



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : EFB10703
COURSE TITLE : CULTURAL & HERITAGE TOURISM
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT
(HONOURS)
DATE : 25 JANUARY 2026
TIME : 9:00AM - 12:00PM
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consist of ONE sections.
4. Section A consist of five questions. Answer FOUR (4) questions only.
5. Please write your answer on the answer booklet provided.
6. Please answer all questions in English only.
7. Refer to the attached Formula/ Appendices. Tick if applicable

THERE ARE 6 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer **FOUR (4)** questions.

Please use the answer booklet provided.

Question 1

Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Heritage cities in the developing nations, including Malaysia, currently face intensified urban problems as a result of rapid population growth, economic development and population growth. The introduction of new townships at the edge of many historic cities in Malaysia has exposed them to severe pressure of commercialization, poor design and cultural uniformity that has faded away their place identity. Heritage preservation and conservation refers to the practices of safeguarding and maintaining cultural, historical and architectural sites for the future generations. Heritage conservation can contribute to the broader urban greening paradigm as well as novelty of the urban habitat. It maintains the values of the local assests in its own authenticity.

- (a) Explain the **FIVE (5)** importance of heritage preservation and conservation to a country.

(10 marks)

- (b) Discover **THREE (3)** different methods for heritage conservation. Support your answer with concrete evidences and the conservation approaches or techniques applied to the place.

(15 marks)

Question 2

An archaeological site is a place (or group of physical sites) in which evidence of past activity is preserved (either prehistoric or historic or contemporary), and which has been, or may be, investigated using the discipline of archaeology and represents a part of the archaeological record. Sites may range from those with few or no remains visible above ground, to buildings and other structures still in use. Beyond this, the definition and geographical extent of a "site" can vary widely, depending on the period studied and the theoretical approach of the archaeologist.

- (a) Name **FIVE (5)** tangible evidences that can be found at the archeological sites and ruins. (5 marks)
- (b) Describe about **THREE (3)** archeological sites in Malaysia. Support your answer with its popular features, era of development, original functions of the sites and its location. (15 marks)
- (c) Discuss about **ONE (1)** ancient monument in Egypt. Your discussion should include its architectural features, history of the monument, its popular features and tourist activities. (5 marks)

Question 3

The global heritage tourism market size was estimated at USD 604.38 billion in 2024 and is projected to reach USD 778.07 billion by 2030, growing at a CAGR of 4.5% from 2025 to 2030. The market has seen remarkable growth over recent years, driven by a rising global interest in cultural preservation and an increased inclination among travelers to connect with history and traditions. Cultural and heritage events are receiving high demand from tourists all over the world to showcase the local assets, rural and urban.

- (a) Describe about **FIVE (5)** current trends in the Cultural and Heritage Tourism. (10 marks)
- (b) If you are a tourism planner at Majlis Bandaraya Klang, and you are assigned by your top management to organize an event of Heritage and Culture. Prepare the content and components of the events that you will propose to attract tourists to participate. (15 marks)

Question 4

It is common experience that cultural heritage plays a key role in attracting tourists, which in turn fuel local economic prosperity. The Italian National Recovery and Resilience Plan (NRRP), for instance, highlights cultural tourism as a central pillar for regional development. The economic returns from tourism not only boost local prosperity but also provide funds for the preservation of cultural sites. This dual benefit is seen as essential for both maintaining cultural heritage and promoting local economic growth. Cultural tourism is especially crucial in regions rich in cultural landmarks and history and, if on the one hand, visitors are drawn to unique cultural experiences, on the other hand, local communities often strongly identify with their heritage, which fosters pride and sense of belonging.

Despite the economic advantages, excessive tourist numbers can lead to several potential downsides such as overcrowding, congestion, and, especially in cultural destinations, degradation and deterioration of heritage. High tourist volumes may diminish the authenticity of cultural sites, leading to “cultural appropriation” or loss of symbolic value, which is integral to the local community’s identity. Overtourism also increases the demand for local infrastructure, leading to higher maintenance costs, which are often borne by local communities. The influx of tourists can inflate housing prices, making city centers unaffordable for residents and pushing locals to the outskirts.

- (a) Explain the positive economics impacts of the Cultural and Heritage Tourism development.

(10 marks)

- (b) Elaborate the negative impacts of Cultural and Heritage Tourism to the three areas, which are the socio-cultural, physical environment and economics of a country.

(15 marks)

Question 5

Urban planning and regeneration require a holistic approach, coordinating interventions across various sectors and providing guidance for investments. A holistic plan would include spatial and policy measures that are supported by regulatory measures, particularly those focusing on affordability and social cohesion.

- (a) Elaborate the the different strategies for the Cultural and Heritage Tourism development from other countries that you may adapt for the development in Malaysia. Support your answer with the case studies from **FIVE (5)** different countries.

(25 marks)

END OF EXAMINATION PAPER