

INTRODUCTION OF TOURISM & HOSPITALITY

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Preface

The highest gratitude to Allah S.W.T., blessings and peace be upon the great master of the whole universe. With his permission and will, the E-book Introduction Of Tourism And Hospitality was also successfully realized.

The main goal of publishing this book is to provide basic guidance and information to anyone interested in the tourism and hospitality industry. This book is about an introduction to the components that exist in the tourism and hospitality industry. It is deliberately arranged concisely and simply without using long text for each topic and sub-topic. It is intended to make it easier for the reader to get a basic overview of tourism and hospitality.

The book has five main chapters that focus on various basic aspects and theories in the tourism and hospitality industry.

Chapter I, Profile of Tourism and Hospitality, provides basics such as the concept of the field of Tourism and Hospitality, terms, sub-sectors of the tourism industry, and the relationship between tourism, hospitality, and recreation. Also discussed are the types of tourist typology.

Chapter II, Sectors of Tourism And Hospitality, provides an overview of the sectors involved in the tourism industry such as transportation, food and beverage, accommodation, tourist attractions, shopping, recreation and adventure, Travel Trade, MICE, and Tourism Supporting Service.

Chapter III, Organizations In Tourism and Hospitality Industry, lists the organizations involved in tourism development, whether at the international, regional, or national level.

Chapter IV, Tourism Impact, touches on the impact of tourism development on the economy, environment, and society. Readers can understand the impact that tourism brings, whether it positively or negatively impacts a tourist spot.

Chapter V, Concept of Tourism in Islamic Perspective, describes Islamic tourism, which is a trend nowadays around the world.

The author hopes that this book can be used as an additional text that can be used in teaching and learning, especially in the field of Tourism and Hospitality.

**Yusdi bin Ismail
Nas Idaleyra binti Yusof
Dr. Yusrizal Sufardi bin Mohd Yunan**

Acknowledgments

Praise be upon the Almighty Allah for giving us the strength to complete this e-book.

First and foremost, we would like to express our sincere gratitude to our families for their support throughout every stage of writing this e-book. We would not have completed this textbook without the understanding and patience given to us.

We would also like to thank the students of Tourism and Hospitality, Politeknik Tuanku Syed Sirajuddin, for helping to make this book a success. Apart from that, not to be forgotten are Mr. Bustamam bin Bonari, Head of Department, Department of Tourism and Hospitality, and Ms. Norzakiah binti Mohamed Bakhari, Head of Tourism Management Program, for your support. Your encouragement to publish various teaching and learning materials that can be used as references for students, lecturers, and the community is appreciated.

We hope that with this e-book, we can further enrich our knowledge of the basic aspects of tourism.

**Yusdi bin Ismail
Nas Idaleyna binti Yusof
Dr. Yusrizal Sufardi bin Mohd Yunan**

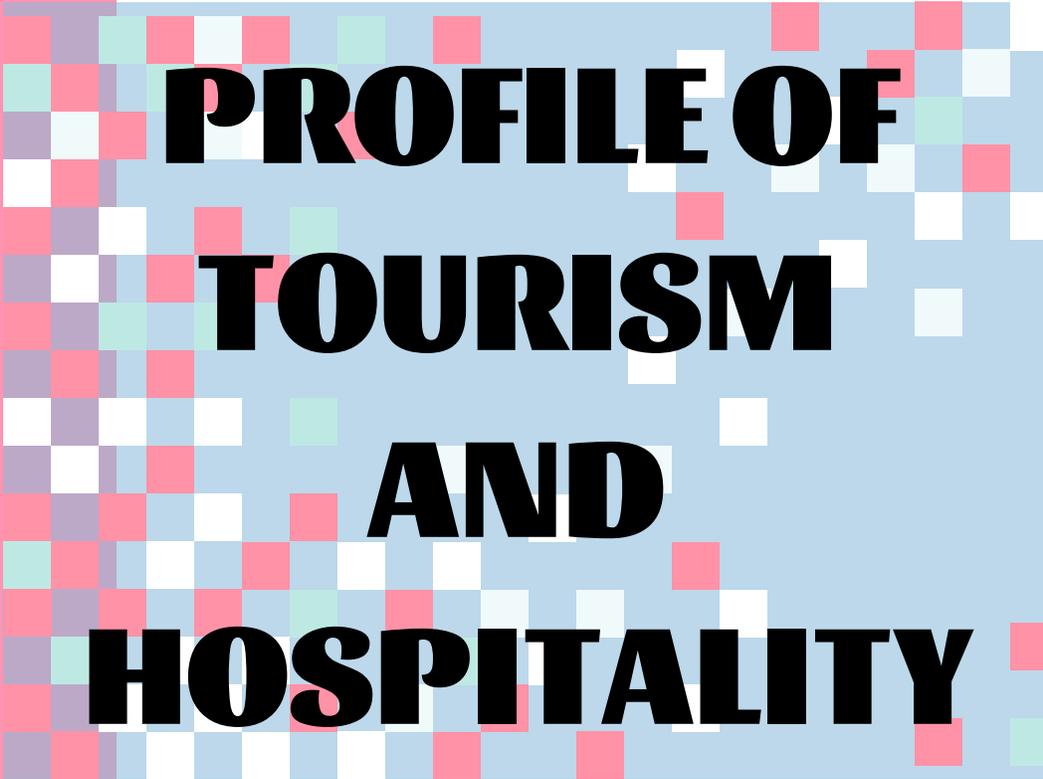
Abstract

E-Book Introduction to Tourism and Hospitality is the essential guide to tourism students, lecturers, and the public. It provides a comprehensive introduction to all facets of tourism. It covers five topics: Profile of Tourism and Hospitality, Sectors of Tourism and Hospitality Industry, Organization in Tourism and Hospitality Industry, Tourism Impact, and Islamic Tourism. It contains brief notes, photos, diagrams, assessments, and Quick Response Code Generator to attract the reader to the knowledge about the tourism and hospitality industry.

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CHAPTER 1



PROFILE OF TOURISM AND HOSPITALITY

RECOGNIZE THE TOURISM AND HOSPITALITY INDUSTRY



WHAT IS TRAVEL?

“the act of moving from one place to another”

-United Nation World Tourism Organization (UNWTO) -

WHAT IS TOURISM

“the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes not related to the exercise of an activity remunerated from within the place visited”. (UN World Tourism Organization) (UNWTO)

USUAL PURPOSE OF VISITOR

LEISURE, RECREATION AND HOLIDAYS

HEALTH TREATMENT

OFFICIAL GOVERNMENT MISSIONS

RELIGIOUS AND PILGRIMAGES

VISITING FRIENDS AND RELATIVES

BUSINESS

**MICE
(MEETING, INCENTIVES, CONVENTION, EXHIBITION)**

STUDIES

WHAT IS THE TOURISM INDUSTRY?

The tourism industry is a group of businesses that includes transportation, accommodation, food services, attractions, events, adventure & outdoor recreation, entertainment, trade sector and tourism services.

SCAN ME!



