



UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL

FINAL EXAMINATION
MARCH 2026 SEMESTER

COURSE CODE : EFB10603
COURSE TITLE : INTRO TO TOURISM PLANNING
PROGRAMME NAME : BACHELOR IN TOURISM PLANNING AND DEVELOPMENT
(HONOURS)
DATE : 22 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 5 PAGES OF QUESTIONS INCLUDING THIS PAGE

SECTION A (Total: 100 marks)

Answer FOUR (4) questions.

Please use the answer booklet provided.

Question 1

Tourism activities have significant environmental impacts, including pollution (air, water, noise), habitat destruction, overcrowding, and climate change effects. Popular destinations such as Venice and Maya Bay illustrate how excessive tourism can exceed environmental carrying capacity and lead to degradation. To address these issues, tourism planning has evolved from economic-focused development to sustainable and integrated planning approaches, incorporating environmental protection, community participation, and resilience strategies. Various mitigation measures have been introduced, including waste management systems, eco-friendly hotel practices, sustainable transport, traffic control, and conservation policies. However, challenges remain in balancing tourism growth with environmental protection.

Assess the effectiveness of current tourism planning approaches in managing environmental impacts towards improving long-term sustainable tourism outcomes.

(25 marks)

Question 2

Malaysia is experiencing rapid tourism growth, especially in coastal and eco-tourism destinations. However, issues such as beach erosion, overcrowding, and poorly controlled resort development have raised concerns about long-term sustainability. Local authorities increasingly rely on the Town and Country Planning Act 1976 (Act 172) to ensure that tourism development does not damage sensitive environments or disrupt community wellbeing. Policymakers now want to know whether Act 172 is truly effective in guiding sustainable tourism planning. Evaluate how Act 172 strengthens sustainable tourism planning in Malaysia. Use real or hypothetical examples to support your judgement.

(25 marks)

Question 3

Tourism development in Malaysia involves multiple implementing agencies across different levels, including federal agencies (e.g., MOTAC, Tourism Malaysia, MyCEB), state agencies (e.g., Tourism Selangor, Sabah Tourism Board), private sector organizations (e.g., MAH, MATTA, airlines), and public sector bodies (e.g., local authorities, Museums Department, Department of Wildlife and National Parks). Each group plays a distinct role in tourism planning, including policy formulation, marketing, infrastructure development, heritage conservation, and service delivery. Effective collaboration among these stakeholders is essential to ensure successful tourism development. However, challenges remain in terms of coordination, overlapping roles, unequal stakeholder influence, and limited integration between planning and implementation processes. These issues may affect the effectiveness of tourism planning in addressing current industry demands.

Critically evaluate the effectiveness of multi-stakeholder involvement in Malaysia's tourism planning and implementation with reference to how improved coordination strategies enhance tourism development outcomes.

(25 marks)

Question 4

Langkawi has been positioned as a high-value and sustainable tourism destination, with strategies focusing on eco-tourism, smart tourism, and niche tourism markets. The destination also promotes infrastructure development such as transport, accommodation, and digital access. However, the rapid growth of tourism has resulted in infrastructure strain, overcrowding, environmental degradation, and weak crisis management (e.g., COVID-19 recovery challenges). Additionally, local communities such as fishermen and small business operators have limited involvement in decision-making processes. Future strategies include positioning Langkawi as a high-value destination, implementing green transport, improving waste management systems, and strengthening local empowerment initiatives. As a tourism planner, you are required to evaluate whether current approaches are sufficient for modern tourism demands.

- (a) Analyse the current tourism planning approaches implemented in Langkawi and their alignment with modern tourism trends.

(8 marks)

- (b) Evaluate the limitations of these approaches in managing current tourism challenges.

(10 marks)

- (c) Propose a strategic tourism planning framework for Langkawi that enhances sustainability and resilience.

(7 marks)

Question 5

Japan is one of the world's leading tourism destinations, offering diverse attractions such as natural sites (e.g., Mount Fuji), cultural heritage (e.g., temples and shrines in Kyoto), and UNESCO World Heritage sites. The country supports multiple tourism types including cultural, eco, mass, and urban tourism. Tourism planning in Japan is led by the government through policies such as the Fifth Tourism National Promotion Basic Plan, supported by strong infrastructure development including efficient transportation systems, accommodation, and digital access (e.g., free Wi-Fi and travel information systems). While tourism contributes positively to economic growth and cultural preservation, Japan faces increasing challenges such as overcrowding in major cities (Kyoto and Tokyo), environmental pollution (e.g., Mount Fuji), disturbance to local residents, and vulnerability to crises such as pandemics and natural disasters. To address these challenges, Japan has implemented sustainability practices such as efficient public transport, waste management systems, eco-friendly accommodations, and overtourism control strategies. However, concerns remain regarding the effectiveness of current tourism planning approaches in managing modern tourism demands.

- (a) Examine the effectiveness of Japan's current tourism planning approaches in supporting sustainable tourism development.

(8 marks)

- (b) Critically assess how well these approaches address key tourism challenges such as overtourism, environmental impacts, and community disturbance.

(10 marks)

- (c) Propose **TWO (2)** improved tourism planning strategies to enhance Japan's tourism sustainability and resilience. Justify your answer.

(7 marks)

END OF EXAMINATION PAPER