



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

**FINAL EXAMINATION
MARCH 2026 SEMESTER**

COURSE CODE : EFB30903
COURSE TITLE : PROPERTY AND INVESTMENT IN TOURISM
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT
(HONOURS)
DATE : 23 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/ 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

Tourism project viability depends on effective investment strategies, suitable project themes and components, proper project costing and the ability to generate sustainable returns on investment for both private and public developers.

- (a) Explain how suitable project themes and components can enhance the competitiveness of a tourism project.
(8 marks)
- (b) Assess the importance of effective project costing in ensuring tourism project viability.
(8 marks)
- (c) Determine **THREE (3)** factors influencing Return on Investment (ROI) in tourism projects from private and public developers' perspectives.
(9 marks)

Question 2

Tourism project investment for nature based and urban based destinations requires effective planning and sustainable management to support tourism growth, improve destination competitiveness and minimise environmental and development issues.

- (a) Compare the suitability of island based tourism projects and urban based tourism projects in attracting different tourist markets.

(10 marks)

- (b) Assess how investment risks and environmental sustainability may influence the viability of island and urban based tourism projects.

(15 marks)

Question 3

Tioman Island is well known for its marine tourism attractions including scuba diving, snorkelling and beach resorts. Recently, several tourism investment projects such as luxury accommodations, water recreation facilities and tourism transportation services have been introduced.

- (a) Evaluate the effectiveness of island based tourism investment projects in improving tourism growth and local economic development in Tioman Island.

(10 marks)

- (b) Assess the importance of stakeholder collaboration in ensuring sustainable tourism investment practices in Tioman Island.

(15 marks)

Question 4

The People's Committees of Can Tho city and An Giang province in Vietnam have proposed the expansion of the Chau Doc – Can Tho – Soc Trang Expressway from four lanes to six lanes with an estimated investment of nearly VND30 trillion. The expressway is considered an important transportation project in the Mekong Delta region as it improves regional connectivity and supports tourism economic activities.

- (a) Discuss the importance of transportation infrastructure investment in supporting tourism development in the Mekong Delta Region.

(10 marks)

- (b) Assess the long term sustainability of the Chau Doc - Can Tho - Soc Trang Expressway project in supporting tourism growth and regional development.

(15 marks)

Question 5

The New South Wales (NSW) government in Australia has introduced several tourism investment projects to strengthen tourism growth and increase international tourist arrivals. These projects include waterfront tourism developments, eco-tourism attractions, luxury accommodations and urban entertainment facilities in destinations such as Sydney and regional NSW areas.

- (a) Discuss the suitability of stakeholder collaboration in improving the success of tourism investment projects in NSW Australia.

(10 marks)

- (b) Assess how financial investment and infrastructure expansion may influence tourist satisfaction and destination competitiveness in NSW Australia.

(15 marks)

END OF EXAMINATION PAPER