



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : EFB20203
COURSE TITLE : ECO TOURISM MANAGEMENT
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT
(HONOURS)
DATE : 30 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/ Appendies. 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

Tioman Island, a designated Marine Park since 1994, continues to attract divers from across the world. However, dive centres face pressure to accept more daily dive bookings, especially during peak seasons. Coral bleaching events and water-quality deterioration, partly from boat anchors and coastal runoff, have raised questions about whether continued tourism growth is compatible with reef health.

- (a) Identify **FIVE (5)** tourism-related pressures that commonly threaten coastal and marine ecosystems such as those in Tioman. (5 marks)
- (b) With the idiom “Between the Devil and the Deep Blue Sea”, analyse the core dilemma Tioman faces between economic dependency on diving tourism and the ecological degradation highlighted above. (10 marks)
- (c) Outline **FIVE (5)** strategies in managing the tourism–conservation trade-off on Tioman. (10 marks)

Question 2

A newly launched "Rainforest Escape Lodge" in Pahang claims to be an eco-lodge. The lodge is built deep in a forested area and uses bamboo for its interiors, but the entire property relies on diesel generators for electricity. Only 10% of its staff are hired locally, and all food is imported from wholesalers in Kuala Lumpur. Guests report little to no environmental education during their stay.

- (a) Determine **FIVE (5)** core characteristics of a true eco-lodge. (5 marks)
- (b) Using the case study, examine how Rainforest Escape Lodge fails to meet eco-lodge principles. Provide **FIVE (5)** analytical points with explanation. (10 marks)
- (c) Outline **FIVE (5)** improvement strategies to transform Rainforest Escape Lodge into an authentic eco-lodge. Justify each recommendation. (10 marks)

Question 3

In Sabah's Kinabatangan region, a village cooperative operates river cruises for wildlife viewing. Initially, community members actively participated; however, engagement has declined in recent years. Some villagers feel the benefits are unevenly distributed, while younger members prefer working in urban areas. There is also a lack of training for new guides and limited financial transparency.

- (a) Identify **FIVE (5)** success factors that influence effective community participation in ecotourism. (5 marks)
- (b) Analyse the **FIVE (5)** barriers to sustained community participation in the Kinabatangan case, drawing on concepts of equity, capacity-building, governance, and generational shifts. (10 marks)
- (c) Outline **FIVE (5)** actionable strategies to strengthen long-term community participation. Provide justification for how each strategy can restore trust, build capacity, and maintain engagement. (10 marks)

Question 4

The Penan community in Sarawak recently collaborated with a private tour operator to launch the "Forest Guardians Ecotourism Trail." While the initiative has increased tourist interest, there is tension regarding decision-making authority. The tour operator manages marketing and visitor flows, while the community feels excluded from planning meetings and expresses concern that cultural elements are being commercialised without proper consent.

- (a) Identify **FIVE (5)** key principles of inclusive community partnership in ecotourism planning. (5 marks)
- (b) Using the above case, analyse **FIVE (5)** weaknesses of the current tourism planning and organisation structure, focusing on stakeholder roles, power distribution, and cultural protection. (10 marks)
- (c) Outline **FIVE (5)** strategies for a more equitable co-management framework for the Forest Guardians Ecotourism Trail. Justify how each strategy improves conservation and community benefit. (10 marks)

Question 5

A new ecotourism operator in Sarawak, *WildRoots Borneo*, offers river kayaking, jungle trekking, and homestay experiences with local communities. Their marketing highlights sustainability, wildlife protection, and cultural immersion. Visitor feedback indicates a high interest in “authentic nature experiences,” but complaints have arisen regarding overcrowded trails, inconsistent guide interpretation, and a discrepancy between advertised eco-friendly promises and actual practices.

- (a) Identify **FIVE (5)** types of ecotourism travel motivations that may attract tourists to WildRoots Borneo. (5 marks)
- (b) Using the case study, analyse the **FIVE (5)** gaps between WildRoots Borneo’s marketing and tourists’ actual expectations. (10 marks)
- (c) Outline **FIVE (5)** recommendations to improve alignment between ecotourism motivations, marketing strategies, and visitor expectations and provide justification for each of the recommendation. (10 marks)

END OF EXAMINATION PAPER