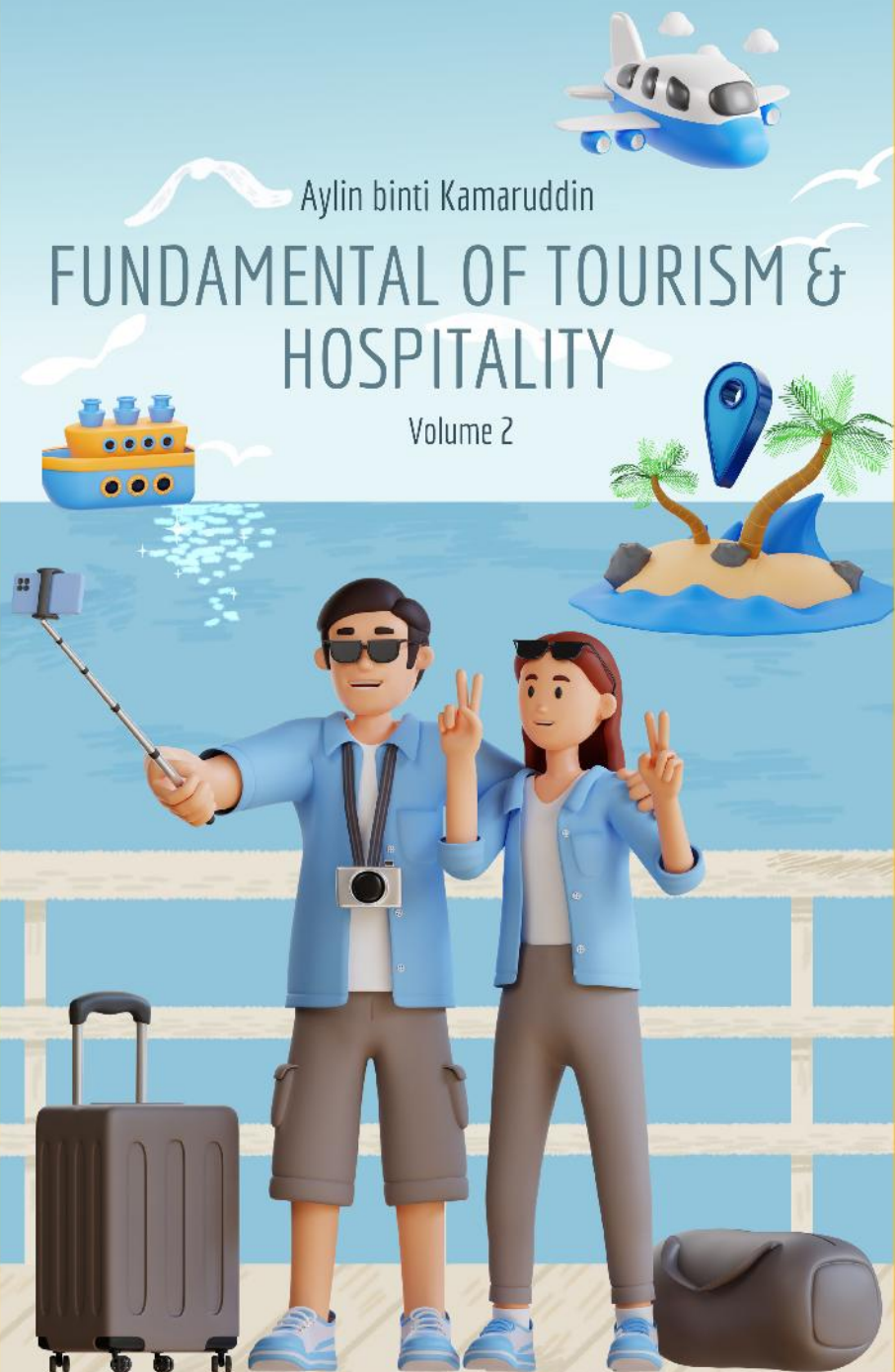


Aylin binti Kamaruddin

FUNDAMENTAL OF TOURISM & HOSPITALITY

Volume 2



Aylin binti Kamaruddin

FUNDAMENTAL OF TOURISM & HOSPITALITY

Volume 2

Second Edition 2024

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the Name of Allah, the Most Merciful, the Most Compassionate. Alhamdulillah all praises belong to Almighty Allah, the Lord of the worlds and prayers and peace be upon Muhammad His servant and messenger.

First and foremost, I would like to acknowledge our limitless thanks and gratitude to Allah, for His guidance and blessings by giving us the opportunity, courage and energy to complete this eBook, Fundamental of Tourism & Hospitality - Volume Two

I would like to express our deepest gratitude to Mr. Zaharizuan Azhar (Head of Department) and also a very special thanks to our family who have directly or indirectly supported in completing this e-book.

Aylin binti Kamaruddin



Preface

Tourism and hospitality are interconnected yet separate fields that encompass the provision of services and facilities to both travelers and patrons. Tourism is focused on creating and promoting attractive destinations and experiences, while hospitality is focused on offering comfortable and enjoyable accommodations and variety of food and beverages. The tourism and hospitality sector are the largest and diverse industry that includes various products and markets, such as transportation, lodging, food and beverage, recreation and a lot of attraction.

This e-book also includes activities to test student's understanding at the end of the reading. Therefore, I hope that this e-book will be beneficial for students and all readers. Hopefully, this e-book will contribute toward a better understanding of the Tourism and Hospitality Industry as a whole.

I am grateful for the opportunity to produce this book. I personally would like to thank the publisher, Penerbit PMM and e-learning teams of PMM for their support. Please do not hesitate to contact me for any suggestions or comments that could improve the content.





