



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
OCTOBER 2025 SEMESTER

COURSE CODE : EFB30603
COURSE TITLE : SUSTAINABLE TOURISM DEVELOPMENT
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT
(HONOURS)
DATE : 03 FEBRUARY 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

Langkawi's tourism development relies heavily on its natural landscapes, beaches, and UNESCO Global Geopark status. Despite its strengths, unregulated coastal development, pressure on carrying capacity, and land-use conflict between tourism operators, fisheries, and local communities continue to threaten its sustainability. Malaysia's National Spatial Strategy emphasises balancing conservation and economic development.

- (a) Identify FIVE (5) spatial resources that underpin Langkawi's attractiveness as a tourism destination.
(5 marks)

- (b) Analyse FIVE (5) land-use conflicts and carrying capacity issues in Langkawi that demonstrate challenges in applying the National Spatial Strategy.
(10 marks)

- (c) Outline FIVE (5) spatial planning strategies that can be implemented to ensure sustainable tourism development in Langkawi
(10 marks)

Question 2

Kyoto receives millions of tourists annually, many concentrated around iconic cultural sites such as Kiyomizu-dera, Fushimi Inari, and Gion District. Excessive visitation has resulted in overcrowding, deterioration of heritage areas, and disruption of daily life for residents. Kyoto City has experimented with dispersal strategies, peak-hour restrictions, designated walking routes, and off-season promotions.

- (a) Identify the FIVE (5) spatial characteristics and cultural resources that make Kyoto vulnerable to tourism pressure.
(5 marks)

- (b) Examine FIVE (5) problems that contribute to the overcrowding and cultural degradation described in the case study.
(10 marks)

- (c) Illustrate FIVE (5) spatial development strategies for Kyoto that enhances heritage protection while managing visitor flows effectively.
(10 marks)

Question 3**Queenstown, New Zealand**

Queenstown is one of New Zealand's most popular adventure tourism destinations. Over the past decade, the town has experienced strong growth driven by tourism, including the development of new hotels, outdoor recreation facilities, and expanding residential areas. Local authorities are facing increasing pressure to ensure that development aligns with long-term sustainability goals while preserving the natural landscape that attracts visitors. The Queenstown Lakes District Council has begun reviewing its spatial development plan to address concerns related to growth patterns, land-use allocation, and infrastructure demand.

- (a) Identify **FIVE (5)** spatial elements that influence Queenstown's development as a tourism destination. (5 marks)
- (b) Examine how uncoordinated or rapid tourism development can contribute to spatial planning challenges in Queenstown. (10 marks)
- (c) Outline **FIVE (5)** strategic spatial planning measures that could help Queenstown achieve sustainable tourism development. (10 marks)

Question 4

Machu Picchu has experienced severe overcrowding, with visitor numbers exceeding recommended limits. UNESCO warned that uncontrolled tourism could threaten the site's World Heritage status. The Peruvian government implemented timed-entry tickets, designated walking circuits, and quotas for daily visitors, but compliance remains inconsistent.

- (a) Identify FIVE (5) main visitor impact issues at Machu Picchu.
(5 marks)

- (b) Examine the effectiveness and limitations of policies used to control tourist capacity at this site.
(10 marks)

- (c) Outline FIVE (5) recommended visitor management strategies to protect Machu Picchu's cultural and environmental integrity.
(10 marks)

Question 5**Jiuzhaigou Valley Scenic Area, China**

Jiuzhaigou Valley, a UNESCO World Heritage Site, is known for its multi-coloured lakes, waterfalls, and snow-capped peaks. It attracts millions of visitors annually. The scenic area management has been reviewing its visitor management framework following concerns about ecological sensitivity, trail degradation, and periods of extremely high visitation. The authorities have implemented several measures over the years, but increasing demand continues to place pressure on the site's natural features.

- (a) Identify **FIVE (5)** visitor-related challenges that may arise in a high-demand protected area such as Jiuzhaigou Valley.
(5 marks)
- (b) Analyse the suitability of different tourist capacity methods that can be used to manage the challenges identified.
(10 marks)
- (c) Outline **FIVE (5)** visitor management strategies to reduce visitor impacts and enhance sustainability at Jiuzhaigou Valley.
(10 marks)

END OF EXAMINATION PAPER