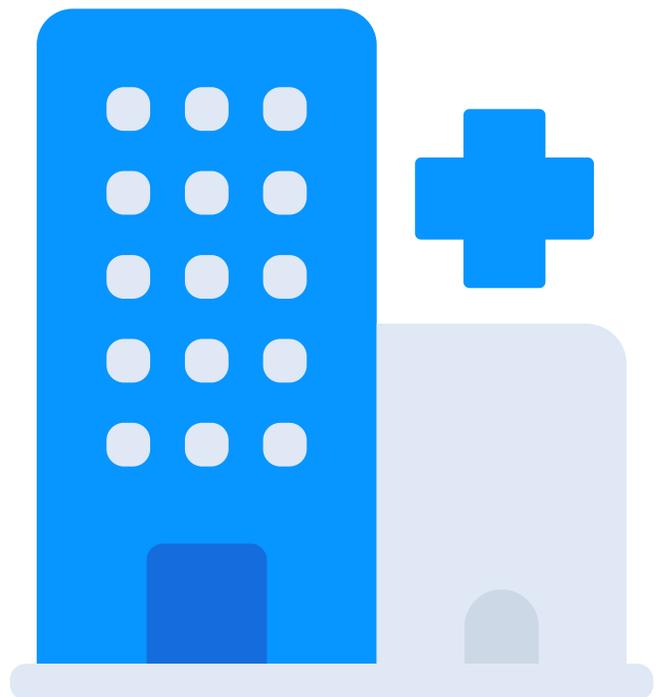
WHAT IS HOSPITALITY?

It is a term that implies whereby a guest who is away from home is welcomed by a host where basic necessities are provided such as food, beverages, and lodging

WHAT IS HOSPITALITY INDUSTRY?

Is an industry include a business entity of food, beverages, lodging, or a combination of these businesses to travelers during their stay in a destination

SCAN ME!



WHAT IS LEISURE?

Is the condition of having one time free from the demands of work or duty.

leisure is time spent away from business, work, job hunting, domestic chores, and education, as well as necessary activities such as eating and sleeping.

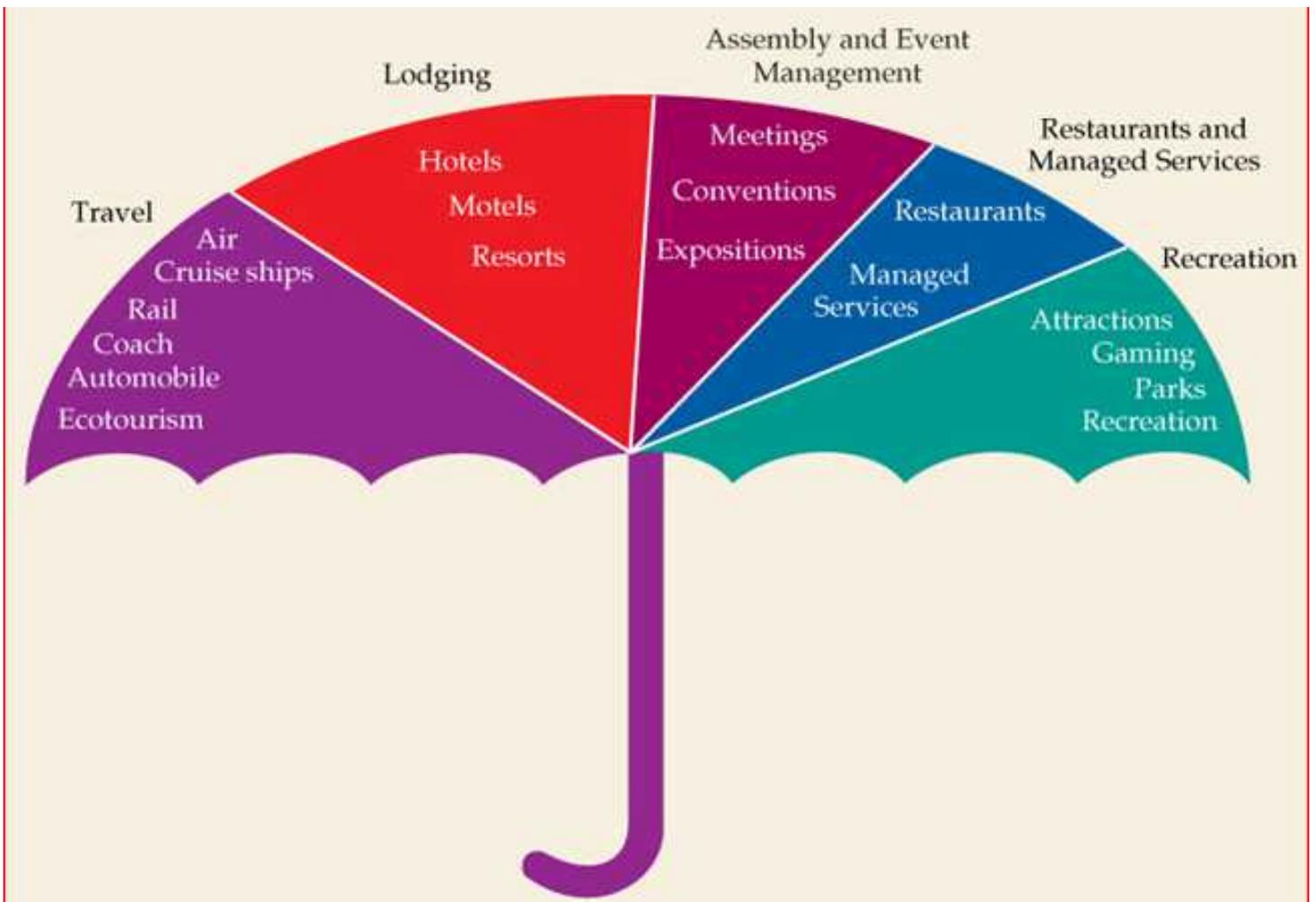


WHAT IS RECREATION?

Recreation refers to all those activities that people choose to do to refresh their bodies and minds and make their leisure time more interesting and enjoyable. Examples of recreation activities are walking, swimming, meditation, reading, playing games and dancing.



INTERRELATION BETWEEN TOURISM, HOSPITALITY, LEISURE, AND RECREATION



(A) Tourist

**(B) Tourist
Business
Providers**

**(C) Local
Government**

**INTERRELATIONSHIP
OF BASIC TOURISM
FACTORS**

**(E) Host
Community**

(D) Environment

The multiple factors that influence their selection of a destination.

(A) TOURIST

Their mode of travel, and their ultimate choice among the myriad activities that may fulfill their travel needs.

(A) TOURIST BUSINESS PROVIDERS



Trade sector



Transportation (movement of people)



Events



Tourism services



Adventure and outdoor recreation



Foodservice



Accommodation

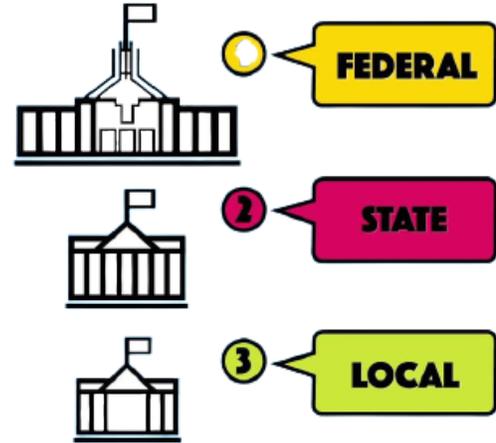


Entertainment



Attraction

(C) Local Government



Federal Government

- **National level:** represented by a national government tourism office. E.g.: The Ministry of Tourism, Art and Culture

State Government

- **State/Provincial level:** as the state/provincial government tourism office. E.g. : LADA, Tourism Selangor, Sabah Tourism Board

Environment

- **Culture** (a very permanent characteristic of a destination)
- **Infrastructure:** roads, sewage systems, communication networks, commercial facilities
- **Superstructure** – those facilities that have been developed especially to respond to the demands of visitors

(D) Environment

(E) Host

Community



- **Those who "belong" to the destination (its resident)**

- hotels
- restaurants,
- conference centers
- car rentals
- major attraction
- technology
- information
- government

TERMINOLOGIES IN THE TOURISM AND HOSPITALITY INDUSTRY



TOURIST

People who are traveling to and staying in places outside their usual environment for not more than one (1) consecutive year for leisure business and other purposes not related to the exercise of an activity remunerated from within the place visited



EXCURSIONIST

A traveler who spends less than twenty-four hours at a destination





VISITOR

All types of travelers engaged in tourism that a person goes somewhere that far from their home for visit places such as historical places etc.

