



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE : EFB10703
COURSE TITLE : CULTURAL & HERITAGE TOURISM
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT
(HONOURS)
DATE : 25 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 4 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

Cultural tourism is evolving through technology, sustainability, and experiential travel. Future directions emphasize interactive heritage interpretation, smart tourism tools, and authentic local engagement. In Malaysia, destinations like Melaka and Penang are enhancing heritage value by integrating innovation while preserving cultural identity and promoting responsible tourism for future generations.

- (a) Apply technological innovation to explain how cultural tourism development in Malaysia can be improved.

(10 marks)

- (b) Assess the strategies Malaysia can use to balance cultural heritage preservation and tourism development.

(15 marks)

Question 2

Religious tourism refers to travel undertaken for spiritual or faith-related reasons, where individuals visit sacred places and participate in religious rituals to gain spiritual meaning. In contemporary contexts, the line between tourists and pilgrims is increasingly unclear, as many travellers combine religious devotion with leisure activities. Major Islamic pilgrimages such as Hajj and Umrah continue to play a significant role in influencing global travel flows and shaping tourism destination management.

- (a) Explain how the characteristics of religious tourists and pilgrims influence tourism service design.

(10 marks)

- (b) Illustrate how destination managers can ensure sustainable management of religious tourism sites through effective strategies.

(15 marks)

Question 3

Living heritage includes non-physical cultural elements such as traditions, rituals, languages, and indigenous knowledge that are passed down through generations. Indigenous communities make valuable contributions to tourism by sharing authentic cultural experiences. Respecting cultural property rights and promoting cross-cultural understanding help ensure responsible tourism, protect heritage, and encourage sustainable development while maintaining the identity and integrity of local communities.

- (a) Explain how cross-cultural understanding improves interactions between tourists and indigenous communities.

(10 marks)

- (b) Outline strategies to manage indigenous cultural heritage sustainably in tourism destinations

(15 marks)

Question 4

Tourism influences heritage sites socially and physically, generating income and awareness but also causing congestion; sustainable management ensures protection and welfare.

- (a) Illustrate how suitable tourism management practices help minimize negative impacts at heritage sites in Malaysia.

(10 marks)

- (b) Assess how tourism activities can contribute to positive social and ecological outcomes in a destination.

(15 marks)

Question 5

Travel Heritage marketing promotes historical attractions as living experiences while positioning destinations as integrated brands. It goes beyond individual sites by combining culture, storytelling, and visitor engagement. In Malaysia, sustainable tourism is supported through digital promotion, community participation, and heritage conservation, strengthening destination competitiveness and long-term tourism development.

- (a) Demonstrate how digital marketing can be applied to promote heritage tourism in Malaysia.

(10 marks)

- (b) Apply strategies to ensure sustainable tourism development in heritage destinations in Malaysia.

(15 marks)

END OF EXAMINATION PAPER