



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE	: EFB21103
COURSE NAME	: TOURISM PRODUCT PLANNING
PROGRAMME NAME	: BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONOURS)
DATE	: 28 JUNE 2025
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 **FOUR (4)** questions only from **Section B.**
5. Please write your answers on the OMR answer sheet and 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 NINE (9) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 20 marks)

INSTRUCTION: Answer ALL questions.

Please use the objective answer sheet provided

1. Which factor is most crucial when designing a tourism product portfolio for a rural destination?
 - A. Low local participation
 - B. Infrastructure dominance initiative
 - C. Unique cultural or natural assets
 - D. Heavy foreign investment
2. How can tourism product planning avoid product saturation in a competitive market?
 - A. Standardising all products
 - B. Reducing promotional activities
 - C. Diversifying themes and experiences
 - D. Increasing accommodation units only
3. A successful tourism product portfolio must:
 - A. Only focus on famous attractions
 - B. Expand without any market research
 - C. Balance attractions, services, and support facilities
 - D. Ignore visitor satisfaction levels
4. In tourism product development, planners must:
 - I. Conduct market research
 - II. Involve community participation
 - III. Align products with destination branding
 - IV. Ignore environmental concerns
 - A. I and II only
 - B. II and III only
 - C. I, II, and III only
 - D. I, II, III and IV
5. The concept of a "*setback line*" in coastal planning is primarily designed to:
 - A. Maximise beachfront construction
 - B. Expand tourism boat parking areas
 - C. Protect against coastal erosion and storms
 - D. Create recreational spaces

6. What is a likely outcome of uncontrolled tourism development on small islands?
- A. Improved marine biodiversity
 - B. Coral reef destruction and water pollution
 - C. Decreased tourist arrivals
 - D. More farming activity
7. Effective coastal zone management requires planners to:
- A. Focus only on hotel growth
 - B. Balance tourism, fisheries, and conservation needs
 - C. Build more shopping malls
 - D. Increase marine park entry fees
8. Coastal and island tourism planning must consider:
- I Marine biodiversity conservation
 - II Sustainable visitor limits
 - III Stormwater and waste management
 - IV Replacing natural beaches with concrete
- A. I and II only
 - B. I, II, and III only
 - C. II and IV only
 - D. I, II, III and IV
9. Why is carrying capacity crucial for highland destinations?
- A. To allow unlimited road expansion
 - B. To prevent ecosystem degradation and overcrowding
 - C. To boost commercial plantations
 - D. To increase building heights
10. A resort developer is proposing a new hillside retreat in Cameron Highlands. The area is known for its steep slopes, cool climate, and fragile ecosystem. The planning authority requires the use of *eco-architecture* to maintain the integrity of the natural landscape and minimise long-term environmental impact.
- Based on this case, why is *eco-architecture* emphasised in hill resort planning?
- A. Preserve natural slopes and scenery with minimal disturbance
 - B. Maximise concrete use to stabilise the terrain
 - C. Standardise all buildings to reduce design costs
 - D. Ensure cheaper construction materials are used quickly

11. What is a key characteristic of responsible highland resort development?
- A. Extensive land clearing
 - B. Ignoring native species
 - C. Minimising green space
 - D. Integration with the surrounding environment
12. Highland tourism planning requires:
- I. Slope stability analysis
 - II. Eco-sensitive building techniques
 - III. Mass deforestation for facilities
 - IV. Stormwater management
- A. I and II only
 - B. I, II, IV only
 - C. II and III only
 - D. I, III, IV only
13. In hotel and resort planning, which of the following contributes most to creating a memorable guest experience?
- A. Integration with natural surroundings
 - B. Number of TV channels in rooms
 - C. Uniform architecture globally
 - D. Providing high-end shopping malls
14. Back-of-house operations must be planned to:
- A. Maximise guest visibility of operations
 - B. Reduce staff involvement
 - C. Include only entertainment facilities
 - D. Minimise disturbance to the guest experience
15. A boutique resort in Langkawi is rebranding itself to appeal to eco-conscious millennials. It introduces a new name and slogan ("Sleep with Nature") and focuses its messaging on sustainability and local culture. The management hopes this new identity will attract returning visitors and increase its appeal across digital platforms. Based on the case, what is the most accurate role of branding in hotel and resort development?
- A. It reduces marketing needs and advertising budgets
 - B. It creates an emotional connection and builds guest loyalty
 - C. It increases construction costs due to logo redesign
 - D. It eliminates the need for long-term sustainability efforts

