



First Select

INTRODUCTION TO TOURISM

Date	Venues	(\$)Fees	Book your seat
21 Dec -25 Dec 2025	Kuala Lumpur	3300	Register Now

Objectives:

Upon completion of this course participants will excel in all the basics and principles of tourism industry.

Who should attend?


- Whom they are working in the field of. Tourism industry –with all- its activities. (Air lines – Travel agents – Tourist Transport – Tourist guidance)
- Who they are looking for working in Tourism.
- Whom they are working in the governmental Authorities related to Tourism (Arts- Environment ... etc)
- Who they are looking for knowledge.


Course Outline:


- History of Tourism
- Tourist concepts
- Tourism as industry
- Tourist Attractions
- Tourist destinations and the (five A's)
- Tourist activities and components
- Impacts of Tourism
- Economical impacts Economical development.
- Social impacts Social development
- Environmental impacts.
- Political impacts (Tourism and peace)
- International Tourism movement and its attitudes and trends
- Tourist organizations (Quick Reference)
- International organization.
- Regional.

WORKSHOP STYLE:

A mixture of short presentations, interactive discussion, individual exercises and group work. The emphasis throughout is on a practical approach using case material and examples.

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