



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : EFB31003
COURSE TITLE : RECREATION AND LEISURE TOURISM
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT
(HONOURS)
DATE : 25 JANUARY 2026
TIME : 2:00PM - 5:00PM
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

Taman Negara remains one of Malaysia's premier destinations for outdoor and adventure activities, including canopy walkway experiences, white-water rafting along the Tembeling River, exploratory caving in Gua Telinga, and guided nocturnal wildlife tours. Recently, however, visitor feedback has raised concerns about trail congestion and inconsistent safety briefings among different tour operators. In response, park authorities are considering introducing tighter regulations to enhance tourist safety and protect ecological integrity.

Critically evaluate whether Taman Negara should strengthen regulatory controls over operators offering outdoor and adventure recreation activities by answering the following questions:

- (a) Appraise the appropriateness of adventure activities conducted in Taman Negara in relation to established definitions and principles of outdoor and adventure recreation.

(8 marks)

- (b) Evaluate how various forms of outdoor recreation contribute differently to environmental and social impacts within national park settings.

(7 marks)

- (c) Propose **FIVE (5)** regulatory strategies, with justification, that would ensure a balanced approach to visitor experience, safety standards, and environmental conservation.

(10 marks)

Question 2

Adventure tourists today frequently compare Southeast Asian offerings with internationally renowned destinations such as New Zealand and Switzerland—both celebrated for premier adventure activities like bungee jumping, skydiving, glacier trekking, and white-water rafting. Although Malaysia offers notable adventure opportunities (e.g., Mount Kinabalu expeditions, Sipadan dive sites, Broga Hill trekking), the sector continues to face challenges in ensuring safety, standardising products, and achieving global competitiveness.

Critically evaluate how Malaysia's outdoor and adventure recreation products measure up against top international adventure destinations by answering the following questions:

- (a) Analyse and differentiate the key strengths of adventure recreation in Malaysia and New Zealand using appropriate evaluation benchmarks (such as safety practices, accessibility, natural attributes, and destination branding).
(10 marks)
- (b) Decide which of the two destinations offers a more compelling adventure experience and justify your conclusion.
(6 marks)
- (c) Recommend and justify strategic enhancements Malaysia should implement to strengthen its position in the global adventure recreation market.
(9 marks)

Question 3

The World Leisure Organization (WLO) has updated its Global Leisure Charter, promoting a rights-based approach to leisure that emphasises wellbeing, sustainability, and equitable access. Countries such as Canada, Japan, and New Zealand have incorporated the charter into their national recreation policies, while many developing nations continue to face challenges in adopting global frameworks due to financial and structural constraints.

Critically evaluate the influence of international recreation and leisure frameworks (e.g., the WLO Global Leisure Charter) on national-level recreation policy development by answering the following questions:

- (a) Interpret and evaluate the significance of global recreation and leisure concepts in shaping national policy directions.
(8 marks)
- (b) Compare and judge how one developed and one developing country implement international recreation and leisure guidelines.
(7 marks)
- (c) Propose and justify actions Malaysia should take to better align its national recreation development with international recreation and leisure standards.
(10 marks)

Question 4

International bodies such as UNWTO, WWF, The International Ecotourism Society (TIES), and the ASEAN Tourism Forum increasingly shape how nations approach ecotourism and nature-based travel. These organisations introduce sustainability indicators, certification systems, and conservation protocols. Nevertheless, several Southeast Asian destinations argue that standards originating from Western contexts do not always align with local cultural, environmental, or socio-economic realities.

Critically evaluate the contribution of international organisations to guiding ecotourism and nature-based tourism development globally by answering the following questions:

- (a) Assess the roles and contributions of at least **TWO (2)** international organisations in establishing global ecotourism principles and standards. (8 marks)
- (b) Discuss and judge whether international ecotourism frameworks can be applied uniformly across countries with differing cultural and socio-economic conditions. (7 marks)
- (c) Recommend and justify how Malaysia should adopt, modify, or omit international ecotourism guidelines to better align with local community needs and conservation priorities. (10 marks)

Question 5

Global trends show a surge in leisure advocacy movements focusing on mental health, urban green space access, and equitable recreation opportunities. Countries like Spain and South Korea have launched nationwide leisure rights campaigns, while international organisations such as the WHO, UNWTO, and the World Leisure Organisation are pushing governments to integrate leisure into national wellbeing policies. Malaysia has made progress through the Ministry of Youth & Sports (KBS), but challenges remain in awareness, accessibility, and community-level implementation.

Evaluate the influence of global leisure advocacy movements on Malaysia's recreation and tourism development by answering the following questions:

- (a) Interpret and evaluate key global leisure advocacy movements shaping modern policy. (8 marks)
- (b) Compare and judge how two countries (one Western, one Asian) integrate leisure advocacy into national wellbeing agendas. (7 marks)
- (c) Recommend and justify policy reforms Malaysia should adopt to strengthen national-level leisure rights, accessibility, and wellbeing outcomes. (10 marks)

END OF EXAMINATION PAPER