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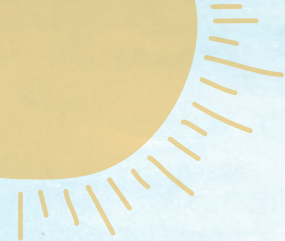
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CHAPTER ONE

IMPACT OF TOURISM & *HOSPITALITY*





What is the Impact of Tourism to the Host Community?

WORLD WIDE ECONOMY

A large industry generates a lot of money. Tourism appeals to countries hoping to improve their economic situation as cheaper travel and accommodation means more tourists.

ENVIRONMENTAL

Rio Earth Summit 1992; Concerns for the environment through human development around the globe. Tourism stakeholders take an active interest in the effects of tourism on the environment.

SOCIO CULTURAL

Tourism can have a positive and negative effect on the locals and their culture. It is important for socio-cultural impacts to be recognized as very important to tourism development

POLITICAL

Political involvement in policy making, relationship between neighboring countries and decision making in terms of planning and development of tourism



Balance of Payment

The difference between the amount of money leaving a country and the amount of money coming into the same country.

Direct employment
Directly involved in tourism e.g. hotel, travel agency

Employment

Indirect employment
Jobs in the tourism supply sector e.g. catering company providing food to an airline.

Induced employment
Created because of an increase wealth of the locals from tourism; locals spend more money in their local economy

WORLD WIDE ECONOMY POSITIVE IMPACT

Investment & Development

Public

- Government wants to develop a destination - invests in infrastructure (roads, airports, buildings etc.)
- make destination more appealing to tourists

Private

- TNCs or MNCs (Multinational Companies) invest at a destination in order to set up their own organizations there
- Can lead to other companies investing in the same area

Wages and salaries
Locals employed in the local area

Profits
Local businesses benefiting from tourist spending

Rent
Leasing accommodation to tourists and 'migrating' workforce

Tax
Value Added Tax (VAT); local or national tax gained from tourist spending

Income



Money spent on goods and services outside local economy

Importing goods means another economy is benefiting from spending e.g. bananas in the UK

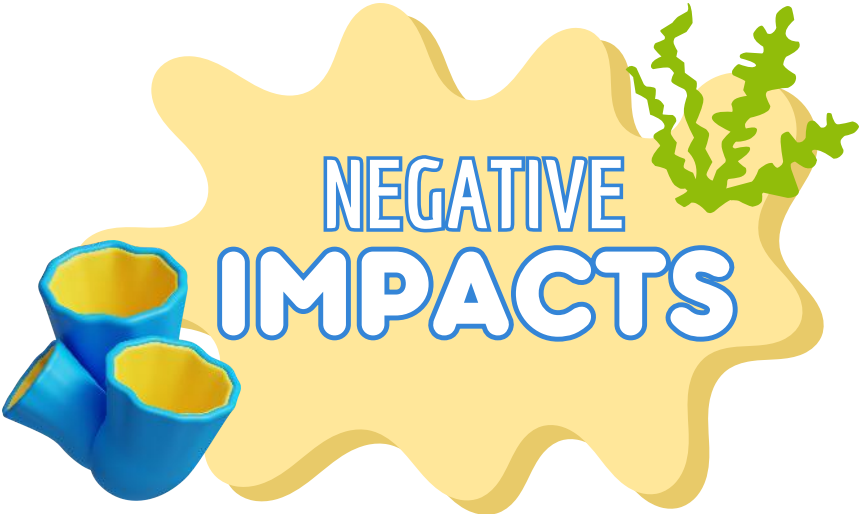
ECONOMY LEAKAGE

Also known as 'displacement effect'

Public money invested in tourism that is not invested elsewhere e.g. local infrastructure at another location

Cost-benefit analysis is the best way to minimize opportunity costs

OPPORTUNITY COST



NEGATIVE IMPACTS

INFLATION

Increase in demand leads to increase in inflation

Inflation = value and price of land, and products increases

Locals may not be able to afford to live in a particular area, local businesses may suffer

TOURISM DEPENDENCY

Some countries rely heavily on tourism in order to maintain the country's economy.

Occurs quite often in developing countries. If tourism suffers in a country, the whole economy will suffer as well.



Environmental Positive impacts

Conservation and preservation

- Can be done by 'zoning' areas of the natural environment e.g. national parks
- Strict guidelines to follow for developments, and visitors
- Built or man-made constructions can also be preserved
- Restricted access to certain areas

Environmental awareness

- Publics are more aware of environmental issues
- Private and public sectors are to inform consumers of the environmental impacts
- Hotels will inform customers of laundry process and how to save energy and water etc.

Enhancement of environment

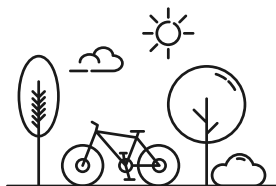
- Make an area look visually more beautiful to visitors
- Can involve cleaning areas, reforestation, installation of public spaces (e.g. public art)

Financial contributions

- Money directly given towards the environment can be from:
 - i. Park entrance fees
 - ii. Hunting and fishing fees
 - iii. Rental equipment fees etc.
- Used to pay for conservation and preservation of environmentally sensitive areas

Protection

- Conservation of environment (flora and fauna)
- Sustainable use of natural resources achieved through tourism and government involvement
- Energy efficient building, effective waste treatment removal, pollution prevention etc.





Environmental Negative impacts

Loss of Natural Habitats

On land (terrain)

- Flora and fauna displaced (moved) due to tourism construction
- F&F damaged in natural environment

Offshore (water-based, marine)

- Damage to fish and water pollution due to development in the water (e.g. marina development) or tourist activities in the water (e.g. water sports etc.) Coral reefs worldwide suffers from damages

Depletion of Natural Resources

Water resources

- Overuse of water for hotels, swimming pools, golf courses, personal use. Local population don't have enough water for their own needs.

