



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
JULY 2025 SEMESTER**

COURSE CODE	: EFB21203
COURSE NAME	: ECO TOURISM
PROGRAMME NAME	: BACHELOR IN TOURISM PLANNING & DEVELOPMENT (HONS)
DATE	: 18 SEPTEMBER 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 **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 FIVE (5) PAGES OF QUESTIONS, INCLUDING THIS PAGE.

SECTION A (Total: 40 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

- (a) Discuss two positive and two negative environmental impacts of ecotourism in Malaysia, providing one real-world example for each impact. (5 marks)
- (b) Propose two methods for measuring the social and cultural impacts of ecotourism in a local community, and explain why these methods are suitable. (5 marks)

Question 2

- (a) Explain the main challenges faced in balancing tourism development and environmental conservation in coastal and marine areas. Provide one local example to support your answer. (5 marks)
- (b) List **FIVE (5)** authorities which are responsible for the enforcement and formulation of forest conservation laws and regulations in Peninsular Malaysia. (5 marks)

Question 3

- (a) Discuss two best practices in developing a successful eco-lodge and explain how each practice contributes to environmental sustainability. (4 marks)
- (b) Explain three key characteristics that differentiate an eco-lodge from conventional accommodation, providing one example for each characteristic. (6 marks)

Question 4

- (a) Discuss how effective tourism planning and organization can strengthen community partnerships in ecotourism projects. (4 marks)
- (b) Describe three ways in which community-based ecotourism can contribute to both environmental conservation and the socio-economic well-being of local communities. Provide one example for each way. (6 marks)

SECTION B (Total: 60 marks)**INSTRUCTION: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

Travel motivations in ecotourism vary. Some tourists are motivated by nature appreciation, wanting to see pristine landscapes or rare wildlife such as orangutans in Sabah. Others seek cultural immersion, engaging with indigenous communities and learning traditional skills. Adventure activities like jungle trekking or white-water rafting appeal to those looking for physical challenges. Additionally, many ecotourists travel for environmental education, attending guided tours to understand conservation efforts.

Adopting sustainable tourism practices offers strong marketing advantages for ecotourism operators. These include brand differentiation (standing out in a competitive market), customer loyalty (eco-conscious travelers often return), and premium pricing potential (tourists pay more for responsible experiences). Such practices also help meet tourist expectations, which often include authentic experiences, responsible management of natural and cultural resources, and opportunities to connect meaningfully with local people.

By aligning tourism products with the motivations and expectations of this niche market, ecotourism operators can create experiences that satisfy visitors, benefit local communities, and protect the environment for future generations.

- (a) Analyse how travel motivations influence the development of ecotourism products. Support your answer with relevant examples. (10 marks)
- (b) Evaluate the marketing advantages of adopting sustainable tourism practices for ecotourism operators, and explain how these advantages can influence tourist expectations. (10 marks)

Question 2

- (a) Discuss the importance of ecotourism products in Malaysia, and explain how nature guides contribute to enhancing tourist experiences at these destinations. (10 marks)
- (b) Evaluate the conditions required for establishing a successful nature guide system in ecotourism, and analyze how these conditions contribute to sustainable tourism development. (10 marks)

Question 3

- (a) Discuss the main techniques and skills required for effective interpretation in ecotourism. Provide relevant examples to support your answer. (10 marks)
- (b) Explain the different interpretive approaches used in ecotourism. Evaluate how an effective commentary can enhance visitor experience and promote conservation awareness. (10 marks)

END OF EXAMINATION PAPER