



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE : EFB30603
COURSE NAME : SUSTAINABLE TOURISM DEVELOPMENT
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 **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.

SECTION A (Total: 50 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

- (a) **Describe** your understanding about “attractions” within the context of the tourism industry.
(3 marks)
- (b) List **TWO (2)** important factors that should be considered when determining the eligibility of a site or location to be chosen as a tourism attraction.
(2 marks)
- (b) You have been appointed as a tourism planner to enhance visitor numbers to a lesser-known attraction area. Identify and explain **FIVE (5)** key strategies you would focus on when promoting and marketing this area in supporting sustainable tourism development and ensuring long-term benefits for both local communities as well as the environment.
(20 marks)

Question 2

- (a) Explain the **FIVE (5)** key management strategies that can be used to manage visitor impacts within a tourist area.
(10 marks)
- (b) Suggest **FIVE (5)** potential impacts of sustainable tourism on the environment.
(10 marks)
- (c) Name any **FIVE (5)** locations in Malaysia that are well-known for implementing Sustainable Tourism Development practices.
(5 marks)

SECTION B (Total: 50 marks)

INSTRUCTION: Answer ALL questions.

Question 3

Case Scenario: Managing Sustainable Tourism in Thailand's Koh Phi Phi

Koh Phi Phi, located in Thailand, is one of the most famous tourist destinations in the world. Its crystal-clear waters, stunning limestone cliffs and vibrant marine life attract millions of visitors every year. However, the rapid growth of tourism has led to significant environmental, cultural, and social challenges.

In 2018, the Thai government temporarily closed Maya Bay, a popular beach on the island, due to severe environmental degradation caused by overcrowding, including coral reef damage and waste pollution. Despite this, the area continues to face mounting pressure to accommodate increasing numbers of tourists. Local businesses rely heavily on tourism for their livelihoods, but at the same time, there is growing resentment from the local community about the long-term impact of uncontrolled tourism.

Source: Xinhua (2023)

- (a) In your opinion, why does tourism in Koh Phi Phi led to growing resentment among local communities?
(10 marks)
- (b) Identify **FIVE (5)** key stakeholders who play a role in promoting sustainable tourism in destinations like Koh Phi Phi.
(5 marks)
- (c) As a tourism planner hired by the Thai government and local stakeholders, propose **FIVE (5)** development strategies you would implement to develop a sustainable tourism plan for Koh Phi Phi. Your strategies should address the challenges of overcrowding, environmental degradation and cultural preservation without compromising the area's unique natural beauty or heritage.
(10 marks)

Question 4

Uncontrolled Tourism Leaves 200 Tons of Waste on Everest Annually

Sagarmatha National Park, a UNESCO World Heritage Site in Nepal, is home to the world's highest peak—Mount Everest. Over the past few decades, it has shifted from being a remote, exclusive destination for seasoned mountaineers to a popular trekking hotspot. Each year, approximately 80,000 people visit the park to trek, climb and experience the majestic Everest region. This influx of tourists has led to a significant waste management crisis, as an estimated 200 tons of waste are generated annually, including plastics, paper, glass, organic waste and human waste.

Source: Wein (2024)

- (a) Discuss **FIVE (5)** negative impacts of poor tourism management on the environment and local communities in high-altitude tourist destinations.
- (10 marks)
- (c) Propose **strategies** that could be implemented to improve waste management, community involvement and sustainable visitor management in high-altitude tourist destinations like Mount Everest. Justify your recommendations with relevant examples.

(15 marks)

END OF EXAMINATION PAPER