TRAVELLER

Someone who is traveling or who travels often.

A person who moves around from place to place instead of living in one place for a long time





GUEST

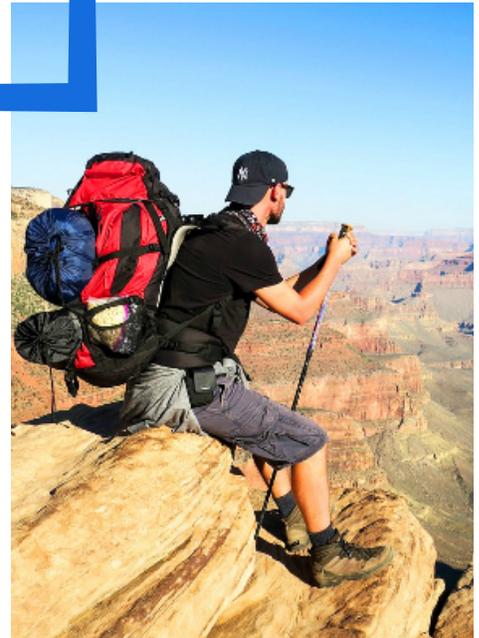
An often well-known person is invited to participate or perform in a regular program, series, as a substitute for a regular member or as a special attraction

HOST

a person who receives and entertains guests

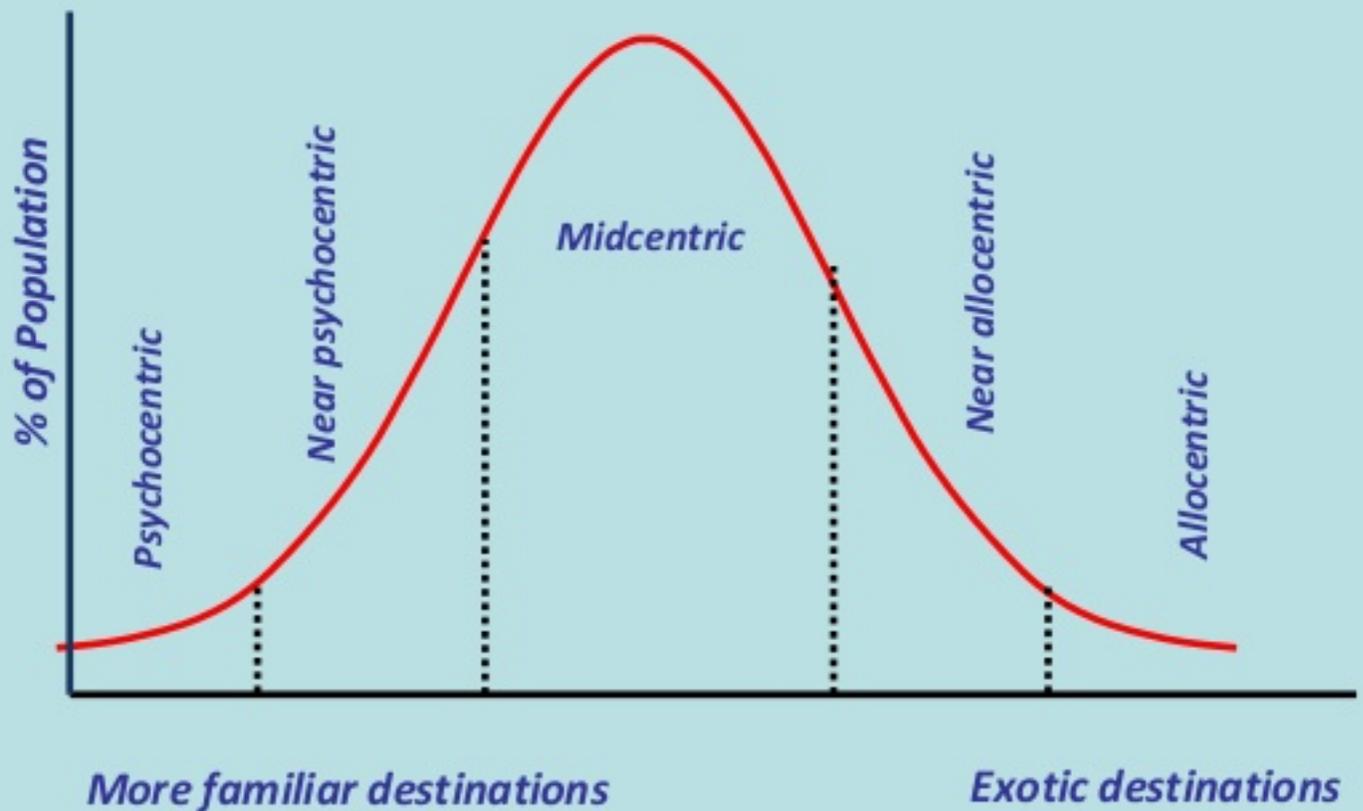
BACKPACKER

is a form of low-cost, independent travel. It includes the use of public transport, inexpensive lodging such as youth hostels; often a longer duration of the trip when compared with conventional vacations

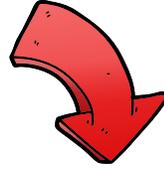


Tourist Typologies

Plog's Typology of Tourists



TOURIST TYPOLOGIES (3)



1. ALLOCENTRIC TRAVELLERS

- **Allocentric is a person extroverted in their adventure choices. An allocentric traveler is confident, curious, and often prefers traveling alone.**
- **Only 4% of the population is predicted to be allocentric in their traveling habits.**
- **Are motivated by educational and cultural motives, searching for the exotic, and even to sharpen perspectives.**



2. MID - CENTRIC TRAVELERS

- **The mid-centric traveler falls between the Allocentric and Psychocentric types. This is a person who isn't exceptionally adventurous but is still open to new experiences.**



3. PHYCHOCENTRIC TRAVELERS

- **Phychocentric is a person likely to choose familiar experiences in their travel decisions. The standard activity level of a Psychocentric traveler is low, with commonplace activities included in the schedule of events.**
- **People that choose all-inclusive packages for their travel experience.**

Inbound Tourism

means visits to a country by visitors who are not residents of that country

Outbound Tourism

means visits by residents of a country outside that country

FORM OF TOURISM

Internal Tourism

Which comprises domestic tourism and inbound tourism, that is, the activities of resident and non-resident visitors within the country of reference as part of domestic or international tourism trips.

Domestic Tourism

Domestic tourism involved trips made by local residents within their own country.

International Tourism

Which comprises inbound tourism and outbound tourism, that is, the activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of non-resident visitors within the country of reference on inbound tourism trips.

