



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE : EFB21103
COURSE TITLE : TOURISM PRODUCT PLANNING
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT
(HONOURS)
DATE : 24 JUNE 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/ Appendices. ☐ 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

Designing a tourism product is far more complex than building a hotel or marking a trail on a map. It involves shaping experiences that visitors will pay for, communities will live with, and ecosystems will absorb. When done thoughtfully, a tourism product creates jobs, preserves heritage, and gives travelers something memorable. When done carelessly, it strains resources, dilutes culture, and quickly loses its appeal. Besides, there are a few other key issues and considerations that shape impactful and successful tourism product design and development, from sustainability and community impact to branding, site planning, and the product life cycle (The Tourism Institute 2026).

- (a) Examine **FIVE (5)** key elements to consider in the tourism product planning.
(10 marks)
- (b) Analyze the effects of any **THREE (3)** high impact tourism products to a destination.
(15 marks)

Question 2

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 (Satori, 2024).

- (a) By selecting **TWO (2)** different case studies of eco-resort in Malaysia, assess the applied sustainable eco-resort planning and development strategies. (10 marks)
- (b) Analyze the **FIVE (5)** examples of tourism product innovation that are implemented at eco-resort to support the initiatives of environmental sustainability. (15 marks)

Question 3

Tourism is unlike any other industry. It cuts across transport, hospitality, culture, environment, security, and foreign affairs. No single private company can build airports, draft visa rules, protect monuments, or train tour guides on a national scale. This is where the government steps in, not just as a regulator but as a planner, promoter, investor, and protector.

The government's involvement is not always visible to the average traveller. When you book a hotel that displays a star rating, that classification is granted by an official body. When you visit a national park, the entry rules, ticketing, and conservation are managed by public agencies. When a tourism campaign tells the world about heritage circuits or wellness retreats, it is often a state-funded initiative. In short, the role of government in tourism is woven into every layer of the visitor experience (The Tourism Institute, 2025).

- (a) Assess the roles played by **TWO (2)** important governmental tourism agencies in Malaysia in the tourism product planning and development.

(10 marks)

- (b) By using **THREE (3)** different case studies, examine the collaborations efforts between the local community and local tourism governmental agencies for the tourism product development.

(15 marks)

Question 4

Kuala Lumpur is a city where modern skyscrapers rise beside colonial buildings, temples sit next to mosques, and history blends seamlessly with rapid development. Whether you're visiting for the first time or rediscovering the city, exploring its landmarks is one of the best ways to understand Kuala Lumpur. Among important places to discover are the most famous landmarks in Kuala Lumpur, historical, cultural, and religious sites and modern architectural icons.

Landmarks in Kuala Lumpur are more than just tourist attractions — they represent the city's identity. From colonial-era buildings to futuristic skyscrapers, each landmark reflects Malaysia's historical evolutions, its multicultural heritage and its transformation into a global city (Kuala Lumpur City, 2025).

- (a) In relation to the great and unique architecture, skyscrapers development, heritage buildings and the diverse functions of modern buildings in Kuala Lumpur, classify the **FIVE (5)** tourism product portfolio that we can propose.

(10 marks)

- (b) Analyse **THREE (3)** approaches in the heritage building conservation that have been applied to turn heritage buildings in Kuala Lumpur into tourism destinations. Support your answers with concrete evidences.

(15 marks)

Question 5

The development of rural tourism faces numerous challenges, many of which are a result of the lack of coordination and collaboration among various stakeholders and governmental bodies. One significant obstacle is the absence of intersectoral cooperation between line ministries responsible for the creation of a thriving environment for rural tourism development. Different ministries often have divergent agendas and priorities, leading to fragmented efforts and inefficiencies in resource allocation. Without cohesive collaboration, initiatives to support rural tourism may lack the necessary synergy to address complex challenges effectively. This lack of alignment results in duplicative efforts, conflicting policies, and missed opportunities for integrated planning and implementation (Hu, Sun & Chen, 2025).

- (a) Assess the **FIVE (5)** challenges to develop tourism products in the rural areas, particularly in Malaysia.

(10 marks)

- (b) Examine **FIVE (5)** main reasons for the tourism planners in Malaysia to prioritize tourism product planning and development in the rural areas.

(15 marks)

END OF EXAMINATION PAPER