



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE	: EFB10403
COURSE NAME	: BUSINESS OF TOURISM
PROGRAMME NAME	: BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONOURS)
DATE	: 28 JUNE 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 FOUR (4) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 50 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

- (a) Examine the primary obstacles that Malaysia encounters in the growth and development of its MICE (Meetings, Incentives, Conventions, and Exhibitions) industry.
(5 marks)
- (b) Explain how the trend of "bleisure travel" can influence the planning and development of tourism infrastructure in urban destinations.
(5 marks)

Question 2

- (a) Analyse any **TWO (2)** factors that can make a tourist destination successful.
(4 marks)
- (b) Describe the advantages for tourism planners in combining natural and cultural attractions when designing a sustainable tourism destination.
(6 marks)

Question 3

- (a) Justify how the partnership between the transportation and accommodation sectors can enhance the overall experience for tourists.
(5 marks)
- (b) Elaborate the ways in which common interest organizations contribute to the formulation of tourism policies at the national level.
(5 marks)

Question 4

Critically assess the various policy tools and strategies that national governments can utilize to promote sustainable tourism development.

(10 marks)

Question 5

Assess how effective physical measures (such as limiting visitor numbers) and policy strategies (like timed entry or zoning) are in managing tourist demand at popular destination.

(10 marks)

SECTION B (Total: 50 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 6

The bleak pandemic years of empty deckchairs, ghost-town resorts, and thumb-twiddling masseuses are now just a bad memory for Asia's top tourism draws. But the return of the sun-seeking masses to the world's fastest-growing region for tourism has yielded new problems. Popular hotspots such as Phuket, Bali and Kyoto in Japan have promoted themselves under the banner of sustainable tourism as they look to recoup lost revenue and appeal to a new breed of conscious traveller that emerged post-COVID. But the rebound in visitor numbers – Asia Pacific saw a 33% hike in international arrivals last year, according to U.N. Tourism – has in some cases become unsustainable.

There are fears that some of Asia's most beautiful places could become "the next Boracay", the Philippines island that was closed the year before the pandemic started to allow it to recover from chronic wastewater pollution, says Jackie Ong, senior lecturer in tourism and hospitality management at RMIT University in Vietnam.

Thailand, which saw 35.6 million visitors last year, says it is committed to balancing tourism expansion with environmental responsibility, and has taken steps to ban single use plastics in national and regional parks, and close some parks to tourists to help them recover. But it is also prone to leaky waste and water management infrastructure. Phuket, which plans to transform its old town into the country's first carbon-neutral municipality, expects to see its only landfill overwhelmed by plastic waste this year, as littered beaches become a familiar sight on the "Pearl of the Andaman". A new incinerator will have to be built to cope with unmanageable trash volumes, officials said in January.

On another big tourist draw, the island of Bali, the Indonesian government last year moved to set a moratorium on the construction of hotels, villas and nightclubs in some areas in a bid to counter over-development and preserve the island's Indigenous culture - though the newly elected governor reportedly said in January that a moratorium was not needed, just stricter controls.

(Source : The Sun, Sept 24, 2024)

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

- (a) Analyze how marketing affects the promotion of sustainable tourism and its impact on well-known Asian destinations such as Phuket, Bali, and Kyoto.

(10 marks)

- (b) Explore how digital marketing contributes to promoting sustainable tourism in popular Asian destinations such as Phuket, Bali, and Kyoto.

(15 marks)

Question 7

The future of holidays has been revealed with incredible mountain beaches, zero airport queues and tech-free trips by 2054. Travel Counsellors, a Manchester-based travel company and futurologist Tom Cheesewright predict that typically hot destinations will be replaced with cooler ones.

Along with an end to airport queues as we know them - no more snaking lines or cumbersome security checks. With multi-spectrum sensors and biometric scanning, your face, heart rate, and even breathing rates can be analysed on the go. But this is where advanced tech remains, as the holiday of the 2050s will focus on stepping away from technology to embrace human connections.

A typical hotel visit might entail a written signature instead of tapping a screen upon check-in. Plus, no TV in your room, just books, along with candles for lighting and real keys over electronic key cards. Other top trends revealed by Cheesewright included supersonic airlines and electric jets, longer holidays, and travelling to space. Supersonic airlines could provide long-haul travellers with unparalleled speed and convenience.

(Source : The Sun, November 24, 2024)

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

- (a) Evaluate the potential challenges and opportunities that the future trends in tourism, such as tech-free travel, cooler destinations, and the use of supersonic airlines, may present for sustainable tourism development by 2054.

(10 marks)

- (b) With reference to the predicted future trends in tourism by 2054, such as tech-free travel, cooler destinations, and supersonic airlines, evaluate the role of emerging technologies like artificial intelligence (AI), augmented reality (AR), and virtual reality (VR) in reshaping the tourism industry. Discuss how these technologies will enhance customer experiences, operational efficiency, and contribute to more sustainable tourism practices.

(15 marks)

END OF EXAMINATION PAPER