National Tourism

Which comprises domestic tourism and outbound tourism, that is, the activities of resident visitors within and outside the country of reference, either as part of domestic or outbound tourism trips

TYPES OF TOURISM

**Accessible
Tourism**

**Space
Tourism**

**History
Tourism**

**Industrial
Tourism**

Ecotourism

**Cultural
Tourism**

**Recreation
Tourism**

**Sport
Tourism**

**Shopping
Tourism**

**Dark
Tourism**

**Education
Tourism**

**Convention
Tourism**

**Disaster
Tourism**

**Gastronomy
Tourism**

**Agro
Tourism**

**Health
Tourism**

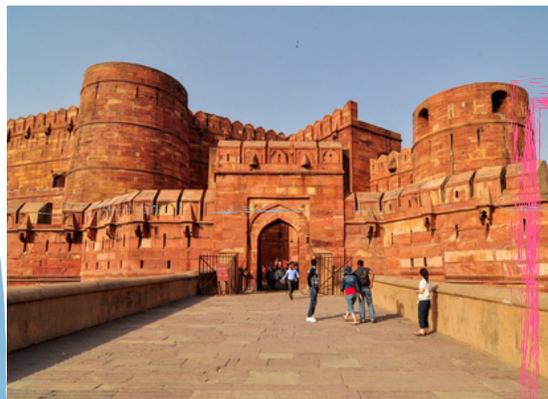
**Religious
Tourism**

**Business
Tourism**

HISTORY TOURISM

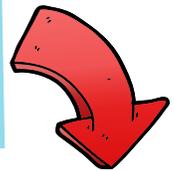
Tourism has also made use of history as historic sites .

Attract cultural tourists and collectors of iconic images



CULTURAL TOURISM

Cultural Tourism is a type of tourism that allows tourists to participate in local cultural activities, like festivals and rituals. As a result, the tourist can enjoy a genuine cultural exchange with the locals. specifically the lifestyle of the people in those :



- I. Geographical areas**
- II. History of those people**
- III. Their art**
- IV. Architecture**
- V. Religion**



ECOTOURISM

Is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas.

Means responsible travel to natural areas, conserving the environment, and improving the well-being of the local people.



RECREATION TOURISM

Recreation refers to all those activities that people choose to do to refresh their bodies and minds and make their leisure time more interesting and enjoyable.

Examples of recreation activities are walking, swimming, meditation, reading, playing games and dancing.



SPORT TOURISM

Refers to the experience of travel to engage in or view sport-related activities.



Three (3) types of Sport Tourism :

- 1) Sports Event Tourism**
- 2) Active Sport Tourism**
- 3) Nostalgia Sport Tourism**



SHOPPING TOURISM

Shopping Tourism can be part of the travel experience or the primary focus of travel, major motivations for a leisurely travel trip. The art of shopping while traveling is diverse.

It includes duty-free shopping in airports; purchasing luxury goods etc.

SCAN ME!



CONVENTION TOURISM

Convention Tourism gathers individuals who meet at an arranged place and time in order to discuss or engage in some common interest. The most common conventions are based upon industry, profession, and fandom.



EDUCATIONAL TOURISM

Educational Tourism could be referred to as an approach for pursuing education

Carrying out research activities and knowledge acquisition.



AGROTOURISM

Agriculturally based operation or activity that brings visitors to a farm

It includes a wide variety of activities, including buying produce direct from a farm stand, navigating a corn maze, picking fruit, feeding animals, or staying at a bed and breakfast (B&B) on a farm



GASTRONOMY TOURISM

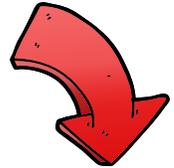
Is a type of tourism that is based on visiting food producers, food festivals, restaurants and special places to taste a special type of food

to watch the food being produced or to eat food cooked by a famous chef, and today it is quite popular



HEALTH TOURISM

Health Tourism is a journey that focuses on medical treatments and the use of healthcare services :



- 1) Hospitalization**
- 2) Treatment**
- 3) Medical Investigation**
- 4) Change in Medical**



RELIGIOUS TOURISM

Commonly referred to as faith tourism

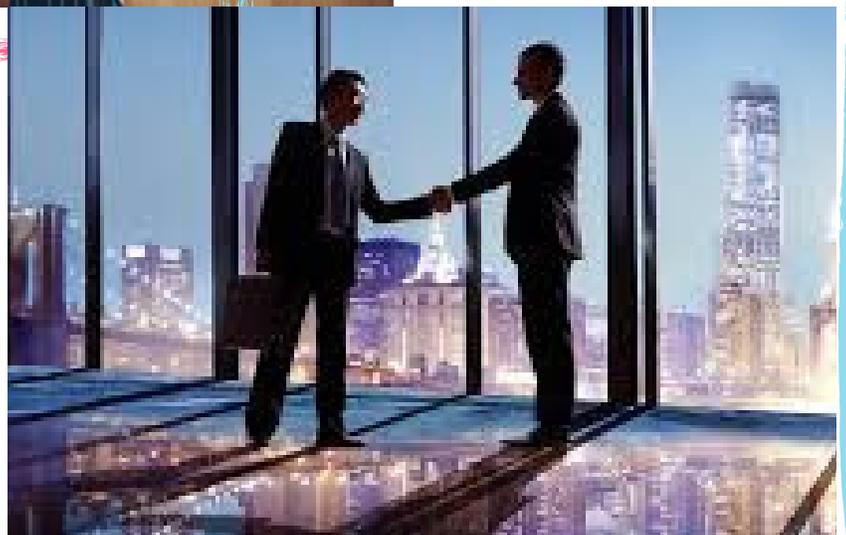
Where people travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes



BUSINESS TOURISM

Business tourism or business travel is a more limited and focused subset of regular tourism during business tourism (traveling)

Individuals are still working and being paid .



ASSESSMENT



REVIEW QUESTIONS?

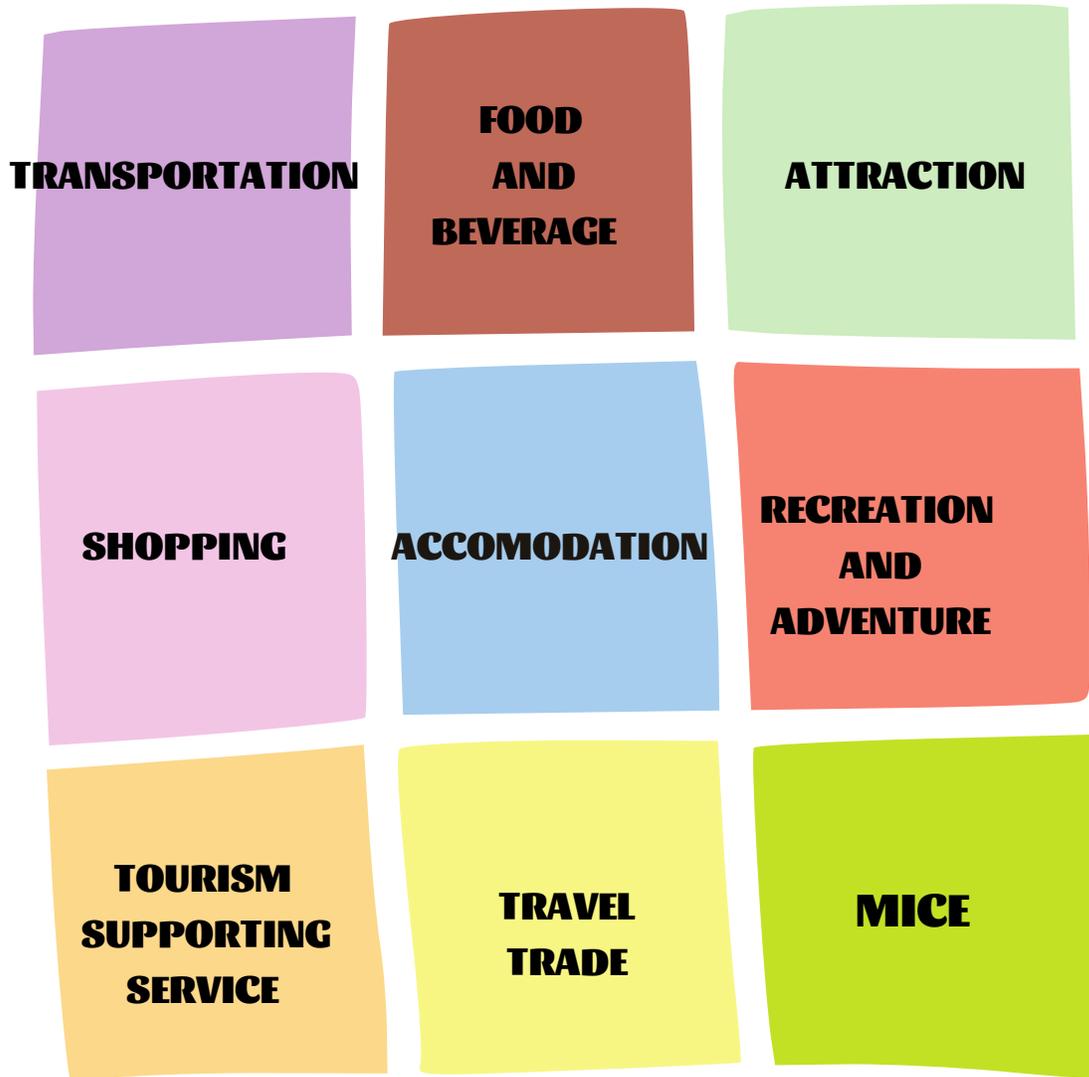
- 1) Define tourism and distinguish tourist from other traveler.**
- 2) What is the tourism industry?**
- 3) Explain the reasons why people engage tourism.**
- 4) Distinguish between inbound and outbound tourism, citing examples.**
- 5) Distinguish between tourist and excursionist.**
- 6) Discuss Plog's Typology of Tourist**
- 7) Explain the types of tourism using suitable examples.**

