



**FAKULTI PENGURUSAN DAN INDUSTRI HALAL**

<b>PROGRAM</b>	<b>Diploma in Tourism Management</b>
<b>COURSE NAME</b>	<b>TOURISM IN MALAYSIA</b>
<b>COURSE CODE</b>	<b>DTT 2013</b>
<b>CREDIT HOUR</b>	<b>3</b>
<b>SYNOPSIS</b>	This course will discuss the tourism scenario in Malaysia and build a sense of pride towards Malaysia. Apart from that, students will have depth understanding on economy, government, tourism significance, demand and supply, general information, policy, tourism services, transportation and communication in Malaysia. Students also be exposed to the various tourist products, services and attractions available, not forgetting the current issues in the industry.
<b>COURSE STRUCTURE</b>	
<b>CHAPTER</b>	<b>TOPICS</b>
<b>1</b>	<b>Introduction to Tourism in Malaysia</b>  1.1 Explain the tourism contribution to economy, demography and geography 1.2 Explain major historical events and significance to tourism development 1.3 Explain language, cultural and society in Malaysia 1.4 Explain roles of National Tourism Organization (NTO)
<b>2</b>	<b>Pride towards the Country</b>  2.1 Explain the sense of pride towards Malaysia 2.2 Describe characteristics of Malaysia tourism industry 2.3 Explain slogans and tag lines that promote Malaysia 2.4 Describe hospitality attitude towards guests and customers
<b>3</b>	<b>The Significance of Tourism in Malaysia</b>  3.1 Clarify the impact of tourism towards the country economic development 3.2 Explain economic multiplying effect 3.3 Describe job opportunities in tourism industry 3.4 Explain major tourist-generating areas in Malaysia



<b>4</b>	<b>The Demands and Supplies for Tourism in Malaysia</b>  4.1 Explain tourism demand and supply factors 4.2 Describe push and pull factors 4.3 Explain types of tourism products 4.4 Describe major tourism destination 4.5 Explain accommodation distribution 4.6 Describe changes and influences of domestic and inbound tourism
<b>5</b>	<b>Information on Malaysia</b>  5.1 Explain the history of Malaysia independence 5.2 Describe the constitutional monarchy in Malaysia 5.3 Explain the Parliamentary democracy in Malaysia 5.3.1 Judiciary system 5.3.2 Financial system 5.3.3 Civil services in Malaysia 5.3.4 Education system 5.3.5 Security measures
<b>6</b>	<b>National Tourism Policy</b>  6.1 Ministry of tourism policy 6.2 National Tourism Policy 1992 6.3 National Eco Tourism Policy 6.4 Ministry programs 6.5 Funds and incentive
<b>7</b>	<b>Tourism services</b>  7.1 Explain tourism services 7.2 Explain types of accommodation 7.3 Transportation 7.4 Communication services
<b>8</b>	<b>Tourism Contemporary Issues</b>  8.1 Explain tourism safety 8.2 Describe recent tourism trends 8.3 Explain tourism education and training 8.4 Explain national key economic areas for tourism
<b>References:</b>	1. Dr. Mardiana Nordin et al. "Malaysian Studies Third Edition" Oxford Fajar (2018)