



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
JULY 2025 SEMESTER**

COURSE CODE	: EFB 21403
COURSE NAME	: TOURISM GOVERNANCE & PRACTICES
PROGRAMME NAME	: BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONS)
DATE	: 20 SEPTEMBER 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 **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 TWO (2) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 60 marks)

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

Question 1

- (a) State the meaning of political stability in the context of tourism.
(2 marks)
- (b) Provide **TWO (2)** examples of how political stability has benefited Malaysia's tourism sector.
(8 marks)
- (c) Briefly describe **FIVE (5)** ways political instability can negatively affect tourism in Malaysia.
(10 marks)

Question 2

- (a) Critically evaluate the main challenges faced by Malaysian tourism businesses during economic recessions, using evidence from the COVID-19 pandemic.
(10 marks)
- (b) Assess the effectiveness of Malaysia's policy responses to tourism crises and provide justified recommendations for improving future resilience in the tourism sector.
(10 marks)

Question 3

- (a) Explain in your own words the "triple bottom line" approach in sustainable tourism.
(10 marks)
- (b) Describe how good governance supports sustainable tourism, using examples to show your understanding
(10 marks)

SECTION B (Total: 40 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 4

Discuss the extent to which political intervention at both federal and state levels has influenced the direction, sustainability, and outcomes of tourism development in Malaysia. Support your answer with relevant examples and reasoned arguments.

(20 marks)

Question 5

Critically evaluate the effectiveness of Malaysia's legal framework in regulating the travel and tourism industry. In your answer, discuss the main laws and regulations (such as the Tourism Industry Act 1992), licensing and registration requirements, and the challenges faced in enforcement. Support your evaluation with examples from the Malaysian context.

(20 marks)

END OF EXAMINATION PAPER