CHAPTER 2



SECTORS OF TOURISM AND HOSPITALITY

SECTORS OF TOURISM AND HOSPITALITY



TRANSPORTATION



By Air

Suitable for the long journey / far destination

To save time & but high cost

By Ground / Land

Suitable for a short , close local destination that have railway or highways chain.

More cheaper compare to air transport.

Example :Train, car, bus, motorbike, truck, trailer, and other.

By Water

Take a longer time to compare to land transportation.

Passengers can enjoy the sea view during the journey.

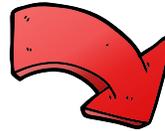
Bring the tour from one destination to another destination

Examples: Ships, Cruise Ship, A Submarine, Jet Ski, Canoe, Ferry, Yacht, Boat.

ACCOMMODATION

Tourists spend more than 24 hours in a place away from home.

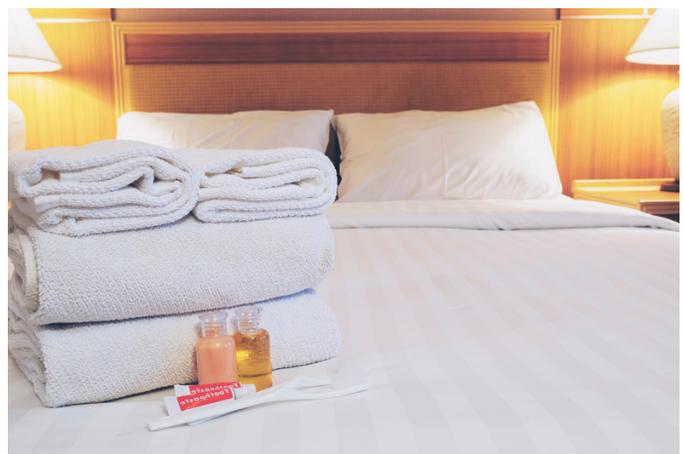
They need somewhere to sleep, relax t and store their luggage



Types of accommodations :

- **Hotel:** categorized by “star” rating.
- **Resort:** Closely related to nature and environment.
- **Chalet:** A detached unit, build near seashore/beach.
- **Other accommodation:** Guesthouse, apartment, villa, caravan

SCAN ME!



FOOD AND BEVERAGE

**Provide street hawkers
and food court**

**Provide food and
beverages service to
customers.**

**Example:
Restaurant, café, bar, fast food
night markets, etc.**

SCAN ME!



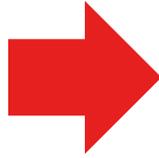
SHOPPING

Activity in which customer browse the available goods or services presented by one or more retailers with the potential intent to purchase a suitable selection

SCAN ME!



RECREATION AND ADVENTURE



Recreation word comes from " RECREARE "

Refreshment of strength and spirit.

**Enjoy a wide variety of activites to
keep fit**

To add excitement to their life

**To fulfill leisure time from work and have
fun with family and friends**

SCAN ME!



TOURISM

SUPPORTING SERVICES

Activities provide recreational equipment renting service.

E.g. : Tourist needs diving equipment and boat for scuba diving activities

Tourism service :

- **Retails service**
- **Financial service**
- **Tourism educators**
- **TIC**
- **Banking center**

SCAN ME!



TRAVEL TRADE

Collective term for Tour operators, wholesalers and travel agents.

These typically include:

- **Tour Operators**
- **Coach Operators**
- **Wholesalers**
- **Professional Conference Organizers**
- **Destination And Event Management Companies**
- **Travel Agents.**

Influence buyers in the travel trade and business tourism sector to encourages these buyers to bring business to a particular place.

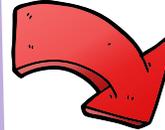
SCAN ME!



Meeting, Incentive, Conference and Exhibition (MICE)

Include all commerce, exhibition, and convention activities.

Attract world and Asian tourists to visit Malaysia.



Example :

- **LIMA**
- **OIC Convention**
- **ASEAN Summit**

Attract world and Asian tourists to visit Malaysia

**MICE center in Malaysia :
PWTC, MITC , KLCC , PISA , PERSADA JOHOR ,
MATRADE Exhibition and Conventing Centre.**





MEETING

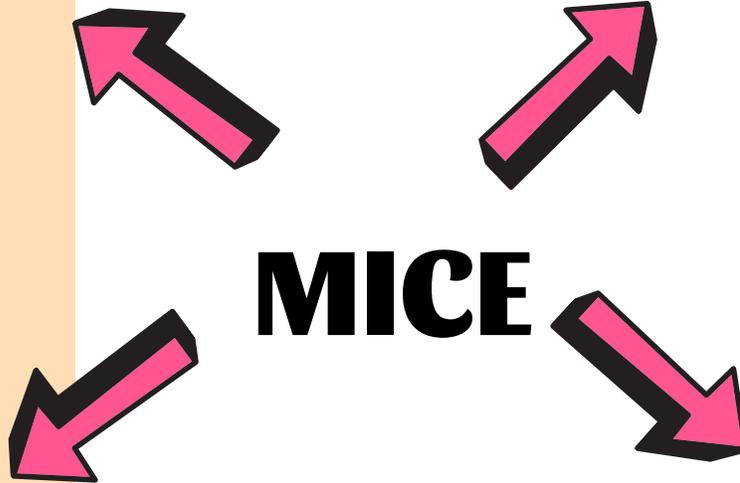
- **Develop teamwork & friendly**
- **Eg: World Economic Forum Meeting**



INCENTIVES

- **As reward or gift to employees**
- **Eg: trip or company annual dinner**

MICE



CONVENTIONS

- **One group of people that move to some destination & have objectives.**
- **Putra World Trade Kuala Lumpur
Kuala Lumpur Convention Center**



EXHIBITIONS

**Food Display,
KL International Book Fair
LIMA**

ASSESSMENT



REVIEW QUESTIONS ?

