



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
JULY 2025 SEMESTER**

COURSE CODE	: EFB30403
COURSE NAME	: TRAVEL AND TOUR MANAGEMENT
PROGRAMME NAME	: BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONS)
DATE	: 18 SEPTEMBER 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.**
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THERE ARE FOUR (4) 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)** travel agencies that need IATA approval. (4 marks)
- (b) Describe **THREE (3)** roles and responsibilities of IATA agents. (6 marks)

Question 2

- (a) Define FIT and explain its concept in tourism. (2 marks)
- (b) Discuss **FOUR (4)** services for FIT clients. (8 marks)

Question 3

- (a) List **TWO (2)** roles of domestic operators and provide an example for each. (4 marks)
- (b) Explain any **TWO (2)** reasons packaged tours become popular with examples to support your answer. (6 marks)

Question 4

- (a) Define specialist tour operators. (2 marks)
- (b) Briefly explain **FOUR (4)** types of packaged tours. (8 marks)

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

Visit Malaysia Tours, a local travel agency, is preparing customized packages to attract more international travelers. Their research shows that different traveler profiles have unique preferences: for example, youth travelers from Europe often seek adventure activities like island hopping in Langkawi, while families from the Middle East prefer luxury resorts in Kuala Lumpur and family-friendly attractions such as Legoland Malaysia. Seniors from Australia, on the other hand, enjoy cultural tours in Penang and Malacca, focusing on heritage and food experiences. Discuss any **5 (FIVE)** traveler profiles to consider before designing the packages. Support your answer with relevant examples.

Question 2

"A travel agency in Kuala Lumpur, Explore Malaysia Tours, is designing a 5-day inbound itinerary for a group of tourists from Europe. The agency wants to ensure the trip is both enjoyable and memorable. To achieve this, they focus on creating a balanced and realistic itinerary that avoids overpacking activities while still allowing visitors to explore the country's highlights. The itinerary includes varied experiences such as visiting cultural heritage sites in Malacca, enjoying leisure time at Langkawi beaches, shopping at Pavilion KL, and tasting local dishes at Jalan Alor."

Suggest **5 (FIVE)** key features of a good inbound itinerary with examples.

(15 marks)

Question 3

A group of friends from Malaysia is planning a 10-day trip to South Korea during the winter season. They are traveling through a tour agency that has advised them to prepare all necessary documents before departure. While some of them have traveled abroad before, a few are new travelers and are unsure about the required documents and their importance. A few members are also concerned about handling emergencies, currency exchange, and ensuring they have all booking confirmations ready for a smooth journey. Elaborate **FIVE (5)** key documents needed based on the case study above. Support your answers with examples.

(15 marks)**Question 4**

" Malaysia Adventure Tours faced a major crisis when a landslide blocked the main road to Cameron Highlands, affecting 45 tourists on their 3-day highland tour package. The tour guide immediately contacted the head office and personally informed all tourists about the situation within 30 minutes.

The company quickly arranged alternative transportation via a longer scenic route and provided complimentary meals during the extended journey. They also upgraded the group's accommodation from standard to deluxe rooms and added a free tea plantation visit to compensate for the delay. The tour manager personally met the group upon arrival and offered a 30% refund for the inconvenience. Additionally, they provided each tourist with a souvenir package and priority booking for future tours.

Despite the initial setback, 95% of tourists rated their overall experience as excellent, and 70% booked another tour with the company within six months."

Based on case study above, discuss **FIVE (5)** critical reasons for the important of customer service in travel and tourism . Support your answers with relevant examples.

(15 marks)**END OF EXAMINATION PAPER**