



UNIVERSITI KUALA LUMPUR  
BUSINESS SCHOOL

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FINAL EXAMINATION  
OCTOBER 2025 SEMESTER

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COURSE CODE : EFB30403  
COURSE TITLE : TRAVEL AND TOUR MANAGEMENT  
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT  
(HONOURS)  
DATE : 25 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 5 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**

Galaxy Travel Agency frequently books rooms for group travelers in various hotels across Southeast Asia. Despite long-term partnerships, they still face booking errors such as wrong room types (e.g., twin vs. double rooms) and unclear guest preferences.

- (a) Identify and describe **FOUR (4)** different room categories commonly offered by hotels. (8 marks)
- (b) Explain **FOUR (4)** benefits of partnership between travel agencies and accommodation suppliers can reduce operational issues. Provide **ONE (1)** example. (9 marks)
- (c) Explain **FOUR (4)** aspects of agency hotel cooperation. (8 marks)

**Question 2**

EcoWander Malaysia focuses on promoting domestic rural tourism. They collaborate with homestays, local cultural groups, and community-based attractions in Pahang. However, the company faces difficulties convincing Malaysians to travel domestically rather than abroad.

- (a) Define Domestic Tour Operators with **THREE (3)** example. (5 marks)
- (b) Explain **THREE (3)** roles domestic operators in national tourism development with examples. (10 marks)
- (c) Discuss **THREE (3)** benefits domestic tourism brings to local communities with examples. (10 marks)

**Question 3**

A tour operator is designing a package tour to Japan for a peak travel season. The tour includes flights, hotels, meals, attraction tickets, and transportation. The company must manage relationships with airlines, hotels, and local ground handlers to ensure smooth operations.

- (a) Explain **FOUR (4)** reasons package tour become so popular. (8 marks)
- (b) Compare **THREE (3)** Mass Market Tour Operators and **THREE (3)** Specialist Tour Operators in terms of target markets and product offerings. (12 marks)
- (c) List **FIVE (5)** types of packaged tours. (5 marks)

**Question 4**

Aurora Travel & Tours is preparing to expand its business to offer more international ticketing services. To enable this, the company is planning to apply for IATA accreditation. However, the management is unsure about the approval procedures and responsibilities involved once the certification is obtained.

- (a) Explain **FOUR (4)** importance of IATA certification for travel agencies like Aurora Travel & Tour. (8 marks)
- (b) Discuss **THREE (3)** key responsibilities of IATA – accredited travel agencies after receiving approval with one example. (9 marks)
- (c) Analyze **THREE (3)** importance of maintaining a string relations with FIT clients can impact business sustainability and long- term profitability with two example. (8 marks)

**Question 5**

“Fun & Free Holidays” is a travel agency specializing in personalized travel plans for FIT (Free Independent Travelers). Recently, they have received complaints that customers feel the services are not as personalized as before, causing a decline in repeat bookings.

- (a) Describe the characteristics of FIT travelers. (3 marks)
- (b) Describe **FIVE (5)** service strategies Fun & free Holidays can apply to improve customer satisfaction among FIT clients. (10 marks)
- (c) Explain any **THREE (3)** reasons packaged tours become popular with example to support your answer. (12 marks)

END OF EXAMINATION PAPER