- 1) Write in brief the sectors of tourism and hospitality industry.**
- 2) Discuss three (3) types of transportation.**
- 3) Explain the elements of MICE.**
- 4) Why do tourists need accommodation?**
- 5) What are the elements of the travel trade?**
- 6) What is tourism supporting services, citing examples.**

CHAPTER 3

ORGANISATIONS IN THE TOURISM AND HOSPITALITY INDUSTRY

ROLE OF INTERNATIONAL ORGANISATIONS

United Nation World Tourism Organization (UNWTO)

International Air Transport Association (IATA)

ASEAN Tourism Association (ASEANTA)

ROLE OF NATIONAL ORGANISATIONS

Ministry of Tourism, Arts, and Culture (MOTAC)

Malaysian Association of Tour and Travel Agents (MATTA)

Malaysian Association of Hotel (MAH)

Malaysian Budget Hotel Association (MYBHA)

Malaysian Tourist Guides Council (MTCC)

Chef Association of Malaysia (PCA)

ROLE OF REGIONAL ORGANISATIONS

Pacific Asia Travel Association (PATA)

DEPARTMENTS AND AGENCIES UNDER MOTAC

**MALAYSIAN HANDICRAFTS
DEVELOPMENT CORPORATION**

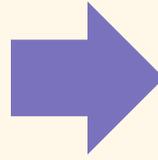


**ACADEMY OF ARTS, CULTURE AND
NATIONAL HERITAGE**

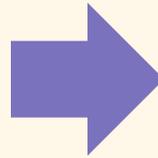
PALACE OF CULTURE



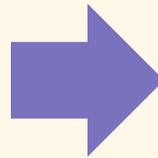
**NATIONAL DEPARTMENT OF
CULTURE AND ARTS
(JKKN)**



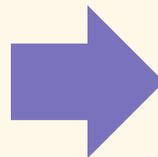
**NATIONAL HERITAGE
DEPARTMENT**



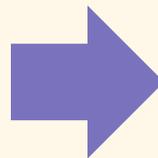
**NATIONAL MUSEUM
DEPARTMENT**



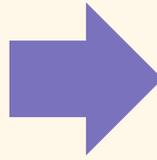
**MALAYSIAN CONVENTION
&
EXHIBITION BUREAU**



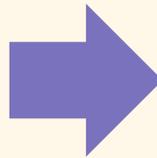
NATIONAL ARCHIVES



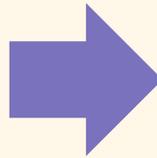
**NATIONAL LIBRARY
OF MALAYSIA**



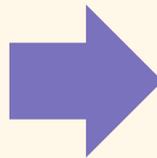
**NATIONAL VISUAL ARTS
DEVELOPMENT AUTHORITY**



**ISLAMIC TOURISM
CENTER**



**SERI MALAYSIA
HOTEL CHAIN**



**MALAYSIAN TOURISM
PROMOTION BOARD @ TOURISM MALAYSIA (TM)**



- **Stimulate and promote tourism to and within Malaysia**
- **Invigorates, develop and market Malaysia internationally and domestically as a tourist local point**
- **Coordinate all marketing or promotional activities relating to tourism conducted by any organization government or non-governmental agency**

ROLE OF INTERNATIONAL ORGANISATIONS

A) United Nation World Tourism Organization (UNWTO)



FUNCTIONS OF UNWTO



Promoting the development of responsible, sustainable and universally accessible tourism



Paying particular attention to the interests of developing countries



Implementation of the global code of ethics for tourism



Maximize the positive economic, the social-cultural effect of tourism and minimizing negative social and environment impacts

B) International Air Transport Association (IATA)



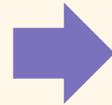
FUNCTIONS OF IATA



To provide a safe and secure transportation



To represent, lead and serve the airline industry



Act as a price setting body for international airforce



Airline rules and regulation defined by IATA



Pivotal in the worldwide accreditation of travel agents

C) ASEAN Tourism Association (ASEANTA)



FUNCTIONS OF ASEANTA



Foster and maintain the best of relationship among the ASEAN countries and their people



Encourage support to help develop tourism into land within the ASEAN region



Strive towards the attainment of the highest standards of service and facilities for travel for travelers and tourist



Foster and maintain the best of relationship among the ASEAN countries and their people



Uphold the dignity and ethic of the tourism business and to strive towards

ROLE OF NATIONAL ORGANISATIONS

A) Ministry of Tourism, Arts And Culture (MOTAC)



FUNCTIONS OF MOTAC



To enhance the synergy & cooperation among the tourism and culture industry to making Malaysia is the preferred tourist & culture destination



To promote Malaysia uniqueness in arts, culture, and heritage as the main catalyst for growth in tourism and culture



To strengthen the arts, culture and heritage towards enhancing national unity based on the national cultural policy



To develop knowledgeable, skilled, creative, and innovative human capital in tourism and culture sectors



To strengthen the tourism and culture sectors toward empowering the nation economy

B) Malaysian Association of Tours and Travel Agents (MATTA)



FUNCTIONS OF MATTA



To encourage the highest standards of business conduct within the trade



To develop friendship and common the purpose among the members of the tourist and travel industry



To promote the interest of the travel and the tourist industry in Malaysia



To unite, supervise and coordinate the activities of the members



To adjudicate and settle any differences which arise between members whenever both parties request arbitative concerned

C) Malaysian Association of Hotel (MAH)



FUNCTIONS OF MAH



To protect the interest of all members and secure mutual advantages



To plan & organize projects that will enhances productivity in the hotel industry



Act as the voice of the industry working as one body



To foster cooperation between hotels and similar business



Established by a group of concerned and dedicated hotel to bring about more dynamic

D) Malaysian Budget Hotel Association (MYBHA)



FUNCTION OF MYBHA



To promote excellent service and skills among employees of the members for long term benefits of members



To foster a culture of interactive sharing of information among members for long term benefits of the members



To promote good business ethics and standards among members



To promote good relationships between the association and the government and public in general



To make representation to the relevant government agencies, authorities, and parties on behalf of the members

E) Malaysian Tourist Guides Council (MTGC)



FUNCTIONS OF MTGC



**To share information as
an e-economy**



**To organize trips and
training program in and
out of Malaysia**



**To develop a strong inter-
personal relationship
between tourist guide and all
related principles**



**To organize social activities
among the members**



**To reflect the ideals
of tourism**

F) Chef Association Malaysia (PCA)

FUNCTIONS OF PCA



**To bring together the culinary professional ,
create links of friendship and professional
cooperation**



**Non - profit organization representing the voice
and image of Malaysian chefs as professionals
to public and government**



**To promote and improve the art of cooking well to uphold and
enhance the image of chefs in Malaysia, both locally and
internationally, on promoting the heritage Malaysia and food
product**



**Represent members in the industry between
restaurant, public, institutions, and hotels**



**A member of the World
Association of Chefs Societies**

ROLES OF REGIONAL ORGANISATIONS

A) Pacific Asia Travel Association (PATA)



FUNCTIONS OF PATA



A membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry



To enhance sustainable growth, value, and quality of travel and tourism to form and within the region