Local resources

- Energy, food, raw materials are used excessively in tourism -> damages environment physically

Land Degredation

- Lands are destroyed due to tourist activities. Construction of facilities and attractions damage natural environment

Pollution

Air

- CO2 emissions (carbon dioxide) damage the air and affects the Ozone layer

Noise

- Traffic noise from vehicles
- Entertainment (bars and nightclubs)

Visual

- Littering
- Barren landscapes due to construction of tourism infrastructure

Water

- Tourist activities, development, waste disposal contaminates water – affects wildlife and humans



SOCIO CULTURAL

POSITIVE

Education & Training

- Provides opportunity for locals to learn new skills and qualifications
- Skills and qualifications are essential in tourism industry
- Staff training and development within organizations e.g. customer services, IT etc.

Enhanced Quality of Life

- Positive economic impacts of tourism affect the quality-of-life that the locals will experience
- Increase in tourist spending in tourist destination leads to an increase in disposable income for locals
- Public sector investment in an area can improve local infrastructure (roads, facilities)

Pride

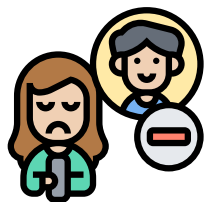
Increase in local pride as:

- More tourists will visit a destination and as investment increase to local area.
- Pride in local traditions, customs, culture, food, crafts, ceremonies etc.
- Can renew interest in host population's culture.

Socio-cultural Awareness & Peace

- Tourism allows people to understand and learn about new cultures and experiences
- Learning about a culture 'first hand' can increase a better understanding of different backgrounds and heritage
- Can benefit both the locals and the tourists





SOCIO CULTURAL

NEGATIVE

Demonstration Effect

Locals observe tourists and try to copy (emulate) them.

This can be in terms of:

- Behavior, culture, clothes, food etc.
- Leads to a loss of identity and culture
- 'Westernization' – western culture is favored over other local cultures

Economic

- Increase in prosperity within host population can lead to new social classes
- Can create tension between:
 - * Locals
 - * Locals and tourists
 - * Migrant workers and locals
- Resources become more expensive

Displacement

- Development of tourism areas can lead to an area becoming too expensive for locals to continue living there
- Lands that are required for constructions can also drive out the local inhabitants

Exploitation

- Employment opportunities may seem exciting to begin with but may become a negative socio-cultural impact
- Some companies may exploit (abuse) local populations for their own benefits through:
 - * Child labor
 - * Forced labor
 - * Cheap labor

Commodification

- Turning a product or service into something different in order to please the tourist
- Not representing the true culture of the locals
- Also known as 'staged authenticity'

Crime

- Tourists are 'easy targets' for thieves, pickpocket and scam crimes
- Tourists carry a lot of valuables when traveling
- Tourists may also become involved in illegal experiences. Prostitution and drugs etc.
- Tourists help to develop the illegal industries

IMPACTS POLITICAL



terrorism & security

Terrorism and conflicts can have a negative impact on tourism. The panic and fear felt by prospective tourists due to a terror attack can have a detrimental impact on an area, with a drop in visitation. The indiscriminate rise in terrorism poses a great threat to both international and domestic tourism, influencing and shaping tourists' travel risk perceptions and travel decision-making, and increasing security and safety concerns

RELIGIOUS INTOLERANCE

Religious intolerance can have a significant impact on tourism. Tourists may avoid visiting countries or regions where they feel their religious beliefs or practices are not respected or tolerated. This can lead to a decline in tourism revenue and negatively affect the local economy.

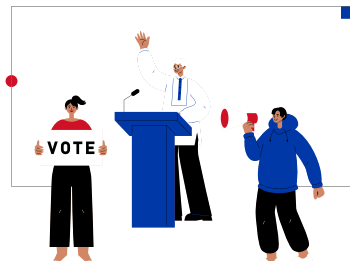
infrastructures

Infrastructure plays a vital role in travel and tourism competitiveness, serving as the arteries of the industry. Good infrastructure in a destination pulls demand for its products, and raises the attractiveness and competitiveness of a destination². Tourists usually expect facilities in their chosen destination to be comparable to what they enjoy at home.

AGGRESSIVE ADVERTISING CAMPAIGNS

In general, advertising can have a positive impact on tourism by increasing awareness of a destination, promoting its unique features, and attracting more visitors. However, if the advertising is too aggressive or misleading, it can have a negative impact on tourism by creating unrealistic expectations, damaging the destination's reputation, and discouraging visitors from returning.

IMPACTS POLITICAL



GOVERNMENTAL POLICIES

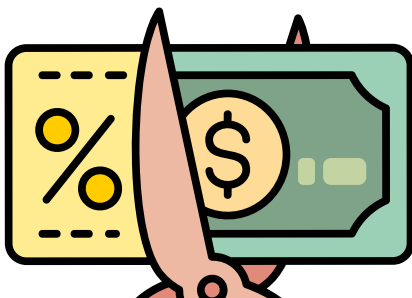
Governments can lift travel restrictions, work with businesses to access liquidity supports, apply new health protocols for safe travel, and help to diversify their markets. Governments can influence the delivery of hospitality and tourism products through regulation of commerce, business and real estate development initiatives, cultural and historic preservation strategies, and taxation policies.

