



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE	: EFB20303
COURSE NAME	: E-TOURISM
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (HONOURS) / BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONOURS)
DATE	: 25 JUNE 2025
TIME	: 9.00 AM - 12.00 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 FIVE (5) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

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

- (a) List **FOUR (4)** differences in ICTs adoption between SMTEs and large Tourism Organizations.
(4 marks)
- (b) Describe **THREE (3)** advantages that SMTEs have compared to big companies.
(6 marks)

Question 2

- (a) Define the concept of supply driven e-tourism.
(2 marks)
- (b) Discuss **FOUR (4)** collaboration opportunities between SMTEs and larger organizations.
(8 marks)

Question 3

- (a) List **TWO (2)** channels to distribute information and provide example each.
(4 marks)
- (b) Explain any **TWO (2)** distribution mechanism that facilitate the sale of tourism products with example.
(6 marks)

Question 4

(a) Define Online Travel Agencies (OTAs).

(2 marks)

(b) Briefly explain **FOUR (4)** indirect channel in tourism.

(8 marks)

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SECTION B (Total: 60 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

Destination Management Systems (DMS) are key technological innovations that support the sustainable development of tourism destinations in the digital era. These systems help centralize information, improve stakeholder coordination, promote tourism products, and offer real-time data and analytics. One notable example is the integration of a DMS by VisitScotland, which allowed tourists to search, book, and review accommodations and attractions in real time while enabling small tourism operators to increase their visibility and sales. Discuss any **5 (FIVE)** benefits of a Destination Management System (DMS) in an e-destination. Support your answer with relevant examples

(15 marks)

Question 2

“Social media platforms have transformed the way individuals and organizations communicate, share information, and engage with audiences across the globe. These platforms serve different purposes depending on their features—ranging from photo sharing, video content, short text updates, professional networking, to live streaming. Each type of social media platform attracts specific user behaviors and offers unique opportunities for tourism promotion, brand engagement, or customer interaction.”

Suggest **5 (FIVE)** variations of social media platforms with examples.

(15 marks)

Question 3

Tourists often rely on user-generated content, travel influencers, and online reviews to plan their trips, while destinations use platforms like Instagram, TikTok, Facebook, and YouTube to showcase attractions, local culture, and experiences. For instance, the Tourism Authority of Thailand (TAT) successfully used social media campaigns to promote lesser-known destinations under the 'Hidden Thailand' initiative, leading to increased visits and community-based tourism development. This reflects how social media and e-tourism are interlinked in creating a dynamic and interactive travel experience. Elaborate **FIVE (5)** relationships between social media and e-tourism. Support your answers with examples or real-world cases.

(15 marks)

Question 4

"Technology continues to transform the tourism industry by enhancing visitor experiences, streamlining operations, and enabling more personalized and sustainable travel solutions. Japan has implemented robot-staffed hotels, such as Henn-na Hotel, where check-in is fully automated, and multilingual robots assist guests—highlighting how futuristic innovations are already being applied in real-world settings to meet changing tourist expectations. "

Discuss **FIVE (5)** future technologies in tourism. Support your answers with relevant examples.

(15 marks)

END OF EXAMINATION PAPER