



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2024 SEMESTER**

COURSE CODE	: EFB10603
COURSE NAME	: INTRODUCTION TO TOURISM PLANNING & DEVELOPMENT
PROGRAMME NAME	: BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONS)
DATE	: 10 FEBRUARY 2025
TIME	: 9.00 AM – 12.00 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.**

THERE ARE THREE (3) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

(Total: 100 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

- (a) Define tourism planning. (2 marks)
- (b) Explain the main purposes of planning in the tourism industry. (6 marks)
- (c) Identify any **FIVE (5)** tourism sectors in Malaysia. (5 marks)
- (d) Explain the Tourism Area Life Cycle (TALC) Model and its relevance to tourism planning. (12 marks)

Question 2

- (a) Classify **FIVE (5)** types of tourism geographical areas that are related to tourism planning and development. (5 marks)
- (b) Discuss **FIVE (5)** reasons why tourism policies are important.. (10 marks)
- (c) Evaluate the role of sustainability in shaping tourism development. Provide any **TWO (2)** examples to support your answer. (10 marks)

Question 3

Farm in the City, located in Sri Kembangan, Selangor, is a unique eco-tourism destination that blends wildlife and nature with Malaysian village-style architecture. Spanning over 7 acres, the farm serves as a sanctuary for over 100 species of animals, including rabbits, turtles, birds, and exotic reptiles. Unlike traditional zoos, visitors interact closely with animals in a cage-free environment, promoting education and awareness about wildlife conservation. The farm also features lush greenery, themed zones like the Bird Aviary and Pet Village, and hands-on activities such as animal feeding and pony rides.

With its sustainable approach, the attraction provides a learning experience for children and adults alike, highlighting the importance of biodiversity and environmental care. Farm in the City has earned accolades for its family-friendly and educational setup, making it a favorite spot for locals and tourists seeking a memorable nature experience.

- (a) Describe the key features that make Farm in the City a unique tourism destination.
(8 marks)
- (b) Explain how Farm in the City promotes environmental sustainability.
(6 marks)
- (c) Suggest **TWO (2)** ways Farm in the City can further enhance its appeal to tourists.
(6 marks)

Question 4

Tourism planning and development have evolved significantly at both local and international levels, influenced by shifting traveler preferences and global challenges. At the local level, destinations emphasize community-based tourism, where residents actively participate in offering authentic cultural experiences. Efforts focus on sustainability, with eco-tourism and heritage conservation at the forefront. Internationally, smart tourism is gaining momentum, integrating digital technology like AI, and mobile apps to enhance traveler convenience. Additionally, post-pandemic trends prioritize health and safety measures, including contactless payments and wellness-focused travel experiences.

Governments and stakeholders collaborate to balance economic growth with environmental preservation. For example, popular destinations cap visitor numbers to prevent overtourism, while lesser-known areas are promoted to distribute tourist traffic. These strategies not only ensure long-term viability but also address emerging trends such as immersive experiences, climate-conscious travel, and inclusivity for diverse demographics.

- (a) Discuss **TWO (2)** major trends in tourism planning and development at the local level.
(10 marks)
- (b) Explain how smart tourism is shaping the international tourism landscape.
(10 marks)
- (c) Elaborate on the challenges the government faces in managing post-pandemic tourism and the ways to address them?
(10 marks)

END OF EXAMINATION PAPER