailand's local economy as one of the main contributors to the annual GDP. However, it is crucial for the country to strike a balance between economic benefits and managing the number of tourists to prevent negative effects of overtourism.

The allure of Thailand's pristine beaches, cultural richness, and vibrant nightlife has long drawn tourists from around the globe. However, the Thai tourism industry faces a significant challenge: overtourism. This phenomenon, where the number of visitors overwhelms the destination, has led to environmental degradation, cultural dilution, and infrastructure strain, prompting a critical reassessment of tourism practices.

The tourism industry has played a key role in the Thai economy, representing a high portion of the country's GDP.

(Source : Thailand Business News, May 6 2024)

With reference to the above excerpt, answer all the following questions.

- (a) Discuss the strategies to control tourist flow in Thailand.

(10 marks)

- (b) Elaborate the tourism impacts in Thailand, if tourist number is not controlled from the economic, environmental and socio-cultural aspects.

(15 marks)

END OF EXAMINATION PAPER