TAX EXEMPTION

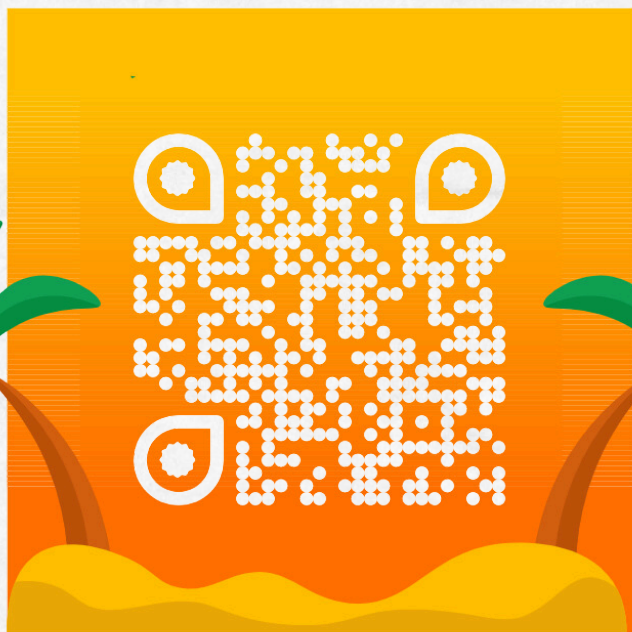
If a business or transaction is exempted from the state sales tax, it is also exempted from the tourism tax. Diplomatic tax exemption cards can be used to obtain exemption from sales taxes and other similarly imposed taxes on purchases of most goods and services, hotel stays, and restaurant meals in the United States

RELATIONSHIP WITH NEIGHBOURING COUNTRY

Politics can have a significant impact on the relationships between neighboring countries. Political decisions and actions can either strengthen or weaken the ties between countries. For instance, political tensions between two countries can lead to a breakdown in diplomatic relations, which can have a negative impact on trade, tourism, and other areas of cooperation. On the other hand, positive political relations can lead to increased cooperation and collaboration between countries, which can benefit both parties.



WATCH
NOW



The Impact of Tourism Video

It's quiz time!

Are you
ready?





True or False?

Tick the correct answer.

True False

Inflation is also known as 'displacement effect.'

☐☐

'Westernization' means western culture is favored over other local cultures.

☐☐

Exploitation involved are child labor, forced labor, cheap labor.

☐☐

Water pollution is when CO₂ emissions (carbon dioxide) damaged the air and affects the Ozone layer.

☐☐

Land degradation happened due to tourist activities. Construction of facilities and attractions damage the natural environment.

☐☐



True or False?

Tick the correct answer.

True False

Commodification is also known as 'staged authenticity'.

☐☐

Money leakage happens when money is spent on goods and services outside of the local economy.

☐☐

Company providing food to an airline is known as indirect employment.

☐☐

Coral reefs worldwide suffers from damages is one of the negative impacts in environment.

☐☐

Tax is a local businesses benefiting from tourist spending.

☐☐



MULTIPLE CHOICE QUIZ



DISPLACEMENT IS

- A. DEVELOPMENT OF TOURISM AREAS CAN LEAD TO AN AREA BECOMING TOO EXPENSIVE FOR LOCALS TO CONTINUE LIVING THERE.
- B. INCREASE IN PROSPERITY WITHIN HOST POPULATION CAN LEAD TO NEW SOCIAL CLASSES
- C. TURNING A PRODUCT OR SERVICE INTO SOMETHING DIFFERENT IN ORDER TO PLEASE THE TOURIST
- D. LOCALS OBSERVE TOURISTS AND TRY TO COPY (EMULATE) THEM.

TOURISM DEPENDENCY HAPPENED WHEN



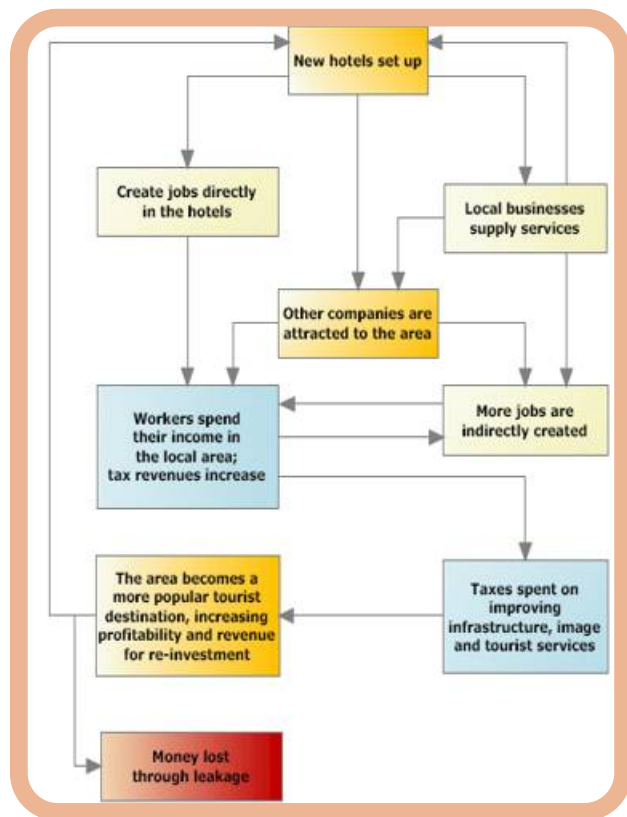
- A. AN AREA LOOK VISUALLY MORE BEAUTIFUL TO VISITORS
- B. TOURISTS CARRY A LOT OF VALUABLES WHEN TRAVELING
- C. SOME COUNTRIES RELY HEAVILY ON TOURISM IN ORDER TO MAINTAIN THE COUNTRY'S ECONOMY.
- D. FLORA AND FAUNA DISPLACED (MOVED) DUE TO TOURISM CONSTRUCTION

DEFINE BALANCE OF PAYMENT.

