UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2025 SEMESTER

COURSE CODE	:	EFB30903
COURSE NAME	:	PROPERTY AND INVESTMENT IN TOURISM
PROGRAMME NAME	:	BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONOURS)
DATE	:	23 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 **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 THREE (3) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

(Total: 100 marks)

INSTRUCTION: Answer ALL questions.
Please use the answer booklet provided.

Question 1

(a) Explain the interpretation of the term property and provide **TWO (2)** categories of property with brief descriptions.

(6 marks)

(b) Explain **FOUR (4)** main factors that promote investment in tourism-related developments in your local area.

(8 marks)

(c) From your opinion, suggest **THREE (3)** trends that are likely to shape the future of tourism investment over the next decade.

(6 marks)

Question 2

(a) Elaborate **THREE (3)** approaches applied by the Malaysian Investment Development Authority (MIDA) to promote investment in the Malaysia tourism sector.

(6 marks)

(b) Identify **THREE (3)** governing authorities of Malaysia's Regional Economic Corridors and state their respective locations.

(6 marks)

(c) List any **FOUR (4)** accommodation projects and any **FOUR (4)** non-accommodation projects related to tourism development.

(8 marks)

Question 3

(a) List **FOUR (4)** types of tourism businesses and explain the role each plays in tourism industry.
(8 marks)

(b) Briefly describe **THREE (3)** key steps involved in starting a tourism business.
(6 marks)

(c) How does tourism contribute to the economic development of a country? Give **THREE (3)** economic impacts.
(6 marks)

Question 4

(a) Based on your understanding, explain the concept of green investment and evaluate its role in supporting Travel and Tourism industry.
(6 marks)

(b) The assessment of a tourism destination's image involves the integration of both qualitative and quantitative methods. Discuss **THREE (3)** methods that can be used to gather tourists' perceptions and expectations.
(6 marks)

(c) Describe the importance of various resources required for successful investment in tourism projects. In your answer, elaborate on the roles of financial resources, infrastructure and facilities, manpower and technical resources.
(8 marks)

Question 5

As a tourism developer committed to sustainability and innovation, you as project manager has proposed the development of a unique eco-resort designed to attract both domestic and international tourists seeking authentic, nature-based experiences. This eco-resort will not only provide eco-friendly accommodation and immersive activities in a pristine natural setting, but will also serve as a model for responsible tourism that supports local communities and conserves the environment. To ensure the success and long-term viability of the resort, strategic marketing will play a vital role in reaching our target audience, establishing a strong brand presence, and driving consistent occupancy rates. Equally important is the careful planning and costing strategies, will guide all phases of development from construction and operations to pricing and promotional campaigns.

Based on the given project scope above, you are required to answer the following questions.

(a) Suggest the theme of your eco-resort and outline its key components. Provide details on aspects such as location, accommodations, eco-friendly infrastructure and activities offered.

(10 marks)

(b) Based on the above ideas and key components, estimate the breakdown of the major investment costs required to develop and operate the eco-resort. Then, estimate the annual revenue expected from its operations. Using your estimates, calculate the annual Return on Investment (ROI).

(10 marks)

END OF EXAMINATION PAPER