



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE : EFB31003
COURSE TITLE : RECREATION AND LEISURE TOURISM
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

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

The Perak state government plans to expand tourism activities at Royal Belum State Park by introducing trekking, hiking, camping, and rock-climbing packages. While tourism operators promote these activities as "eco-adventure experiences", some environmental groups argue that some activities are recreational rather than truly adventurous because of the level of risk and challenge involved.

Based on the above case and your understanding of outdoor and adventure recreation:

- (a) Analyse the differences between outdoor and adventure recreation, focusing on their characteristics and participants' experiences.
(8 marks)
- (b) Differentiate **FOUR (4)** elements that qualify an activity as adventure recreation rather than general outdoor recreation.
(8 marks)
- (c) Examine whether hiking and rock climbing should be classified as adventure recreation activities.
(9 marks)

Question 2

Tourism Malaysia is promoting outdoor recreation products under the Visit Malaysia Year 2026, including jungle trekking in Taman Negara, scuba diving in Sabah, cycling tours in Putrajaya, and urban recreational parks in Kuala Lumpur. However, tourism planners face challenges in matching recreational activities with suitable participant expectations and environmental settings.

Based on the scenario above:

- (a) Categorise **FOUR (4)** outdoor recreation activities according to their suitable recreation settings or environment.
(8 marks)
- (b) Compare adventure-based outdoor recreation with nature-based outdoor recreation.
(8 marks)
- (c) Analyse how improper matching between activities and settings may negatively affect visitor experiences and sustainability.
(9 marks)

Question 3

Malaysia has become increasingly recognised as a destination for outdoor recreation, with Mount Kinabalu, Sipadan Island, and Taman Negara among its top attractions. Internationally, destinations such as New Zealand, Switzerland, and Canada are also highly popular for outdoor adventure tourism due to their advanced infrastructure and environmental management systems.

Tourism experts debate whether Malaysia is fully prepared to compete internationally in the outdoor and adventure recreation sector.

- (a) Examine **THREE (3)** strengths of Malaysia as an outdoor and adventure recreation destination.
(8 marks)
- (b) Contrast outdoor recreation experiences in Malaysia with those in New Zealand or Canada.
(8 marks)
- (c) Analyse strategies Malaysia should prioritise to strengthen competitiveness in the global outdoor recreation industry.
(9 marks)

Question 4

Countries such as Brazil, China, Japan, and France exhibit distinct patterns of recreation and leisure influenced by cultural and social values, among other factors. In Brazil, football and beach culture dominate recreational life, while in China, public parks, tai chi, and group exercises are common leisure activities. Tourism planners argue that understanding cultural leisure patterns is important for developing successful international tourism products.

Based on the scenario above and your understanding of international recreation and leisure perspective:

- (a) Compare **FOUR (4)** factors that influence recreation and leisure participation patterns across different countries.
(8 marks)
- (b) Analyse how cultural values shape recreation and leisure activities.
(8 marks)
- (c) Examine the importance of understanding international leisure patterns in tourism development.
(9 marks)

Question 5

International organisations such as the World Leisure Organisation (WLO), United Nations World Tourism Organisations (UNWTO), and UNESCO actively promote leisure development, youth participation, recreation opportunities, and sustainable tourism worldwide. Despite these efforts, inequalities in recreation access, lack of public facilities, and unequal tourism development remain major issues in many countries.

Based on the case study above:

- (a) Investigate **FOUR (4)** roles played by international organisations in supporting recreation, leisure, and tourism development globally.
(8 marks)
- (b) Differentiate between recreation development and leisure advocacy.
(8 marks)
- (c) Criticise the challenges faced by developing countries in achieving equitable recreation and leisure opportunities.
(9 marks)

END OF EXAMINATION PAPER