



UNIVERSITI KUALA LUMPUR  
BUSINESS SCHOOL

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**FINAL EXAMINATION**  
**OCTOBER 2025 SEMESTER**

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COURSE CODE : EFB10403  
COURSE TITLE : BUSINESS OF TOURISM  
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT  
(HONOURS)  
DATE : 26 JANUARY 2026  
TIME : 2:00PM - 5:00PM  
DURATION : 3 HOURS

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**INSTRUCTIONS TO CANDIDATES**

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1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consist of ONE sections.
4. Section A consist of five questions. Answer FOUR (4) questions only.
5. Please write your answer on the answer booklet provided.
6. Please answer all questions in English only.
7. Refer to the attached Formula/ Appendies.  *Tick if applicable*

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THERE ARE 3 PAGES OF QUESTIONS INCLUDING THIS PAGE

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**SECTION A (Total: 100 marks)**

Answer **FOUR (4)** questions.

Please use the answer booklet provided.

**Question 1**

Tourist decision-making is complex. It involves multiple steps, is deeply personal, and is shaped by various external influences. Because of this, every traveler's choice process is unique. For tourism marketers, understanding this process is crucial to successfully attracting and influencing potential visitors.

Describe the **FIVE (5)** stages of the tourist decision-making process and illustrate each stage with examples of strategies that tourism businesses can use to influence potential travelers.

(25 marks)

**Question 2**

Effective positioning for a product or service is based on the differentiating characteristics or qualities that make the product/service different and better than the competition in the minds of the target segment.

Discuss **FIVE (5)** areas of product differentiation that a tourism company can use, and explain how each area can help the company stand out from its competitors. Illustrate your answer with relevant examples from the tourism industry.

(25 marks)

**Question 3**

The concept of digital transformation, originally linked to the business sector, has become increasingly important in the tourism industry. It involves not only using new technologies but also changing the way tourism businesses operate, connect with customers, and develop in today's digital era.

Determine **FIVE (5)** major trends in digital tourism and explain how each trend has improved the tourist experience, increased operational efficiency, or influenced the traveler's journey. Include examples to support your answer.

(25 marks)

**Question 4**

The tourism sector is currently being influenced by a diverse range of evolving trends, encompassing both technological advancements and environmental considerations. These developments are transforming traveler expectations and prompting significant adaptations in tourism business strategies to remain competitive and sustainable in a dynamic global environment.

Illustrate **FIVE (5)** key drivers that will likely transform the future of the tourism business. Use examples from tourism businesses to clarify your points.

(25 marks)

**Question 5**

In the tourism industry, the marketing mix serves as a fundamental framework for strategic success. A thorough understanding of its components enables businesses to engage with and influence potential travelers effectively.

- (a) Explain the elements of the 4 P's of the marketing mix and show how each element is applied in the tourism industry. Support your answer with relevant examples.

(20 marks)

- (b) Clarify **TWO (2)** reasons highlighting the importance of marketing in the travel and tourism industry.

(5 marks)

END OF EXAMINATION PAPER