



UNIVERSITI KUALA LUMPUR  
BUSINESS SCHOOL

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**FINAL EXAMINATION**  
**MARCH 2026 SEMESTER**

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COURSE CODE : EFB10403  
COURSE TITLE : BUSINESS OF TOURISM  
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT  
(HONOURS)  
DATE : 23 JUNE 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 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**

Langkawi Island is a popular tourist destination supported by strong accommodation and catering sectors. It offers a wide range of stays, from budget hotels to luxury resorts, including international brands like Marriott International. Food services range from local outlets to global chains such as McDonald's, enhancing visitor experience. Key challenges include maintaining service quality, hygiene, and balancing global standards with local identity.

- (a) Using examples from Langkawi, demonstrate how accommodation and catering services contribute to tourism development.

(10 marks)

- (b) Using appropriate examples, show how different types of accommodation can be applied to meet diverse tourist needs and enhance the competitiveness of a tourism destination.

(15 marks)

**Question 2**

MICE tourism (Meetings, Incentives, Conferences, and Exhibitions) is a key segment of business tourism involving organized events for professional purposes. Meetings focus on corporate discussions, incentives are reward-based trips, conferences share industry knowledge, and exhibitions showcase products and services.

It contributes significantly to tourism by generating high spending, reducing seasonality, and creating jobs in sectors like hospitality, event management, and transport. Cities like Kuala Lumpur benefit through increased international participation and global visibility.

Recent trends include hybrid events, greater use of digital technology, sustainability practices, and "bleisure" travel, making MICE a dynamic and growing industry.

- (a) Illustrate, with suitable examples, how the **FOUR (4)** components of MICE tourism operate within the tourism industry.

(10 marks)

- (b) Apply your understanding of MICE tourism by illustrating its importance to the tourism industry and how **THREE (3)** current trends influence its development, using relevant examples.

(15 marks)

**Question 3**

The tourism industry is a highly integrated system made up of several interrelated sectors, including transportation, accommodation, attractions, and travel intermediaries. Supporting services such as food and beverage, retail, and entertainment also enhance the overall tourist experience. Tourism supply is managed through collaboration between public and private sectors. Governments and tourism boards promote destinations and develop infrastructure, while private businesses deliver services directly to tourists.

Common interest organisations like tourism associations and destination management organisations support coordination, sustainability, and industry development. Tourists have basic needs such as safety and accommodation, as well as personal wants like luxury, culture, or adventure experiences. Their travel decisions are influenced by facilitators such as income, time, technology, and access to information, which shape tourism demand.

- (a) Apply the concept of tourist needs and wants to explain how tourism providers can design suitable tourism products for different market segments.

(10 marks)

- (b) Assess how common interest organisations and travel motivation facilitators influence the development and competitiveness of a tourism destination.

(15 marks)

**Question 4**

Visitor management ensures tourism destinations remain sustainable by controlling visitor impacts, managing costs, and using operational strategies such as flow control and ticketing systems. Future approaches will rely on technology like AI and data analytics to improve monitoring and decision-making, while addressing challenges such as privacy and digital inequality.

- (a) Present your understanding of visitor management by explaining how tourism destinations can control visitor impacts and manage operational challenges effectively.

(10 marks)

- (b) Assess how future issues and technology may influence visitor management practices in tourism destinations.

(15 marks)

**Question 5**

Travel and tourism marketing involves understanding how tourists make decisions, from recognising needs to post-travel evaluation. It includes selling and distributing tourism products through various channels. Demand is influenced by income, price, and preferences. Effective marketing applies strategic approaches to attract, satisfy, and retain tourists in competitive tourism markets.

- (a) Apply your understanding of the tourist decision-making process to show how it influences the marketing strategies of a tourism organisation.

(10 marks)

- (b) Demonstrate how different marketing approaches can be applied by a tourism organisation to increase tourism demand in a competitive market.

(15 marks)

**END OF EXAMINATION PAPER**