SCAN US FOR MORE INFO



ASSESSMENT

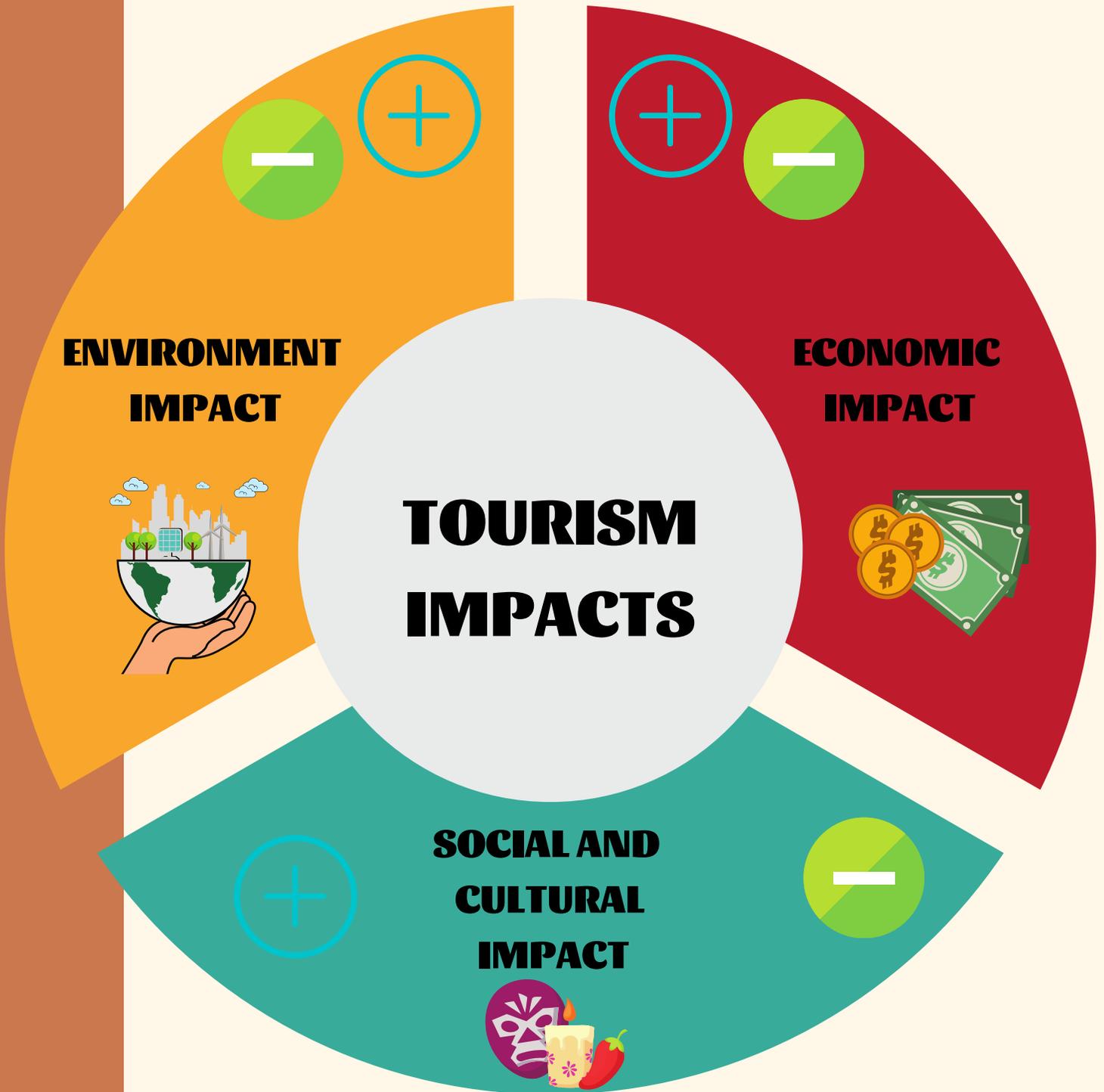


REVIEW QUESTIONS?

- 1) List down three (3) types of organizations?**
- 2) What are the functions of MOTAC?**
- 3) List down the departments and agencies under MOTAC.**
- 4) What is UNWTO?**
- 5) Write briefly about IATA, providing examples?**
- 6) Write about Malaysia Association of Tours and Travel Agents (MATTA).**
- 7) Distinguish between MyBHA and MAH.**

CHAPTER 4





POSITIVE ECONOMIC IMPACTS



- **Contributes to income and standard of living**
- **Improves local economy**
- **Increases employment opportunities**



- **Improve investment, development and infrastructure spending**
- **Increases tax revenues**
- **Improves public utilities infrastructure**



- **Increase opportunities for shopping**
- **Direct, Indirect, Induced spending**
- is widespread in the community
- **Improves transport infrastructure**



- **Creates new business opportunities**



NEGATIVE ECONOMIC IMPACTS



- Increases the price of goods and services
- Increases the price of land and housing
- Increase cost of living
- Jobs may pay low wages



- Increase potential for imported labour
- Cost for additional infrastructure (e.g water, sewer, power, fuel, medical, etc)
- Profit may be exported by non-local owners



- Increases road maintenance and transportation systems costs
- Seasonal tourism creates high-risk, under or unemployment issues

POSITIVE ENVIRONMENTAL IMPACTS



- **Protection of selected natural environments or prevention of further ecological decline**



- **Preservation of historic buildings and monuments**



- **Improvement of the area's appearance (visual and aesthetic)**



- **A 'clean' industry (no smokestacks)**



NEGATIVE ENVIRONMENTAL IMPACTS



- **Pollution (air, water, noise, solid waste and visual)**
- **Loss of natural landscape and agricultural to tourism development**
- **Water shortages**



- **Loss of open space**
- **Destruction of flora and fauna (including collection of plants, animals, rocks, coral, or artifacts by tourists)**



- **Degradation of landscape, historic sites and monuments**
- **Disruption of wildlife breeding cycles and behaviour**

POSITIVE SOCIAL AND CULTURAL IMPACTS



- **Improve quality of life**
- **Facilitates meeting visitors (educational experience)**



- **Positive changes in value and customs**
- **Promotes cultural exchange**



- **Improve understanding of different communities**
- **Preserves cultural identity of host population**



- **Increase demand for historical and cultural exhibits**
- **Greater tolerance of social differences**
- **Satisfaction of psychological needs**



NEGATIVE SOCIAL AND CULTURAL IMPACTS



- **Excessive drinking, alcoholism, gambling**
- **Increased underage drinking**
- **Crime, drugs, prostitution**
- **Increased smuggling**



- **Language and cultural effects**
- **Unwanted lifestyle changes**
- **Displacement of residents for tourism development**



- **Negative changes in values and customs**
- **Family disruption**
- **Exclusion of locals from natural resources**
- **New cliques modify social structure**

MULTIPLYING EFFECTS



A measure of the subsequent income generated in a destination's economy by direct tourist expenditure



Money is added to an area when someone from outside its borders buys a good or service produced within the area



In addition, this new money are present generating additional value



Tourism is usually a very good source of new money for an area because visitors travel to the area and 'leave' their money behind as they buy goods and services during their visit

MULTIPLYING EFFECTS OF TOURISM AND HOSPITALITY

DEFINITION

- ★ **A measure of the subsequent income generated in a destination's economy by direct tourist expenditure.**
- ★ **Money is added to an area when someone from outside its borders buys a good or service produced within the area.**
- ★ **In addition, this new money to the area is respent, generating additional value.**
- ★ **Tourism is usually a very good source of new money for an area because visitors travel to the area and 'leave' their money behind as they buy goods and services during their visit.**

**Tourist
Multiplying
Effect**



Encourages growth in the primary and secondary sectors of industry.

