



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE : EFB20903
COURSE TITLE : TOURISM RESEARCH METHODS
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT
(HONOURS)
DATE : 20 JUNE 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 6 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

A literature review helps researchers identify relevant previous studies, evaluate research findings, organise important information systematically and strengthen the direction of the research study.

- (a) Differentiate between good and poor literature review writing in research reporting.
(9 marks)
- (b) Examine how previous studies in a literature review assist researchers in developing conceptual frameworks and selecting suitable variables.
(6 marks)
- (c) Outline the procedure involved in conducting a literature review.
(10 marks)

Question 2

A boutique hotel manager in Johor is concerned about the decreasing number of returning guests and the growing number of negative comments posted on travel review websites. This situation may affect the hotel's reputation, reduce future bookings and weaken its competitiveness in the hospitality market. Previous studies on customer retention identified room comfort, employee behaviour, food quality and value for money had significantly influence repeat visits and loyalty levels. In several studies, it was indicated that only when guests perceived the hotel services and room rates as worth the amount paid, then their intention to return would increase.

- (a) Examine the main issue faced by the hotel management. (5 marks)
- (b) Determine all the variables involved in the study. (5 marks)
- (c) Identify **THREE (3)** possible research questions based on the situation. (9 marks)
- (d) Determine **THREE (3)** possible research hypotheses related to the situation. (6 marks)

Question 3

The manager of a tour company in Kuala Lumpur suspects that many of his travel consultants are not highly motivated to promote and sell holiday packages to customers. This situation may affect the company's sales performance, customer enquiries and overall business growth. He also found that travel consultants who are more motivated are usually those who receive attractive incentives, attend regular training programmes and work under supportive leadership. Hence, you are asked to conduct a study for this tour company.

- (a) Examine the problem of the study.
(5 marks)
- (b) Determine the relevant variables involved in the study.
(5 marks)
- (c) Identify **THREE** (3) possible research objectives of the study.
(9 marks)
- (d) Determine **THREE** (3) possible research hypotheses related to the situation.
(6 marks)

Question 4

Destination loyalty has become an important topic in tourism research because loyal tourists are more likely to revisit destinations and recommend them to others. Previous studies identified several factors influencing destination loyalty among tourists. Chen and Gursoy (2001) found that tourist satisfaction positively influences destination loyalty and revisit intention. Prayag and Ryan (2012) explained that memorable tourism experiences may strengthen tourists' emotional attachment towards destinations. In addition, Echtner and Ritchie (1993) identified destination image as an important factor influencing tourists' perceptions and loyalty behaviour. Several researchers also stated that perceived value and service quality may increase tourists' trust and overall travel satisfaction (Petrick, 2004). However, poor tourism services and negative travel experiences may reduce tourists' intention to revisit destinations.

- (a) Illustrate a conceptual framework that show the relationships among the variables discussed in the literature review above.

(11 marks)

- (b) Analyse how previous studies in the literature review help researchers understand destination loyalty.

(6 marks)

- (c) Determine a suitable research methodology for the study based on the literature review above.

(8 marks)

Question 5

Tourist behavioural intention has received significant attention in tourism research because it influences revisit intention, recommendation behaviour, and tourism destination sustainability. Previous studies identified several factors affecting tourists' behavioural intention. Ajzen (1991) explained that attitudes and perceptions influence behavioural intention and decision-making processes. In tourism studies, destination image was found to influence tourists' travel experiences and future travel intentions (Beerli & Martín, 2004). In addition, Kim et al. (2013) highlighted that memorable tourism experiences positively influence tourists' emotional attachment and revisit behaviour. Several researchers also stated that perceived safety and service quality contribute positively to tourist confidence and satisfaction during travel (Parasuraman et al., 1988). Furthermore, online travel information and digital tourism marketing were found to influence tourists' travel planning and destination choices (Xiang & Gretzel, 2010). However, safety concerns, poor destination management, and negative tourism experiences may reduce tourists' behavioural intention towards tourism destinations.

- (a) Illustrate a conceptual framework that show the relationships among the variables discussed in the literature review above.

(10 marks)

- (b) Analyse how previous studies in the literature review help researchers understand tourist behavioural intention.

(6 marks)

- (c) Determine a suitable research methodology for the study based on the literature review above.

(9 marks)

END OF EXAMINATION PAPER