



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : EFB30103
COURSE TITLE : ENTREPRENEURSHIP IN TOURISM
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT
(HONOURS)
DATE : 25 JANUARY 2026
TIME : 2:00PM - 5:00PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

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*

THERE ARE 5 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

According to the Ministry of Tourism, Arts and Culture (MOTAC), Malaysia recorded a 28% increase in small tourism-based businesses in 2025. Many of these new enterprises were founded by young entrepreneurs focusing on eco-tourism, cultural experiences, local homestays, and creative tourism products. Economists highlight that SMEs now contribute almost 40% to Malaysia's tourism GDP, strengthening local communities and promoting sustainable tourism development.

- (a) Explain entrepreneurship and **THREE (3)** reasons for its significance in the tourism industry
(10 marks)
- (b) Discuss **THREE (3)** ways SMEs contribute to tourism driven economic development
(15 marks)

Question 2

The Ministry of Tourism recently approved funding for 40 community-based tourism projects across Malaysia to support local livelihoods and enhance visitor experiences. The projects include homestays, eco-lodges, and local craft centers, with training and capacity-building programs provided to operators

- (a) Define “community-based tourism initiatives” and illustrate two examples of such initiatives that support local livelihoods.
(10 marks)
- (b) Identify **THREE (3)** ways government policies and MoT assistance can support tourism enterprises in driving economic development
(15 marks)

Question 3

“Malaysia’s eco-tourism sector sees surge in local and international visitors, prompting new community-based tourism projects in Sarawak”. Local communities are developing homestays, guided rainforest tours, and cultural workshops to accommodate growing eco-tourism demand.

- (a) Explain how Identification of an Opportunity and Market Assessment can be applied to eco-tourism in Sarawak.
(10 marks)
- (b) Evaluate the importance for entrepreneurs in Sarawak’s eco-tourism sector of studying competitors, understanding trade practices, and managing resources effectively while working in teams
(15 marks)

Question 4

A recent report by the Pacific Asia Travel Association (PATA) highlights that innovative tourism startups are reshaping the travel industry in Southeast Asia. From AI-powered travel planning apps to community-based ecotourism projects, new entrepreneurs are rapidly creating unique tourism experiences. The report states that most new tourism businesses began with simple ideas generated from market gaps, environmental concerns, or consumer demand for authentic experiences.

- (a) Explain **FOUR (4)** methods used to generate business ideas in the tourism and hospitality industry, and illustrate each method with one relevant example
(10 marks)
- (b) Imagine you want to start a small tourism business in your chosen destination. Outline how you would create a business idea and the steps you would take to build it into a viable business
(15 marks)

Question 5

“The Malaysian Ministry of Tourism recently announced a new policy framework to promote sustainable tourism practices across the country. The framework emphasizes the importance of upskilling tourism and hospitality employees, encouraging innovation, and improving organizational efficiency. Hotels and resorts are being urged to adopt these policies to enhance service quality, attract more international tourists, and remain competitive in a rapidly changing global market. Industry experts note that human resource challenges, such as staff retention, skill gaps, and adapting to technological changes, remain critical obstacles.”

- (a) Outline **TWO (2)** key policy dimensions in the new framework that influence the tourism and hospitality industry in Malaysia. Include examples from local hotels or resort.

(10 marks)

- (b) Examine **THREE (3)** HR issues highlighted in the article and propose strategies that tourism and hospitality organizations can implement to achieve growth and stability

(15 marks)

END OF EXAMINATION PAPER