



UNIVERSITI KUALA LUMPUR  
BUSINESS SCHOOL

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**FINAL EXAMINATION**  
**OCTOBER 2025 SEMESTER**

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COURSE CODE : EFB21103  
COURSE TITLE : TOURISM PRODUCT PLANNING  
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT  
(HONOURS)  
DATE : 27 JANUARY 2026  
TIME : 2:00 PM - 5:00PM  
DURATION : 3 HOURS

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**INSTRUCTIONS TO CANDIDATES**

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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

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THERE ARE 4 PAGES OF QUESTIONS INCLUDING THIS PAGE

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**SECTION A (Total: 100 marks)**

**Answer FOUR (4) questions.**

**Please use the answer booklet provided.**

**Question 1**

Any tourism activities taken place in rural areas are considered rural tourism, and a sustainable rural development primarily focuses on activities taking place in rural settings starting from agriculture activities. The highest population of people living in Malaysia are Malays who believe in Islam, practicing Islamic lifestyles and consuming halal products.

Classify **FIVE (5)** different rural tourism activities in Malaysia with the different **FOUR (4)** products for each area that can be tailored with Halal Tourism.

(25 marks)

**Question 2**

When drafting a product development proposal for a locality which comprises the different development zones such as Putrajaya, Langkawi Island and Iskandar Development Region Authority (IRDA), tourism planners are required to assess the locality as the whole. Comprehension of the overall context of a locality including the development zones is important for the product development proposal.

Examine **FIVE (5)** different aspects that a tourism planner considers for tourism product development from the zoning analysis.

(25 marks)

**Question 3**

Kuala Lumpur, the capital of Malaysia, is a vibrant city full of life and excitement. From towering skyscrapers to bustling markets, there's something for everyone. Whether you're interested in culture, food, or shopping, Kuala Lumpur has it all. The blend of modern and traditional makes this city a unique destination for travelers.

Compare the development of tourism products in Kuala Lumpur to the other **FIVE (5)** different urban areas in the world as the benchmark. You may explain the contrast from the different dimensions like product portfolio, product development strategies, smart technologies adoption, product innovation, sustainability approaches and other related aspects.

(25 marks)

**Question 4**

An eco-resort is a destination with lodging, dining and entertainment where the central focus is the preservation of Earth's environments and living ecosystems and the webs of interconnected life forms within those environments. Vacationers leave their structured lives and work for a diverse assortment of venues, usually all-inclusive with lodging and meals, such as land-based facilities, cruises or threatened ecosystems set aside for wildlife encounters. Accommodations range from luxury lodging to backpacking into wilderness areas with one's own tent and supplies. Another name for a vacationer who travels to an eco-resort is an ecotourist. This encompasses travel to threatened habitats, where tourists learn about preservation and sustainability of the natural world in order to coexist in complex ecosystems that have survived for millennia without industrialized human encroachment. Eco-resort is very much related and mostly located in the environmental protected areas such as wetland, highland and forest.

As a marketing manager, you are assigned to do product development proposal for an eco-resort, at Kilim Karst Geopark in Langkawi Island. Examine **FIVE (5)** aspects you should consider for the tourism product planning and development in the environmental protected areas in relation to the area's sustainability.

(25 marks)

**Question 5**

Kampong Bharu is a land gifted by his Royal Highness, the Sultan of Selangor for the Malays in the early 1900s. The land is granted for the Malays to settle as a distinct community in the centre of Kuala Lumpur. "Malay" refers to a person belonging to any Malay race who habitually speaks the language, professes the Muslim religion and practices its customs, and is approved by the Board of Management of the Settlement as Malay. A "kampong" refers to a Malay village. Kampong Bharu consists of 890 parcels of land owned by 5,300 registered landowners (PKB, 2020). Kampong Bharu consists of seven villages with the total population of about 25,000 peoples (as of the year of 2021). The distinctiveness of the kampong is characterised by the traditional Malay houses, informal traders and the local food and craft. The traditional Malay houses mark the local identity of the place. As the city transforms, the village is now surrounded by modern and high-rise buildings. With only 35 per cent of the original residents remaining, the village seems to be marginalised due to the unregulated development and lack of preservation effort. The multiple land ownership, degraded infrastructures, and public facilities complicate the process to redevelop the area (PKB, 2020). Kampong Bharu is unique in its physical and social fabric. The "kampongness" of the enclave embeds not only the charming old houses of Malay traditional architecture on narrow streets but also in the kampong way of life. With the influence of modernisation and globalisation, the tradition and culture have slowly deteriorated while the changing in lifestyle is prevalent among the younger generation. Due to higher in-migration and preservation issues, the place sustains only 30 per cent of the original population of Kampong Bharu while others move elsewhere to seek better living environment. The houses were then extended for renting purposes with little care for maintenance and preservation.

As a tourism planner, you are required to prepare a site inventory list for tourism product inspection in Kampong Bharu, Kuala Lumpur. Organize a detailed site inventory list that you must prepare prior to the site inspection.

(25 marks)

**END OF EXAMINATION PAPER**