



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE	: EFB21403
COURSE NAME	: TOURISM GOVERNANCE & PRACTICES
PROGRAMME NAME	: BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONOURS)
DATE	: 21 JUNE 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 **FIVE (5) 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 TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

- (a) List **FIVE (5)** main stakeholder groups in tourism.
(5 marks)
- (b) Discuss the key aspects of transparency and accountability in tourism governance. Support your answer with relevant examples.
(15 marks)

Question 2

- (a) Provide a complete definition of governance according to Graham, Amos and Plumptre (2003).
(5 marks)
- (b) Explain the **THREE (3)** domains of governance and their significance in tourism management.
(15 marks)

SECTION B (Total: 60 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 3**

You have been appointed as a tourism consultant by the Ministry of Tourism, Arts and Culture (MOTAC) Malaysia. Using the Tourism Industry Act 1992 framework, prepare a comprehensive implementation plan for establishing a new inbound tourism business in Malaysia. Your plan should detail the licensing requirements, regulatory compliance, and quality assurance measures that need to be implemented. Support your answer with specific requirements from the Act.

(20 marks)

Question 4

Tourism as a key economic driver is tasked with making a meaningful contribution towards sustainable growth through the Triple Bottom Line approach. Evaluate the effectiveness of sustainable tourism governance in achieving this goal.

(20 marks)

Question 5

The COVID-19 pandemic has revealed both strengths and weaknesses in Malaysia's tourism governance adaptation strategies.

- (a) Critically evaluate the effectiveness of **TWO (2)** major changes in tourism governance implemented during the pandemic period.

(12 marks)

- (b) Based on your evaluation, assess the adequacy of these changes for future crisis management and recommend improvements

(8 marks)

END OF EXAMINATION PAPER