



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2024 SEMESTER**

COURSE CODE	: EFB20303
COURSE NAME	: E- TOURISM
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN MARKETING AND ENTREPRENEURSHIP / BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONS)
DATE	: 4 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.**

THERE ARE TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

(Total: 60 marks)

Section A

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

Discuss **FIVE (5)** factors influencing tourism demand.

(10 marks)

Question 2

Outline **FIVE (5)** importance of customer feedback in e-tourism.

(10 marks)

Question 3

Explain **FIVE (5)** differences in technology adoption between large organizations and SMTEs.

(10 marks)

Question 4

Discuss **FIVE (5)** roles of ICT in enhancing customer satisfaction in the tourism industry.

(10 marks)

Question 5

List **FIVE (5)** challenges faced by SMTEs in adopting ICT solutions.

(10 marks)

Question 6

Explain **FIVE (5)** significance of data analytics in decision-making for tourism businesses.

(10 marks)

(Total: 40 marks)

Section B

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 7

"The relationship between tour operators and suppliers is foundational to the success of travel packages, as it directly impacts pricing and service quality."

- a) Imagine you are the owner of the tour operator. Identify **FIVE (5)** importance of building relationships with suppliers for tour operators with relate to real industry example.

(10 marks)

- b) Explain **FIVE (5)** key functions of tour operators in the travel industry.

(10 marks)

Question 8

"A well-structured itinerary is the backbone of a successful travel experience, ensuring that all aspects of the journey are thoughtfully planned and executed."

- a) Explain the **FIVE (5)** steps involved in planning a successful travel itinerary.

(10 marks)

- b) Act as a tour operator, discuss **FIVE (5)** solution to address the adaptability and innovation in a rapidly evolving travel landscape to meet the changing needs of travelers.

(10 marks)

END OF EXAMINATION PAPER