



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE : EFB20303
COURSE TITLE : E-TOURISM
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT
(HONOURS)
DATE : 26 JUNE 2026
TIME : 9:00AM - 12:00PM
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

GlobalEscape Tours is a travel company that specialises in outbound travel for Malaysian tourists to Japan and South Korea. The company purchase airline tickets in bulk, partners with foreign hotels, and works with ground operators overseas to handle local arrangements. Internally, the company has separate departments for tour planning, marketing, customer service, and operations to ensure smooth service delivery.

- (a) Examine **THREE (3)** functions of tour operators illustrated in the case study.
(9 marks)
- (b) Assess the types of tour operators involved in this scenario and explain their roles.
(8 marks)
- (c) Illustrate the roles of the **FOUR (4)** departments within the organisational structure of *GlobalEscape Tours*.
(8 marks)

Question 2

NextGen Travel is a digital-first tour operator that uses Artificial Intelligence (AI) to recommend travel packages based on customer preferences. The company uses an integrated booking platform connected to airlines and hotels, while also running targeted online advertising campaigns. Daily operations such as booking confirmations and customer inquiries are handled through automated and mobile applications.

- (a) Assess the differences between strategic and tactical roles of ICT in the context of *NextGen Travel*.
(9 marks)
- (b) Demonstrate **THREE (3)** strategic roles of ICT used by *NextGen Travel*.
(9 marks)
- (c) Illustrate how ICT improves operational efficiency in tour operators' daily activities.
(7 marks)

Question 3

A regional tourism platform integrates multiple services, allowing tourists to book hotels, tours, and transport in one place. The platform also features user-generated reviews, social media integration, and targeted online advertisements. Meanwhile, small local operators rely on the platform to reach international tourists.

- (a) Examine the **TWO (2)** types of e-destinations represented in the case study and explain their characteristics.

(8 marks)

- (b) Demonstrate **THREE (3)** ways ICT tools enhance marketing and visibility for e-destinations.

(9 marks)

- (c) Illustrate how ICT improves operational efficiency for tourism businesses with e-destinations.

(8 marks)

Question 4

A smart tourism destination uses data analytics to understand visitor trends and improve marketing strategies. It also uses mobile app, push notifications and chatbot systems to assist tourists during their visit. Local stakeholders collaborate through shared digital platforms to coordinate tourism services.

- (a) Assess the differences between strategic and tactical roles of ICT in the case study.

(9 marks)

- (b) Demonstrate **THREE (3)** strategic roles of ICT in supporting destination competitiveness.

(9 marks)

- (c) Illustrate how ICT tools and features such as the above enhance tourists' experience during their visit.

(7 marks)

Question 5

A state tourism authority has introduced a new digital platform that integrates accommodation bookings, attraction tickets, and transportation services into one system. The platform also includes an internal communication system for government agencies and an external portal for hotels, travel agencies, and tour operators to collaborate and update information. However, some small tourism businesses are still adapting to the system.

- (a) Demonstrate how a Destination Management System (DMS) functions in the case study.

(8 marks)

- (b) Assess the **THREE (3)** benefits of implementing a DMS for tourism destinations.

(9 marks)

- (c) Examine the differences between intranet and extranet applications in DICIRIMS and explain their roles in destination management.

(8 marks)

END OF EXAMINATION PAPER