- A. PUBLIC MONEY INVESTED IN TOURISM THAT IS NOT INVESTED ELSEWHERE
E.G. LOCAL INFRASTRUCTURE AT ANOTHER LOCATION
- B. THE DIFFERENCE BETWEEN THE AMOUNT OF MONEY LEAVING A COUNTRY
AND THE AMOUNT OF MONEY COMING INTO THE SAME COUNTRY.
- C. OCCURS QUITE OFTEN IN DEVELOPING COUNTRIES. IF TOURISM SUFFERS IN
A COUNTRY, THE WHOLE ECONOMY WILL SUFFER AS WELL.
- D. TNCs OR MNCs (MULTINATIONAL COMPANIES) INVEST AT A DESTINATION
IN ORDER TO SET UP THEIR OWN ORGANIZATIONS THERE



MULTIPLYING EFFECT OF TOURISM AND HOSPITALITY IN INDUSTRY



- Money spent in a hotel helps to create jobs directly in the hotel, but it also creates jobs indirectly elsewhere in the economy. The hotel, for example, has to buy food from local farmers, who may spend some of this money on fertiliser or clothes. The demand for local products increases as tourists often buy souvenirs, which increases secondary employment.
- The multiplier effect continues until the money eventually 'leaks' from the economy through imports - the purchase of goods from other countries.





MULTIPLYING EFFECTS

Concepts

Employment

- The employment multiplier effect is a phenomenon where the creation of new jobs in an area can lead to further job creation in the same industry or other sectors, through increased demand for local goods and services.

Income

- The multiplier effect is an economic term that refers to the proportional amount of increase or decrease in final income that results from an injection or withdrawal of capital.
- In other words, it measures the impact that a change in economic activity, such as investment or spending, will have on the total economic output of something.
- The most basic multiplier used in gauging the multiplier effect is calculated as the change in income divided by the change in spending

Government Revenue

- The government multiplier effect is a macroeconomic concept that refers to the theory that government spending intended to stimulate the economy causes increases in private spending that additionally stimulates the economy.
- The multiplier effect is exploited by governments attempting to use fiscal stimulus policies to increase the general level of economic activity. The multiplier effect indicates how monetary injection into an economy results in a proportional increase in national income.

Sales or Transaction

- This is when the number of sales or transactions made increases. These can be directly involved with the tourism industry (i.e. selling hotel rooms) or indirectly involved (i.e. increased sales of produce (that will later be used to feed the tourists) at the local farmers market).

Output

- Output Multipliers are ratios that express the change in direct and indirect output to the direct output change due to a unit increase in final use.
- They are used to calculate the additional outputs manufacturing and nonmanufacturing must produce in order to have one more unit of nonmanufacturing output available for sale to final demand



SUSTAINABLE TOURISM



Sustainable tourism is a kind of tourism that has more benefits than negative impacts, especially relating to the environment, the economy and communities. It refers to a level of tourism activity that can be maintained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.

"Sustainable Development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs."



importance

- Provides more enjoyable experiences for tourists
- Generates greater economic benefits for local people
- Involves local people in decisions that affect their lives and life chances
- Engenders respect between tourists and hosts

Activities

- guidelines, recommendations, good practices
- conferences, seminars, workshops, networking
- technical assistance advisory on sustainable tourism issues.

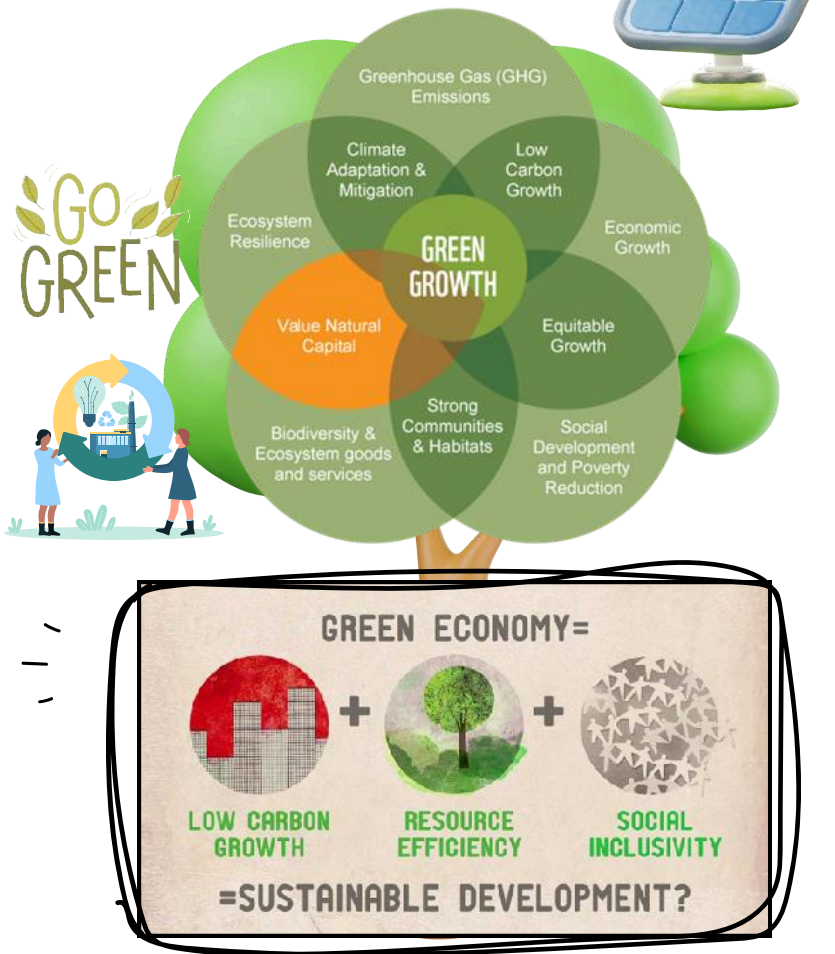


Principles

- Using resources sustainably.
- Reducing over-consumption and waste.
- Maintaining biodiversity.
- Integrating tourism into planning.
- Supporting local economies.
- Involving local communities.
- Consulting stakeholders and the public.
- Training staff.
- Marketing tourism responsibly.
- Undertaking research.



