



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
MARCH 2025 SEMESTER**

COURSE CODE	: EFB10703
COURSE NAME	: CULTURAL AND HERITAGE TOURISM
PROGRAMME NAME	: BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONOURS)
DATE	: 28 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 FOUR (4) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

SECTION A (Total: 50 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

- (a) Define 'heritage'.
(3 marks)
- (b) List any **THREE (3)** elements of culture.
(3 marks)
- (c) Explain the **TWO (2)** related agencies in tourism for the cultural and heritage development.
(4 marks)
- (d) State any **FIVE (5)** heritage buildings in Kuala Lumpur.
(5 marks)
- (e) Differentiate between 'culture' and 'heritage'.
(10 marks)

Question 2

- (a) List **FIVE (5)** importance of conservation to the cultural and heritage tourism.
(5 marks)
- (b) Describe about the conservation methods have been done at a cultural and heritage place. You may select any area in Malaysia for your description in the answer.
(10 marks)
- (b) Discuss **FIVE (5)** economic impacts of cultural and heritage tourism to a country.
(10 marks)

SECTION B (Total: 50 marks)

INSTRUCTION: Answer ALL questions.

Question 1

Kampung Bharu Heritage

Kampung Bharu may very well be the last standing village in the cosmopolitan city of Kuala Lumpur. This historic establishment, surrounded by the towering skyscrapers of the city, still thrives as a living testament to Malaysia's beginnings, current development and the future it holds. The village is now part of an important tourist attraction featuring the living heritage and culture of Malaysia.

The village stores several important sites to see such as traditional Malay house built in 1921 known as Master Mat's house, the Kelab Sultan Suleiman Gallery which showcases the history of the Malay political struggle, the Gurdwara Tatt Khalsa, and the Kampung Bharu Jamek mosque. It is surrounded by many of the old wooden houses and rows of traditional shops, and along the way, the guide shares about basic Malay customs and traditions.

The village is still lived by the local people practicing the local lifestyle. Having survived more than 100 years of history, the neighbourhood with its many old Malay wooden houses on stilts and their green gardens, its traditional small shops and restaurants has got a strong sense of community spirit. Some of the hidden skills such as pastry baking, martial arts, traditional musics and dance and also calligraphy skills remained as unveiled gems of the village.

Known as the paradise of food in Kuala Lumpur, Kampong Bharu offers hundreds of local and international cuisines from the street food to the exclusive restaurants.

(Source: Adapted from Happy go KL. "A 2 hours heritage walk through Kampung Bharu")

By referring to the above case study, answer the following questions:

- (a) Identify **THREE (3)** potential tangible and **THREE (3)** intangible cultural heritage tourism products at Kampung Bharu.

(6 marks)

- (b) Describe **FIVE (5)** benefits of heritage trails development in Kampung Bharu.

(10 marks)

- (c) Suggest any **THREE (3)** potential heritage packages can be developed with description of products and market segment.

Question 2

Bandar Hilir, Melaka

Bandar Hilir Melaka is one of the most famous places in Melaka. Bandar Hilir is a must-visit place due to its rich historical heritage, colonial architecture, and various interesting attractions.

Melaka River Cruises offer a unique insight into the history and culture of Melaka city. The city's history of trade and growth is influenced by the Melaka River. This cruise brings back memories of the past. Other than that, the view of colonial buildings, art murals, and decorative lights that adorn the riverbank at night are its main attractions. For the convenience of visitors, the Quayside Jetty has a souvenir shop, restaurant, and changing rooms. Besides enjoying the cruise, you can stroll around the Quayside Jetty area, which offers beautiful views and a peaceful atmosphere.

Besides, The Taming Sari Tower offers a panoramic view of the city of Melaka from a height. The tower is a symbol of Melaka's history and pride and is named after the Taming Sari Keris, the legendary weapon of Hang Tuah.

Moreover, the Samudera Museum showcases the maritime history of Melaka in a replica of the Portuguese ship Flor de La Mar. The Portuguese ship Flor de La Mar is famous for having sunk in the waters of Melaka in the 16th century. The history of shipping and trade in Melaka is depicted in this museum.

An exhibition of maritime artefacts, ship models, and a replica of the Flor de La Mar that can be explored are the main attractions. The museum has a large exhibition hall, lounges, and a souvenir shop.

(Source: Munawwar, 2024. Interesting and Beautiful Places in Bandar Hilir)

By referring to the above excerpt, answer the following questions:

- (a) List **FIVE (5)** activities tourists can do for cultural and heritage tourism in Bandar Hilir.
(5 marks)
- (b) Describe the roles of Bandar Hilir as a 'genius loci' for culture and heritage in Melaka.
(10 marks)
- (c) Elaborate on how the cultural and heritage tourism in Bandar Hilir can be more attractive and exciting to the Gen Z.
(10 marks)

END OF EXAMINATION PAPER