



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
JULY 2024 SEMESTER**

COURSE CODE	: EFB30603
COURSE NAME	: SUSTAINABLE TOURISM DEVELOPMENT
PROGRAMME NAME	: BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONS)
DATE	: 23 SEPTEMBER 2024
TIME	: 2.00 PM – 5.00 PM
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **TWO (2) Sections**. **Section A** and **Section B**.
4. Answer **ALL** questions in **Section A** and **Section B**.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer sheet provided.****QUESTION 1**

- (a) Briefly explain your understanding about Sustainable Tourism Development (STD).
(4 marks)
- (b) There are **3 (THREE)** pillars of Sustainable Tourism Development (STD). Explain all pillars with examples.
(6 marks)

QUESTION 2

- (a) List **4 (FOUR)** principles of Sustainable Tourism Development (STD).
(4 marks)
- (b) Explain any **3 (THREE)** tools of Sustainable Tourism Development (STD).
(6 marks)

QUESTION 3

- (a) Define the concept of Mass Tourism.
(2 marks)
- (b) Discuss any **2 (TWO)** positive impacts and **2 (TWO)** negative impacts of Mass Tourism towards the environment.
(8 marks)

QUESTION 4

- (a) Define the concept of travel agencies
(2 marks)
- (b) There are few patterns of sustainability that can be applied to facilitate the tourism sectors. Briefly explain any **4 (FOUR)** of the patterns.
(8 marks)

SECTION B (Total: 60 marks)**INSTRUCTION: Answer ALL questions.****QUESTION 5**

The Sustainable Development Goals (SDGs) embody a renewed and robust commitment to finish what they have started by addressing poverty in all its dimensions. Their goal is to achieve the complete eradication of poverty by 2030, ensuring that no one is left behind. However, there are certain issues need to be highlighted in order to implement the SDG 1 by understanding the reasons lead to poverty. Discuss any **5 (FIVE)** reasons with examples.

(15 marks)

QUESTION 6

Spatial strategies refer to the planning and management approaches that focus on the geographical distribution and organization of tourism activities, resources, and infrastructure within a destination. Elaborate any **5 (FIVE)** components of spatial strategies in tourism industry with examples.

(15 marks)

QUESTION 7

“Visitor management is the process of controlling and guiding the flow of tourists or visitors in a specific area, such as a park, museum, or heritage site. The goal is to ensure that visitors have a positive experience while protecting the site and minimizing any negative impacts on the environment or local community”

Suggest **5 (FIVE)** management strategies to manage visitor impact with examples.

(15 marks)

QUESTION 8

“A popular cultural heritage site, known for its ancient temples and sacred rituals, receives a large number of tourists each year. The site is of great historical and spiritual significance to the local community. A group of tourists arrives at the site and begins taking photos and videos, some of which include flash photography. Despite the presence of signs requesting visitors to refrain from using flash due to its potential to damage the ancient murals, some tourists ignore the warnings. Additionally, a few tourists start touching the artifacts, and one tries to climb onto a statue to take a selfie”

Recommend **5 (FIVE)** code of conducts required to avoid any unethical activities from the tourists with examples.

(15 marks)

END OF EXAMINATION PAPER