



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
JULY 2025 SEMESTER**

COURSE CODE	: EFB20303
COURSE NAME	: E-TOURISM
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING (HONS)
DATE	: 17 SEPTEMBER 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 **THREE (3) Sections; Section A, Section B and Section C**
4. Answer **ALL** questions in **Section A, Section B and Section C**.
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: 30 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

- (a) Explain the difference between direct and indirect channels in tourism distribution. **(4 marks)**
- (b) Describe **THREE (3)** roles of Online Travel Agencies (OTAs) in tourism distribution. **(6 marks)**

Question 2

- (a) Explain the difference between an inbound and outbound tour operator. **(2 marks)**
- (b) Explain the role of ground operators in the tourism industry. **(2 marks)**
- (c) Describe **THREE (3)** ways Information and Communication Technology (ICT) can improve operational efficiency for tour operators **(6 marks)**

Question 3

- (a) List **FOUR (4)** roles of Destination Marketing Organisations (DMOs) in tourism. **(4 marks)**
- (b) Describe **THREE (3)** strategic roles of ICT for Destinations **(6 marks)**

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

A Destination Marketing Organisation (DMO) in Bali has implemented several strategic ICT tools, including a Destination Management System (DMS), mobile booking apps, and a social media integration dashboard. After one year, tourism arrivals increased slightly, but stakeholder feedback shows uneven benefits where the larger hotels report higher occupancy, while smaller community-based operators say they have not seen much impact.

Evaluate the effectiveness of the DMO's ICT strategy in achieving inclusive tourism growth. In your answer, identify key strengths and weaknesses of the current ICT approach, assess how the strategy impacts different types of tourism stakeholders, and provide recommendations to ensure that both large and small operators benefit equally.

(20 marks)**Question 2**

A boutique travel agency in Penang wants to increase its market reach among millennial and Gen Z travellers. They currently rely on Facebook posts and occasional Instagram updates, but engagement is low. The management is considering investing in a multi-platform social media strategy, including Instagram Reels, TikTok campaigns, influencer collaborations, and paid advertising.

Evaluate the advantages and potential challenges of adopting a multi-platform social media strategy for the travel agency. Provide a well-supported recommendation on the most effective approach, including specific e-tourism strategies to maximise engagement and conversions.

(20 marks)

Question 3

The tourism board of Malacca plans to launch “Smart Heritage Malacca”, a project integrating smart tourism technologies such as IoT-based crowd management, AI-powered personalised itineraries, AR-guided heritage tours, and real-time environmental monitoring to support sustainability. The project aims to improve visitor experience, manage overcrowding, and enhance the city’s image as a tech-forward heritage destination. However, local business owners are concerned about high implementation costs, possible data privacy issues, and whether older tourists will be able to use the new technologies effectively.

Evaluate the potential benefits and challenges of the Smart Heritage Malacca initiative from both visitor and stakeholder perspectives. Provide a well-supported recommendation on how the project should be implemented to maximise adoption, inclusivity, and long-term sustainability.

(20 marks)

SECTION C (Total: 10 marks)

**INSTRUCTION: Answer ALL questions.
Please use the answer booklet provided.**

Question 1**Sensitivity in Online Content**

Images, videos, and descriptions in online tourism content can shape perceptions of a destination's culture. Explain why cultural sensitivity should be valued when producing E-Tourism content, and provide 3 strategies and examples of how you would ensure respectful representation.

(10 marks)

END OF EXAMINATION PAPER