



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE	: EFB10603
COURSE NAME	: INTRODUCTION TO TOURISM PLANNING AND DEVELOPMENT
PROGRAMME NAME	: BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONOURS)
DATE	: 30 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 **TWO (2) Sections; Section A and Section B.**
4. Answer **ALL** questions in **Section A and Section B.**
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: 50 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

- (a) Define tourism planning and explain its **FIVE (5)** basic purposes.
(12 marks)
- (b) Describe the **FOUR (4)** hierarchical levels of tourism planning.
(8 marks)

Question 2

- (a) Explain **FIVE (5)** essential components of tourism.
(10 marks)
- (b) Describe **FIVE (5)** primary motives that drive tourism.
(10 marks)
- (c) List **TEN (10)** reasons why planning is necessary in tourism development.
(10 marks)

SECTION B (Total: 50 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 3**

Explain the key stages of the tourism planning process according to Fletcher (2005). Discuss each stage's purpose and importance in the overall planning development.

(25 marks)

Question 4

Kuala Lumpur, as Malaysia's capital city, faces increasing environmental challenges due to urban tourism development. The city has seen rapid growth in tourist infrastructure, including hotels, shopping complexes, and transportation networks. However, this growth has led to concerns about environmental impacts, including increased carbon emissions, waste management issues, and pressure on natural resources.

- (a) What are the major environmental impacts that have emerged from Kuala Lumpur's urban tourism development?

(10 marks)

- (b) Based on sustainable tourism principles, what recommendations would you propose to improve Kuala Lumpur's environmental management in urban tourism? Support your recommendations with relevant examples and justifications.

(15 marks)

END OF EXAMINATION PAPER