SUSTAINABLE MANAGEMENT PRACTICES IN GREEN ECONOMY



An economy that aims at reducing environmental risks and ecological scarcities, and that aims for sustainable development without degrading the environment. It is closely related with ecological economics but has a more politically applied focus.

The role of Green Economy, Sustainable Consumption and Production and Resource Efficiency for Sustainable Development: Sustainable Consumption and Production aims to improve production processes and consumption practices to reduce resource consumption, waste generation and emissions across the full life cycle.

Challenges

CHALLENGES OF SUSTAINABLE MANAGEMENT IN A GREEN ECONOMY

Energy & Greenhouse Gas (GhG) Emissions

- The largest source of greenhouse gas emissions from human activities is from burning fossil fuels for electricity, heat, and transportation.
- This includes activities such as using gasoline for transportation, non-renewable electricity production, oil and gas production, and heating and cooling of buildings.

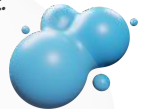


Waste Management

Includes inadequate financing, poor infrastructure and technology, lack of public awareness on good sanitary practices, inadequate legal and regulatory framework.

Water Consumption

The lack of integration of water in the development agenda and minimal investments in water are putting a serious brake on social and economic development in emerging economies while adversely impacting the most vulnerable groups and our environment.



Biodiversity Management

- Biodiversity is under serious threat as a result of human activities. The main dangers worldwide are population growth and resource consumption, climate change and global warming, habitat conversion and urbanization, invasive alien species, over-exploitation of natural resources and environmental degradation.
- The biodiversity of an ecosystem contributes to the sustainability of that ecosystem. Higher/more biodiversity = more sustainable. Lower/less biodiversity = less sustainable.

Effective Management of Cultural Heritage

- Sustainable development—meeting the world's current needs by using what we already have, so that it will not compromise the resources of future generations—has important implications for the environmental, economic, and social well-being.
- The key challenge for attaining sustainability is to focus management on a participatory approach, which ensures public participation in the process.





OPPORTUNITIES OF SUSTAINABLE MANAGEMENT IN A GREEN ECONOMY

Sizing & Growth of Sector

- Defined as the sector of the economy that produces goods and services with an environmental benefit—remains a compelling aspiration and an enigma.
- More job opportunities created.

Changing Consumer Patterns

Studies of green consumer behavior, in particular purchasing and disposal, have largely focused on demographics and/or socio-demographics, with mixed and frequently contradictory results.

Maximizing Potential for Addressing Local Development & Poverty Reduction

- Natural resource issues and programmes to a people-centered approach which emphasizes the goals of poverty reduction, empowerment and the promotion of increased security of livelihoods for the poor
- Seeking improvements in forms of agricultural production to looking at the full diversity of strategies by which poor people in rural areas sustain a livelihood, and seeking ways to strengthen their options.



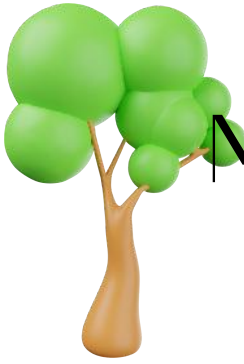
VIDEO LEARNING





**It's quiz
time!**





Mismatch Quiz

Do you know which one is which?

MULTIPLIER EFFECT

Instructions: Match the functions to each item.

The most basic multiplier used in gauging the multiplier effect is calculated as the change in income divided by the change in spending

A phenomenon where the creation of new jobs in an area can lead to further job creation

The multiplier effect indicates how monetary injection into an economy results in a proportional increase in national income.

Employment

Income

Government
Revenue





Mismatch Quiz

Do you know which one is which?

SUSTAINABLE TOURISM

Instructions: Match the functions to each item.

Activities such as using gasoline for transportation, non-renewable electricity production, oil and gas production, and heating and cooling of buildings.

Provides more enjoyable experiences for tourists

Include inadequate financing, poor infrastructure and technology, lack of public awareness on good sanitary practices, inadequate legal and regulatory framework.

Meeting the world's current needs by using what we already have,

More job opportunities created.

Effective Management of Cultural Heritage

Green & GHG Emission

Importance of Sustainable Tourism

Sizing & Growth of Sector

Waste Management





CHAPTER TWO

CURRENT TRENDS & FUTURE OUTLOOK FOR GLOBAL TOURISM & HOSPITALITY



GLOBALIZATION

"A complex web of social process that intensify and expand worldwide economic, cultural, political and technological exchanges and connection."

The hospitality and tourism industries are

international players in the global marketplace. People from diverse cultures visit hotels, travel on airlines and cruise ships and enjoy restaurant dining

TECHNOLOGY

Wireless technology has also given rise to location-based advertising, allowing product or service providers to market themselves when travelers are in the general area. Technological advances in transportation are affecting not only how people travel to and within destinations, but also the impacts that those forms of transportation are having on the environment.

PRICE - VALUE

Tourism pricing is a very complex decision because of the variability of the product, the high degree of competition in certain tourism markets, and difficulties in accurately forecasting the level of demand.

