



UNIVERSITI KUALA LUMPUR  
BUSINESS SCHOOL

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

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COURSE CODE : EFB20903  
COURSE TITLE : TOURISM RESEARCH METHODS  
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT  
(HONOURS)  
DATE : 23 JANUARY 2026  
TIME : 9:00AM - 12:00PM  
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 10 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

The following are the results of a regression analysis of three independent variables regressed against Tourist Satisfaction. A study was conducted to evaluate the service quality of a beach resort in Langkawi, focusing on how staff professionalism, facility convenience, and responsiveness of front-desk service influence tourists' overall satisfaction during their stay. The management aims to identify which factor contributes most significantly to improving guest satisfaction and return intention.

Refer Below - Table1 : 2.

Table 1: 2

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.623	0.388	0.381	0.3925

Predictors: (Constant), Staff Professionalism, Facility Convenience, Responsiveness of Front Desk Service

Dependent Variable: Tourist Satisfaction

- (a) Referring to the Model Summary table above, interpret the correlation (R) and coefficient of determination ( $R^2$ ).

(6 marks)

- (b) Based on the Coefficients table above, interpret the unstandardized beta coefficients for each independent variable in the model.

Refer Below - Table2 : Coefficients .

(6 marks)

Table 2: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		Beta	Std. Error	Beta		
1	(Constant)	4.912	0.198	—	24.800	0.000
	Employee Reliability	0.354	0.065	0.295	5.446	0.001
	Convenience of Services	0.271	0.071	0.228	3.820	0.003
	Employee Responsiveness	0.056	0.058	0.041	0.960	0.339

Dependent Variable: Tourist Satisfaction

- (c) By examining the above results, determine whether the model is acceptable. Explain your answer. (6 marks)
- (d) Referring to the results obtained, identify which independent variable is not a significant predictor for Tourist Satisfaction. Justify your answer. (4 marks)
- (e) Based on the regression results, explain how the findings of this study could assist the management of the beach resort in Langkawi in improving tourist satisfaction. (3 marks)

### Question 2

In today's competitive tourism industry, visitor satisfaction has become a key performance indicator for tourism destinations aiming to sustain visitor loyalty and positive word-of-mouth. Recognizing the importance of service quality, accessibility, and staff responsiveness, a popular island destination in Malaysia initiated a research project to examine the factors influencing tourist satisfaction. The study specifically focused on three factors frequently highlighted in tourist reviews: transportation accessibility, staff hospitality, and service efficiency at accommodation and tourism sites. The objective was to determine whether these factors significantly affect the overall satisfaction of tourists visiting the island. To collect data, the researchers conducted an online survey with 200 domestic and international tourists who had visited the island within the last three months. Respondents were asked to rate their experience in terms of accessibility to attractions, the friendliness and helpfulness of staff, and the efficiency of tourism services such as check-in processes, guided tours, and transportation arrangements.

The researchers developed the following hypotheses to guide the study:

H1: There is a relationship between transportation accessibility and tourist satisfaction.

H2: There is a relationship between staff hospitality and tourist satisfaction.

The study employed correlation analysis to test the hypotheses and evaluate the reliability and normality of the data. Below is a summary of the results:

*Refer Below - Table3 : 1 .*

Table 3: 1

		Transportation Accessibility	Staff Hospitality	Tourist Satisfaction	Reliability	Skewness	Kurtosis
Transportation Accessibility	Correlation coefficient	1	0.265	0.745*	0.812	0.642	1.89
Staff Hospitality	Correlation coefficient	0.265	1	0.218	0.788	0.492	0.852
Tourist Satisfaction	Correlation coefficient	0.745*	0.218	1	0.806	0.398	2.12

- (a) Interpret the normality analysis based on the table above.

(2 marks)

- (b) State TWO (2) limitations of the study.

(3 marks)

- (c) Suggest future research directions for this study. (4 marks)
- (d) Which hypothesis should be rejected? Justify your answer. (5 marks)
- (e) Which hypothesis should be accepted? Justify your answer (5 marks)
- (f) Interpret the reliability analysis based on the table above. (6 marks)

**Question 3**

Situation:

A researcher is conducting a study on customer satisfaction and spending behavior at a popular chain of cafés in Malaysia. Data is collected using a structured questionnaire. The questionnaire includes items measuring demographic characteristics (such as gender and age), customer satisfaction ratings on a 5-point Likert scale, and customer spending amounts. During data collection, some respondents skipped certain questions, resulting in missing data.

