



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE	: EFB30403
COURSE NAME	: TRAVEL AND TOUR MANAGEMENT
PROGRAMME NAME	: BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONOURS)
DATE	: 3 JULY 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 **FIVE (5)** Questions.
 4. Answer **ALL** questions.
 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 TWO (2) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

(Total: 100 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

- a) Describe **FIVE (5)** out of eight functions of retail travel agency according to Lavery (1992).
(10 marks)
- b) Holloway (1994) reckoned that there are two factors important to travel agency success in their business namely the good management and good services. In addition to the product knowledge, the travel agency staff have to be equipped with the five main skills to ensure they are competent in doing their job. Explain these **FIVE (5)** main skills required for the travel agency staff.
(10 marks)

Question 2

- a) Outline **FIVE (5)** resources that can help the planning process of developing a travel itinerary. Provide justification for each of the resources.
(10 marks)
- b) Describe the **FIVE (5)** characteristics of a good travel itinerary.
(10 marks)

Question 3

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

- a) Assume you are the proprietor of a tour operator. Identify the **FIVE (5)** most important aspects of creating connections with suppliers for tour operators, using a genuine industry example.
(10 marks)
- b) Explain **FIVE (5)** key functions of tour operators in the travel industry.
(10 marks)

Question 4

The Ministry of Tourism, Culture and Arts (MOTAC) has recently promoted inbound tourism to encourage foreign tourist to visit Malaysia in year 2025. You are the leading tour operator company in Malaysia and with your company reputation, the ministry appointed your team to carry out research. As a Senior Manager in this tour operator company, you are given a responsibility to lead the research team.

Identify and discuss the **FIVE (5)** significance of comprehensive destination research for tour operators.

(20 marks)

Question 5

You are the Managing Director of a tour operator company. Due to the current changes in the tourism industry, tour operating companies faced with highly competitive business environment. Thus, as the Managing Director you need to adapt to the current changes with a proper solution.

Discuss **FIVE (5)** solutions with appropriate examples to address the adaptability and innovation in a rapidly evolving travel landscape to meet the changing needs of travelers.

(20 marks)

END OF EXAMINATION PAPER