



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : EFB20303
COURSE TITLE : E-TOURISM
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT
(HONOURS)
DATE : 29 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

A small island destination in Malaysia faces several technological barriers, including poor internet connectivity, limited funding for ICT infrastructure, and resistance from local tourism businesses to adopt new systems.

- (a) Explain **FOUR (4)** major challenges faced by the destination in adopting ICT for tourism development with example. (12 marks)
- (b) Explain **FIVE (5)** benefits of DICIRMS using intranet-extranet internet tools. (10 marks)
- (c) Define Intranet and extranet applications. (3 marks)

Question 2

The Sabah Destination Marketing Organization (DMO) plans to enhance its digital marketing strategy to attract eco-conscious travelers. They aim to use social media, content marketing, and CRM tools to promote community-based tourism.

- (a) Elaborate **THREE (3)** data analytics in strategic roles of ICT in destinations with **ONE (1)** example. (7 marks)
- (b) Discuss **THREE (3)** ICT tools that can strengthen real-time communication and **THREE (3)** tools that can enhance customer engagement. Explain how each tool works with example. (18 marks)

Question 3

The Langkawi Tourism Board wants to establish a Destination Management System (DMS) to improve coordination among tourism stakeholders and provide visitors with seamless digital services. However, stakeholders lack digital literacy and are concerned about data privacy.

- (a) Apply **TWO (2)** of key components of a DMS to explain how it can improve coordination and visitor experience in Langkawi with example to support your explanation. (9 marks)
- (b) Analyze **THREE (3)** potential data security and digital literacy challenges in implementing the DMS with example each. (9 marks)
- (c) Discuss **THREE (3)** technological barriers in e-tourism destination with **ONE (1)** example to support your point. (7 marks)

Question 4

"EcoTour Adventures," a domestic tour operator in Sabah, focuses on sustainable and eco-friendly tours. However, the company struggles with marketing reach and customer engagement. They plan to implement ICT solutions such as an online booking system, mobile app, and data analytics to improve service delivery and decision-making.

- (a) Apply **THREE (3)** key functions of tour operators like Eco Tour Adventures to enhance its business performance and give **ONE (1)** example. (10 marks)
- (b) Discuss **FIVE (5)** organizational structures in tor operators like EcoTour Adventures to improve their service quality. (10 marks)
- (c) Define disintermediation and re-intermediation and give one example. (5 marks)

Question 5

“Global Travels,” a well-established inbound tour operator in Malaysia, has been facing declining bookings due to the growing popularity of online travel agencies (OTAs) such as Booking.com and Expedia. Customers increasingly prefer to book directly online rather than through traditional agents. In response, Global Travels has decided to transform its operations by adopting ICT tools such as a digital booking system, CRM software, and social media marketing.

- (a) Explain **FOUR (4)** strategic and tactical roles of ICT for tour operators to help improve its competitiveness and operational efficiency. (8 marks)
- (b) Discuss **FOUR (4)** types of tour operators with examples. (12 marks)
- (c) List **FIVE (5)** lessons and issues for the future tour operators. (5 marks)

END OF EXAMINATION PAPER