The researcher intends to analyze the data using statistical techniques and wants to select appropriate methods based on the type of data collected. Additionally, the researcher is interested in understanding the purposes of using a questionnaire for this study.

- (a) Explain **THREE (3)** purposes of using questionnaires in this study. (6 marks)
- (b) Explain **THREE (3)** types of scale of measurement. (6 marks)
- (c) Describe **THREE (3)** approaches of dealing with missing data. (6 marks)
- (d) Distinguish between parametric and non-parametric statistical analysis in the context of this research study. (7 marks)

## Question 4

The following are the results of a regression analysis of three independent variables regressed against Tourist Loyalty. A study was conducted to evaluate the service quality of a river cruise tour in Kota Kinabalu, focusing on how Crew Friendliness, Boat Facilities, and Onboard Responsiveness influence tourists' overall loyalty and intention to recommend the tour. The tour operator wants to identify which factor contributes most significantly to improving tourist loyalty.

Refer Below - Table4 : Model Summary .

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.623	0.388	0.381	0.3925

Predictors: (Constant), Crew Friendliness, Boat Facilities, Onboard Responsiveness  
Dependent Variable: Tourist Loyalty

- (a) Referring to the Model Summary table above, interpret the correlation (R) and coefficient of determination ( $R^2$ ).  
(6 marks)

- (b) Based on the Coefficients table above, interpret the unstandardized beta coefficients for each independent variable in the model.

Refer Below - Table5 : Coefficients .

(6 marks)

Table 5: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		Beta	Std. Error	Beta		
1	(Constant)	5.128	0.187	—	27.395	0.000
	Crew Friendliness	0.398	0.064	0.321	6.219	0.000
	Boat Facilities	0.254	0.068	0.205	3.735	0.002
	Onboard Responsiveness	0.089	0.056	0.073	1.589	0.115

Dependent Variable: Tourist Loyalty

- (c) By examining the above results, determine whether the model is acceptable. Explain your answer.

(6 marks)

- (d) Referring to the results obtained, identify which independent variable is not a significant predictor for Tourist Satisfaction. Justify your answer.

(4 marks)

- (e) Based on the regression results obtained, explain how the findings of this study could assist the river cruise tour management in Kota Kinabalu in improving tourist loyalty and intention to recommend the tour.

(3 marks)

### Question 5

In the competitive world of urban tourism, visitor experience plays a vital role in enhancing a city's reputation as a preferred travel destination. To strengthen its image, the Melaka City Tourism Board initiated a research project to understand how destination image and tourist safety perception influence overall tourist satisfaction among local and international visitors. The study aimed to evaluate whether the visual appeal of attractions, cleanliness, and perceived safety affect how satisfied tourists feel after visiting Melaka's historical sites. Understanding these relationships helps tourism planners improve visitor experience and sustain tourism growth. To collect data, the researchers surveyed 220 tourists who visited key heritage sites such as A Famosa, Jonker Street, and the Maritime Museum. Respondents were asked to rate their perceptions of the city's image, cleanliness, and safety using a 5-point Likert scale.

The following hypotheses were developed for the study:

**H1:** There is a relationship between destination image and tourist satisfaction.

**H2:** There is a relationship between perceived safety and tourist satisfaction.

A correlation analysis was performed to test the hypotheses, along with reliability and normality checks. The summarized results are shown below:

*Refer Below - Table 6 : 1 .*

Table 6: 1

		Transportation Accessibility	Staff Hospitality	Tourist Satisfaction	Reliability	Skewness	Kurtosis
Destination Image	Correlation coefficient	1	0.298	0.684*	0.823	0.576	1.98
Perceived Safety	Correlation coefficient	0.298	1	0.552*	0.801	0.416	1.27
Tourist Satisfaction	Correlation coefficient	0.684*	0.552*	1	0.816	0.339	2.11

- (a) Interpret the normality analysis based on the table above.

(2 marks)

- (b) State TWO (2) limitations of the study.

(3 marks)

- (c) Suggest future research directions for this study.

(4 marks)

(d) Which hypothesis should be accepted? Justify your answer.

(5 marks)

(e) Which hypothesis should be rejected? Justify your answer.

(5 marks)

(f) Interpret the reliability analysis based on the table above.

(6 marks)

END OF EXAMINATION PAPER