GREEN & ECO-LODGING

In one 2017 survey, 19% of travelers said they would pay more for a vacation with a green electricity resort. Consumers are becoming more aware of their carbon footprint, and are taking steps to reduce it - including opting for eco-friendly travel

DEMOGRAPHIC CHANGES

Demographic change will impact upon the types of tourists that will travel, where they originate from, where they travel to, the types of accommodation they require, and the activities they engage in while away.

ISSUES & TREND

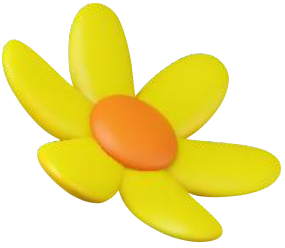
SAFETY & SECURITY

Safety & security for travelers is becoming more important as countries move to protect their citizens. Government agencies around the world produce advisories and warnings for their citizens to stay away from dangerous locations and political unrest

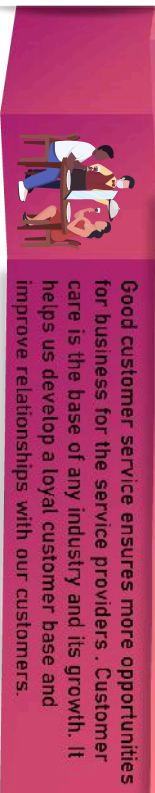
SERVICES

Whether someone is traveling for business or pleasure, the level of customer service she receives on her trip will help determine whether she comes back for another visit or warns her friends to avoid your business in the future.

The Implication of Issues & Trends in the Tourism & Hospitality



Services



Good customer service ensures more opportunities for business for the service providers. Customer care is the base of any industry and its growth. It helps us develop a loyal customer base and improve relationships with our customers.

Diversity



There is an increasingly growing concern that tourism development is leading to destinations losing their cultural identity by catering for the perceived needs of tourists.

Safety & Security



In this, an era of turbulent global relationships, the need for destination marketing organizations to demonstrate that they are safe for tourists has become increasingly important. Negative publicity, often unrelated to on-the-ground reality, may also serve to affect tourist perceptions

Globalization



- Tourism as a Force for Peace
- Tourism as Cultural Homogenizer
- Tourism as Commodity
- Tourism as a World View



The Implication of Issues & Trends in the Tourism & Hospitality



Technology

People or potential visitors may change their minds or plan to travel to a particular destination if their queries are not answered on time. Another challenge is the increased risk of cyber crime and hacking.



Demographic Changes

Visitor's profiles and preferences will become increasingly fragmented, and destination's competitiveness will depend on their ability to develop and market tourism products to an aging, multi-ethnic population, structured into a multi-generational families population growth, and increased life expectancy. For example, will radically challenge current assumptions of ageing for tourism.



Price - Value

The changes of tourist demand is the tourists arrivals population changes, changes in the competitive position or marketing of the region and the changing of the consumer's tastes and preferences, their shopping activity and the method of spending.



Green & Eco - Lodging

As concerns grow about environmental sustainability, many travelers are now searching for more eco-friendly travel options. Many hotels and resorts around the world are now adopting greener practices to not only satisfy customer demand, but also meet other important business goals. As today's eco-conscious consumers seek out the best sustainable hotels.





It's quiz time!



Fill in the Blank



1. Tourism _____ is a very complex decision because of the variability of the product.
2. A complex _____ of social process that intensify and expand worldwide economic, cultural, politic and technological exchanges and connection.
3. People from _____ cultures visit hotels, travel on airlines and cruise ships and enjoy restaurant dining.
4. _____ change will impact upon the types of tourists that will travel, where they originate from, where they travel to, the types of accommodation they require, and the activities they engage in while away.
5. _____ for travelers is becoming more important as countries move to protect their citizens.
6. Wireless _____ has also given rise to location-based advertising, allowing product or service providers to market themselves when travelers are in the general area.
7. Whether someone is traveling for business or pleasure, the level of _____ she receives on her trip will help determine whether she comes back for another visit.
8. Consumers are becoming more aware of their carbon footprint and are taking steps to reduce it - including opting for _____ travel.

pricing

technology

web

safety & security

demographic

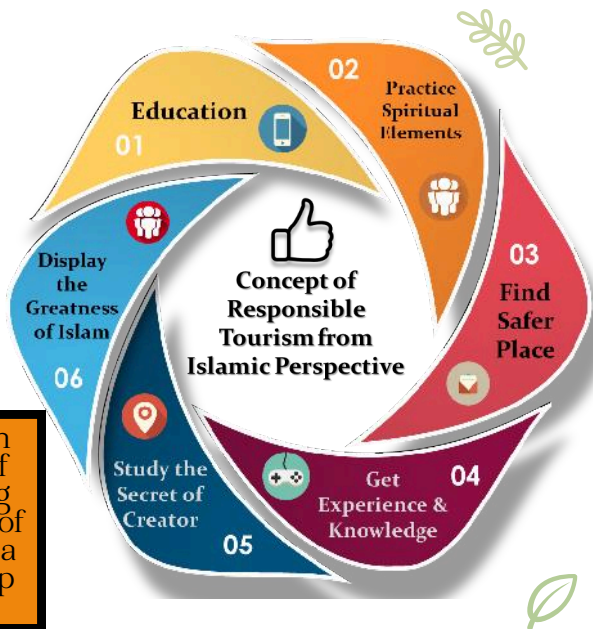
diverse

customer service

eco-friendly

Concept of Responsible Tourism from Islamic Perspective

Islamic education is a twofold process of acquiring intellectual and spiritual knowledge. It aims at developing integrated personalities grounded in the virtues of Islam.



