



**FAKULTI PENGURUSAN DAN INDUSTRI HALAL**

<b>PROGRAM</b>	<b>Diploma in Tourism Management</b>
<b>COURSE NAME</b>	<b>FUNDAMENTAL OF TOURISM STUDIES</b>
<b>COURSE CODE</b>	<b>DTT 1013</b>
<b>CREDIT HOUR</b>	<b>3</b>
<b>SYNOPSIS</b>	This course discuss about fundamental knowledge and theory aspects of tourism to enhance understanding to the basic principles of tourism, tourism components and tourism industry.
<b>COURSE STRUCTURE</b>	
<b>CHAPTER</b>	<b>TOPICS</b>
<b>1</b>	<b>Introduction to Tourism and Tourism Industry</b>  1.1 Explain the meaning of basic terminologies and concepts in tourism 1.2 Describe the scope and characteristic of tourism industry 1.3 Discuss the history and development of tourism industry in Malaysia and internationally
<b>2</b>	<b>Tourism Environment</b>  2.1 Clarify the sectors of tourism industry 2.2 Explain the importance and contribution of each sector 2.3 Describe tourism generators 2.4 Explain significance of tourism industry to the global, national and local economies
<b>3</b>	<b>Travel Motivation</b>  3.1 Explain push and pull motivation factors 3.2 Describe relationship between push and pull factors 3.3 Explain tourist typologies
<b>4</b>	<b>Organizations in Tourism Industry</b>  4.1 Explain the role of organizations in tourism industry 4.2 Describe the tourism organization at international and national level 4.3 WTO, IATA, PATA, Motour, MATTA, MTGC, MAH



5	<b>Tourism Impact</b>  5.1 Explain the positive and negative impact of tourism 5.1.1 Economy 5.1.2 Cultural 5.1.3 Social 5.1.4 Environment 5.2 Describe multiplying effect of tourism 5.3 Describe sustainable tourism development
6	<b>Career Pathway and Entrepreneurial Opportunities in Tourism</b>  6.1 Explain the career pathway in tourism industry 6.2 Describe entrepreneurial opportunities in tourism industry 6.3 Explain the importance of entrepreneurial activities in tourism industry
7	<b>Contemporary Trends and Issues in Tourism Industry</b>  7.1 Explain the issues and trends in tourism industry 7.2 Explain future outlook for global tourism development
<b>References:</b>	1. Clare Inkson and Lynn Minnaert, "Tourism Management: An Introduction" SAGE (2018)