It helps to create jobs directly and indirectly.

**Types of
Multiplying Effects**



- 1. Income**
- 2. Employment**
- 3. Output**
- 4. Government revenue**
- 5. Sales transactions**

TYPE OF MULTIPLYING EFFECTS



1. Income

- It measures the additional income created in the economy as a consequence of the increased tourist expenditure.

2. Employment

- It measures the total amount of employment created by an additional unit tourism expenditure.

3. Output

- It related the amount of additional output generated in the economy as a consequence of an increase in tourist expenditure.

4. Government revenue

- It measures the impact on government revenue as a consequence of an increase in tourist expenditure.

5. Sales transactions

- An increase in tourist expenditure will generate additional business revenue.

THE MULTIPLIER MEASURES THREE LEVELS OF INCOME :



DIRECT

The first round of spending by visitors in the destination area.

Eg: Number of employees are increase & the wages paid to restaurant employees due to tourist having their meals at premise.

INDIRECT

The second round of expenditures by businesses who receive the first round of visitor spending. *Eg: F&B purchasing is increased from the supplier by the restaurant. In turn, the supplier needs to increase his/her purchase. These 'ripple effects' are all indirect effects from tourist expenditures expenditures.*

INDUCED

Other increases in economic activity, employment, taxes, etc. generated within the area's economy at large due to the existence of tourism. *Eg: The community will see higher health care expenditures because the number of residents is increasingly drawn to the area of employment in the tourism industry.*

What is sustainable tourism

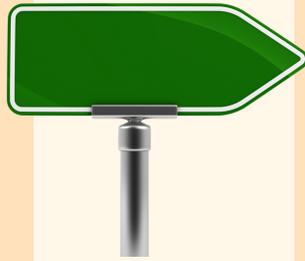


All forms of tourism development, management, and operations that maintain the environmental, social, and economic integrity and wellbeing of natural, built and cultural resources.

World Tourism Organization (2000)

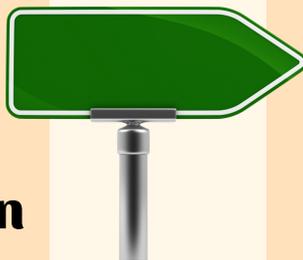


Challenges of Sustainable Development



- **Energy and greenhouse gas (GHS) emissions**
- **Water consumption**
- **Waste management**
- **Effective management of cultural heritage**

Opportunities of sustainable management practice in a green economy



- **Sizing and growth of the sector**
- **Changing consumer patterns**
- **Maximizing potential for addressing local development and poverty reduction**

SCAN US FOR MORE INFO



ASSESSMENT



REVIEW QUESTIONS ?

- 1) What do we mean by multiplying effects?**
- 2) Give types of multiplying effects.**
- 3) Describe the Direct, Indirect, and Induced impact.**
- 4) Explain the positive social and cultural impact.**
- 5) Explain the negative environmental impact.**
- 6) Discuss the positive and negative economic impact.**
- 7) Define sustainability.**
- 8) Give a brief account of the challenges of sustainable tourism.**

CHAPTER 5



DEFINITION OF ISLAMIC TOURISM



Islamic tourism as a purposeful tourism since tourists should pursue goals that are based on humanitarian principles. Tourists may also seek pleasure and giving thanks. The purpose of travel is to appreciate the greatness creations of God whereby hosts and guests are repeatedly enjoined to support Fi-Sabilillah with controlled activities (prohibit gambling, no pork consumption, eating during Ramadhan and provision against khalwat)

Din (1989)



Its mean "Religious Tourism" (visiting shrines all over the Islamic World) in narrow sense but in wide sense, it is the type of tourism that adheres to the values of Islam. Most of these values are shared with other religious and non-religious beliefs (for example the ethical code promoted by World Tourism Organization). It calls for respect for local communities and the local environment, benefiting the locals, decency and learning about other cultures.

Hassan (2007)



Islamic tourism is about satisfying tourists looking for a destination that can fulfill their needs without being offensive in any way.

Hamza, Chouhoud, & Tantawi (2012)



CONCEPT OF TOURISM IN ISLAMIC PERSPECTIVE

Systems that come from revelation are for the sake of harmony, justice, preservation and the well-being of human life

The first concept of Islamic tourism is the rububiyyah concept that emphasizes the nature of Allah SWT.

Keeping and fulfilling the needs of the living beings for the sake of happiness in the world and the Hereafter

Human being as the Caliph of Allah is a trustee who manifests the understanding in managing, administering and prospering

CONCEPT OF TRAVEL AND TOURISM FROM ISLAMIC PERSPECTIVE

1. Economic Concept

The expansion of tourism within the Muslim world, new tourist destinations and strengthening institutional and government cooperation within the Muslim world.

2. Cultural Concept

Focuses tourist's Islamic programs and presents Islamic heritage sites, which Muslim tourists can visit.

3. Conservative Religion Concept

The fundamental interpretations of Islam, including gender-segregated and alcohol-free venues.



MOTIVATION IN TOURISM ISLAMIC

**Destination
attributes can
make positive
image to raise
tourists to revisit
destination**

**Destination
attributes is an
essential tool to
achieve tourist's
satisfaction and
revisit intention**

**Destination attributes
is an essential tool to
achieve tourist's
satisfaction and revisit
intention**



FACTORS THAT MOTIVATE TRAVEL AND TOURISM IN ISLAM

1

**Spreading
Islam**

2

**Conduct of
worship and
enhance the
spiritual**

3

Relaxation

4

Perceived Risk

5

**Bond of
Sillaturrahim**

6

**Knowledge
Widening**

7

Technology

8

**Islamic
Facilities**



PRODUCT PACKAGE IN TOURISM ISLAMIC



Customer Segments

- **Demographic**
- **Travel purposes**



Marketing Mix

- **Product strategy**
- **Pricing strategy**
- **Promotion mix**
- **Distribution strategy**



Product/Service Sectors

- **Transportation**
- **Accommodation**
- **Activities**
- **Food services**
- **Travel services**



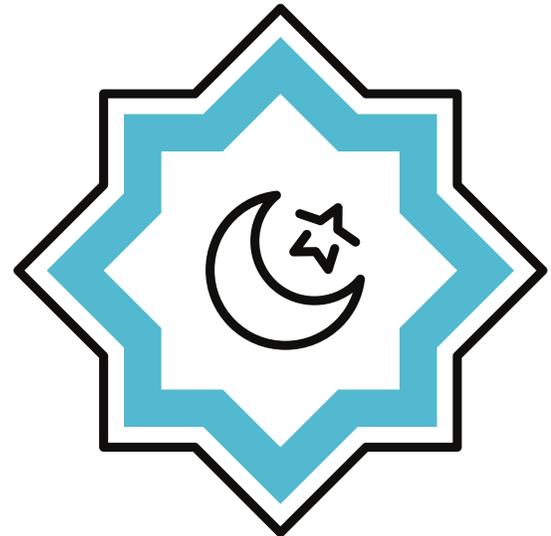
Industry Support Services

- **Training a consulting**
- **Industry media**
- **Financial services**
- **Government**

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ASSESSMENT



REVIEW QUESTIONS

- 1) What is Islamic Tourism?**
- 2) Explain the motivation of travel from Islamic perspective.**
- 3) What is the Islamic Tourism Concept?**
- 4) List down the factors and motivation of Islamic Tourism.**
- 5) Give an example of a product package in Islamic Tourism.**

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