

SHORT COURSE DETAILS
MPU2313-MC Introduction to Malaysian Tourism

1. Name of Series

Diploma programme for Business

2. Name of Course

Introduction to Malaysian Tourism

3. Synopsis of Course (60-word limit)

To enable students to understand the scope of Malaysian travel and tourism industry, an industry that grows rapidly creating many economic opportunities. Students will be exposed to the various tourism resources and sectors that form this vast industry and understand the relationship between the sectors for future development of tourism in Malaysia. Students will be able to analyse the influence of geography and history to Malaysian tourism industry. It provides students with essential tools and knowledge related with new concepts and trends in the Malaysian travel and tourism trade.

4. For Whom?

- Students who are waiting for their SPM results.
- Students from other institutions
- Part time Diploma students

5. Course Outcomes (100-word limit)

By the end of the course, students will be able to:

- a. explain the various sectors and key players of Malaysian tourism industry.
- b. To identify the numerous tourism products available within the country.
- c. To propose a suitable and practical tourism product/itinerary as requested.

6. Delivery Mode

Online Lecture, Online Workshop with discussions, real-life cases, role playing and tutorials. Online assessment.

7. Duration of Course

4 weeks' course

2 - 3 hours per week.

Cumulative learning 4 credit hrs for the total course

8. Level of Course & Microcredential Credit Value, if any

Diploma/4 credit hours per subject

9. Course Outline

- a. Introduction to Malaysia
- b. Geography of Malaysia
- c. History and culture of Malaysia (Part 1)
- d. History and culture of Malaysia (Part 2)
- e. Tourism development in Malaysia (Part 1)
- f. Tourism development in Malaysia (Part 2)
- g. Natural Tourism Resources in Malaysia
- h. Historical and cultural tourism resources in Malaysia
- i. Entertainment resources
- j. Retail and shopping
- k. Lodging sector
- l. Transportation sector
- m. MICE and Special events
- n. Future prospect for Malaysian tourism industry

10. Short Bio of Trainer/s (50-word limit)

Lecturer: Abd Azis Bin Abd Majid

MA (Education & Human Development) The George Washington University

BBA (Travel Industry Management) University of Hawaii at Manoa

Diploma in Hotel and Catering Management (ITM)

Azis has more than 35 years of experience in hospitality and tourism education. He served 12 years as the Dean of the Faculty of Hotel & Tourism Management in UiTM. He was an Executive Committee member of PATA Malaysia Chapter, TEAM (Tourism Educators Association Malaysia), and founding member of ITSA (International Tourism Studies Association). Azis also served as the Vice President of Malaysia Sports Tourism Council. He was a member of DESATARA 2011 team for Hospitality and Tourism Education. As an academician and researcher, he also provides consultancy services for government agencies such as Tourism Malaysia, MARA and LKIM. He has presented and chaired in various conferences locally and internationally.