



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2024 SEMESTER**

COURSE CODE : EFB10603

COURSE NAME : INTRODUCTION TO TOURISM PLANNING AND DEVELOPMENT

PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONS)

DATE : 2 JULY 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 **FOUR (4)** questions.
 4. Answer **ALL** questions.
 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.**
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THERE ARE FOUR (4) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

(Total: 100 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

- (a) List down **SIX (6)** planning regions in Malaysia.
(6 marks)
- (b) Mention **FOUR (4)** tourists' expectation towards a tourism destination.
(4 marks)
- (c) Identify any **FIVE (5)** tourism sectors in Malaysia.
(5 marks)
- (d) Discuss **FIVE (5)** importance of Tourism Planning and Development.
(10 marks)

Question 2

- (a) Name any **FOUR (4)** tourism plans in Malaysia.
(4 marks)
- (b) Classify **FIVE (5)** types of tourism geographical areas that are related to Tourism Planning and Development.
(5 marks)
- (c) Describe the **THREE (3)** government-related agencies responsible for tourism development in Malaysia.
(6 marks)
- (d) Describe **FIVE (5)** importance of tourism policies.
(10 marks)

Question 3

A group of tourism planners is assigned to develop a Tourism Action Plan for Kampong Bharu, Kuala Lumpur. They have to conduct the site inventory and making the preparation for Tourism Inception and Technical Report. Kampong Bharu which commonly spelled as "Kampung Baru" among locals is one of the last surviving traditional villages in the heart of Kuala Lumpur city. The whole area of Kampong Bharu can be seen from the the top floor of Petronas Twin Towers. Kampong Bharu gives traveler a different and contrast experiences from the rest of Kuala Lumpur with its abundant traditional houses and undeveloped neighborhood. Many locals love to come to Kampong Bharu to eat as there are many food stalls and restaurants that sell cheap foods open until late night. There is also a free guided tour of Kampong Bharu provided by the KL Tourism Bureau for travelers that would like to discover and gain more information of the village.

Assume yourself as part of the tourism planners:

- (a) Name any **FIVE (5)** stakeholders who should be involved in developing the Tourism Action Plan for Kampong Bharu. (5 marks)
- (b) Discuss the potential for tourism development in Kampong Bharu. (10 marks)
- (c) Elaborate **FIVE (5)** aspects that a tourism planner should consider during site inventory for preparing the Terms of References (TOR) in the Inception Report. (10 marks)

Question 4

The Muar River is the river that flows through Muar city in particular, is the northern bounds of the touristy district of Muar district. The mouth of the river is also just to the west of the touristy part of Muar. The river itself is not all that attractive, but it still retains some of the old world charms as it's historically a fishing town. The fishing boats are still docked along the river, just to the east of the Sultan Ismail Bridge and next to the bus terminal. The nice thing about the river is the picturesque esplanade along which sits many of the attractive landmark buildings of the city such as Tanjung Emas Park, Masjid Jamek Sultan Ibrahim, Istana Bandar Diraja Muar, Bangunan Sultan Abu Bakar and the Muar bridge. Muar Riverfront area has a great potential to be developed as an outstanding Tourism destination to cater tourists from local and international. Yet the development process requires good "benchmarking" for the development adaptation and implementation.

- (a) i. Discuss the concept of "benchmarking" in Tourism Planning and Development.
(5 marks)
- ii. Suggest **TWO (2)** benchmarkings for the Tourism Planning And Development of Muar River.
(10 marks)
- (b) Suggest the steps to develop "Destination Image" of a place.
(10 marks)

END OF EXAMINATION PAPER