UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION

MARCH 2026 SEMESTER

COURSE CODE	:	EFB21403
COURSE TITLE	:	TOURISM GOVERNANCE & PRACTICES
PROGRAMME NAME	:	BACHELOR IN TOURISM PLANNING AND DEVELOPMENT (HONOURS)
DATE	:	24 JUNE 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

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SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

Sustainable tourism aims to fulfil the needs of present tourists and local communities while safeguarding environmental, social and economic resources for future generations.

(a) Explain why transparent governance is important in ensuring sustainable tourism development.

(4 marks)

(b) Assess how governance policies can integrate economic growth, social well-being and environmental conservation in a tourism destination.

(6 marks)

(c) Evaluate the role of community involvement in strengthening sustainable tourism governance. Support your answer with relevant examples.

(6 marks)

(d) Port Dickson is experiencing coastal pollution, traffic congestion and complaints from local communities about excessive tourism activities. Recommend governance measures that should be introduced to improved sustainability in the destination.

(9 marks)

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Question 2

Foreign policy influences tourism development through diplomatic relations, international cooperation, visa regulations and regional partnerships that shape tourist movement, destination image and economic opportunities.

(a) Explain the importance of tourism cooperation between ASEAN countries in strengthening cross border tourism activities.

(6 marks)

(b) Evaluate how Foreign Direct Investment (FDI) can contribute to tourism industry development in Malaysia.

(9 marks)

(c) Malaysia and Thailand have introduced a cross border self-drive tourism initiative. Despite the positive response from tourists, several issues related to local communities and destination management have emerged after the implementation of the initiative. Assess the effectiveness of cross border tourism cooperation as a part of foreign policy strategies in supporting sustainable tourism development.

(10 marks)

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Question 3

Political stability and political relations play an important role in shaping the image of tourism destinations and influencing tourist perceptions and travel decisions in tourist generating regions (Hall & O'Sullivan, 1996).

(a) A country has recently experienced political uncertainty due to frequent leadership changes and public demonstrations. Several international tourists cancelled their trips after travel warnings were issued by foreign governments. Determine suitable political approaches that can help the tourism industry reduce the negative effects of the situation.

(8 marks)

(b) Evaluate the importance of government support in strengthening tourism development and destination competitiveness.

(8 marks)

(c) Assess how political events and media portrayal can influence tourist travel decisions and destination image.

(9 marks)

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Question 4

Cameron Highlands has become increasingly popular for eco-tourism, agritourism and community-based tourism activities. While tourism growth has increased local income and employment opportunities, several sustainability issues have emerged. Illegal land clearing, traffic congestion, waste disposal problems and environmental degradation have affected the destination's natural beauty and local quality of life. Local communities are also concerned that tourism development is becoming too commercialised and may threaten local culture and traditions.

(a) Determine suitable tourism governance approaches that can help Cameron Highlands to improve environmental protection and tourism sustainability.

(8 marks)

(b) Evaluate the contribution of local communities in supporting sustainable tourism governance in Cameron Highlands.

(8 marks)

(c) Assess how policies and regulations can support sustainable tourism development and destination resilience in Cameron Highlands.

(9 marks)

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Question 5

Kuching has become an increasingly popular tourism destination because of its cultural heritage, riverfront attractions and food tourism activities. However, several international news reports regarding political tensions and public protests in nearby regions have affected tourist confidence and raised concerns about travel safety. Some tourism businesses have experienced lower bookings and reduced tourist spending during peak travel seasons. Local authorities intend to improve tourism governance and destination communication strategies to maintain positive destination image and tourism growth.

(a) Recommend suitable governance strategies that can help Kuching manage tourism challenges during periods of political uncertainty.

(8 marks)

(b) Evaluate the role of government support in maintaining tourism industry resilience during political challenges in Kuching.

(8 marks)

(c) Assess how political events and international media coverage can influence tourism demand and destination reputation in Kuching.

(9 marks)

END OF EXAMINATION PAPER

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