16. Good hotel and resort site planning should consider:
- I. Access to scenic views
 - II. Safe and efficient guest circulation
 - III. Ignoring carrying capacity
 - IV. Eco-friendly infrastructure
- A. I and II only C. I, II, and IV only
B. I, II and III only D. I, II, III and IV
17. Urban tourism planning must prioritise:
- A. Private transport for all tourists
 - B. Integration of culture, events, and transport infrastructure
 - C. Large-scale forest clearing
 - D. Tourist segregation zones
18. What is one major challenge of MICE tourism in cities?
- A. Lack of medical services
 - B. Minimising shopping facilities
 - C. Promoting agricultural tours
 - D. Need for large-scale venues with excellent logistics
19. In urban cultural tourism, planners must ensure:
- A. High-rise malls dominate historic districts
 - B. Traffic congestion near monuments
 - C. Pedestrian-friendly heritage areas
 - D. Only luxury brands are promoted
20. Urban tourism planners should consider:
- I. Smart mobility (public transport, pedestrian access)
 - II. Conservation of heritage sites
 - III. Improving traffic congestion
 - IV. Increasing private vehicle access
- A. I and II only C. I, and III only
B. I, II and III only D. I, II, III and IV

SECTION B (Total: 80 marks)**INSTRUCTION: Answer (4) FOUR questions only.****Please use the answer booklet provided.****Question 1**

Tourism destinations often rely heavily on a few iconic attractions, making them vulnerable to market shocks and seasonality. Product diversification is one strategic tool that can help mitigate these risks.

Discuss the importance of product diversification in tourism development by addressing the following:

- i. Define the concept of a tourism product portfolio and explain its role in destination competitiveness.
(4 marks)
- ii. Identify and explain three strategic reasons why tourism destinations pursue product diversification.
(6 marks)
- iii. Analyse how product diversification addresses issues of seasonality and improves visitor satisfaction.
(4 marks)
- iv. Provide one Malaysian case example of successful tourism product diversification. Describe the different offerings and how they contribute to balanced regional development.
(6 marks)

Question 2

Coastal tourism destinations face significant environmental and infrastructure pressures. Poor alignment between environmental safeguards and infrastructure development can result in ecological degradation, loss of tourist appeal, and long-term economic decline.

Discuss how environmental and infrastructure planning must align in the development of coastal tourism areas by answering the following:

- i. Describe key environmental concerns in coastal tourism development. Why is early planning essential to avoid irreversible damage?
(5 marks)
- ii. Explain how infrastructure planning contributes to sustainable coastal tourism development. Include examples of services that must be considered.
(5 marks)
- iii. Analyse the role of planning tools such as zoning and Environmental Impact Assessment (EIA) in harmonising development and conservation goals.
(5 marks)
- iv. Provide a Malaysian example (real or hypothetical) that demonstrates successful alignment of environmental and infrastructure planning in a coastal tourism context. Explain how the challenges were addressed.
(5 marks)

Question 3

A tourism development company is planning to establish a new eco-luxury resort and is currently evaluating two potential sites:

- Site A is located in the highlands of Cameron Highlands. It features a cool climate, rich biodiversity, protected forests, and surrounding terraced farms. However, it lacks established infrastructure and has limited road access.
- Site B is a coastal area in Desaru, Johor. It offers scenic beaches, direct road access, and well-developed infrastructure, but it is already home to several mid-range and high-end resorts, making the market more competitive.

The project team must assess which site offers greater long-term potential by considering sustainable tourism product planning. The decision must balance environmental sensitivity, infrastructure needs, and market positioning.

- i. Compare the physical and environmental features of Site A and Site B. What specific planning challenges are associated with each location?
(6 marks)
- ii. Analyse the infrastructure and design considerations required for a resort in highland vs. coastal locations. How do planning approaches differ?
(6 marks)
- iii. Recommend the most suitable site for a sustainable and competitive eco-luxury resort. Justify your recommendation based on strategic planning principles.
(8 marks)

Question 4

You are a tourism planner working for a city council that is transforming its downtown heritage quarter into a major cultural tourism hub. The goal is to attract more international tourists while preserving the community's cultural identity and ensuring a high quality of life for residents.

- i. How can urban tourism planning safeguard cultural integrity and prevent the commodification of heritage?
(5 marks)
- ii. What strategies can be implemented to manage tourist flows and reduce congestion in urban heritage areas?
(5 marks)
- iii. How can urban planners ensure a balance between tourism development and local community well-being?
(5 marks)
- iv. Evaluate the role of digital tools and smart technologies in managing urban tourism experiences
(5 marks)

Question 5

A tourism developer proposes a small eco-lodge near the buffer zone of Endau-Rompin National Park, an ecologically sensitive area known for its rich biodiversity, including endangered species like the Malayan tiger. The site lacks basic infrastructure and falls under stringent state environmental regulations requiring an Environmental Impact Assessment (EIA).

- i. Describe the EIA process and how it applies to this development.
(8 marks)
- ii. Explain how carrying capacity and threshold analysis can inform the scale of development.
(6 marks)
- iii. Recommend site planning strategies to minimise ecological disturbance.
(6 marks)

END OF EXAMINATION PAPER