Islamic spirituality is an essential component of the faith, encompassing the deeper dimensions of faith and the pursuit of a meaningful relationship with Allah.

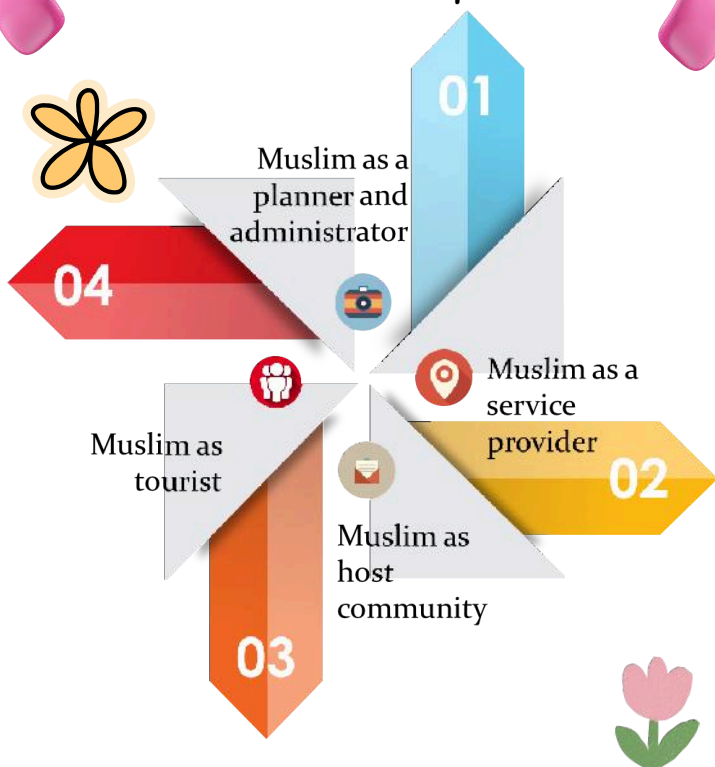
There are many beautiful and safe destinations around the world that cater to Muslim travelers. Malaysia is known for its beautiful beaches, lush rainforests, and vibrant cities. It is also home to many mosques and halal restaurants, making it an ideal destination for Muslim travelers.

Muslims are encouraged to seek knowledge throughout their lives, and travel is one way to do so. When traveling, Muslims should be mindful of their surroundings and respectful of local customs and traditions. They should also seek out opportunities to learn about the history and culture of the places they visit.

Da'wah, or the act of inviting others to engage with the message of Islam, follows naturally from the Muslim's obligatory concern for humanity's success and salvation.

The religion has a rich history of scientific, cultural, and artistic achievements, including the development of algebra, the creation of intricate geometric patterns, and the construction of magnificent architectural structures such as the Alhambra in Spain and the Taj Mahal in India.

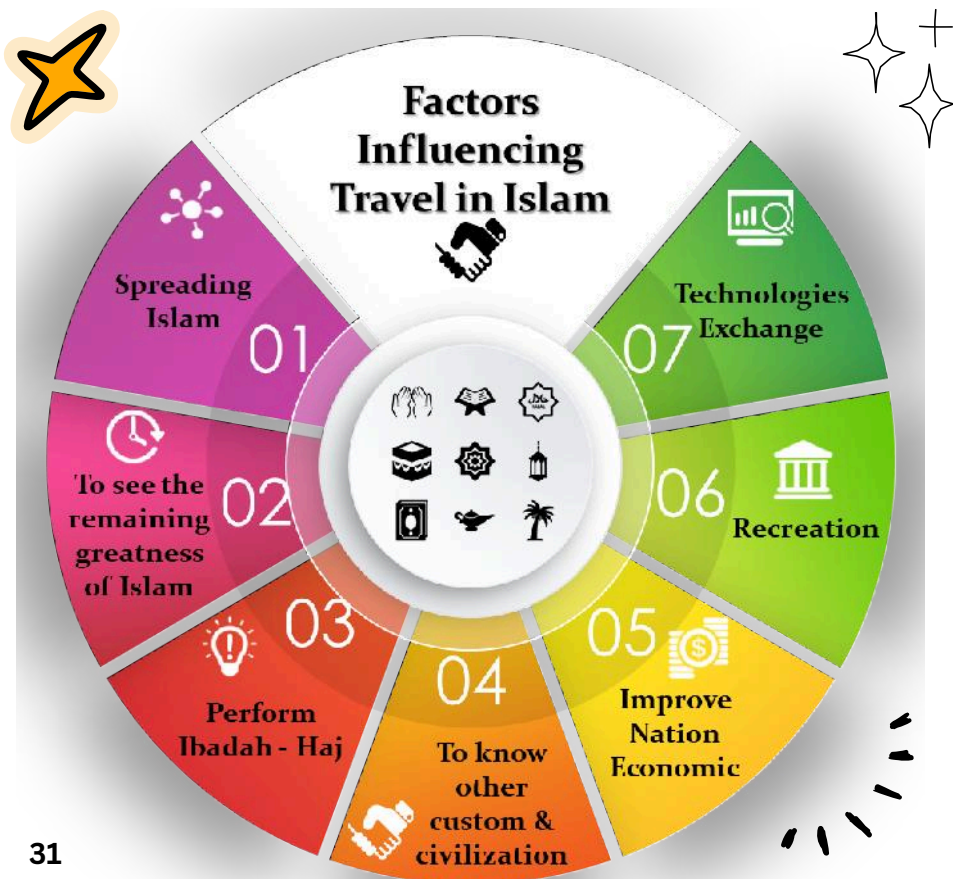
Concept of Travel & Tourism from Islamic Perspective



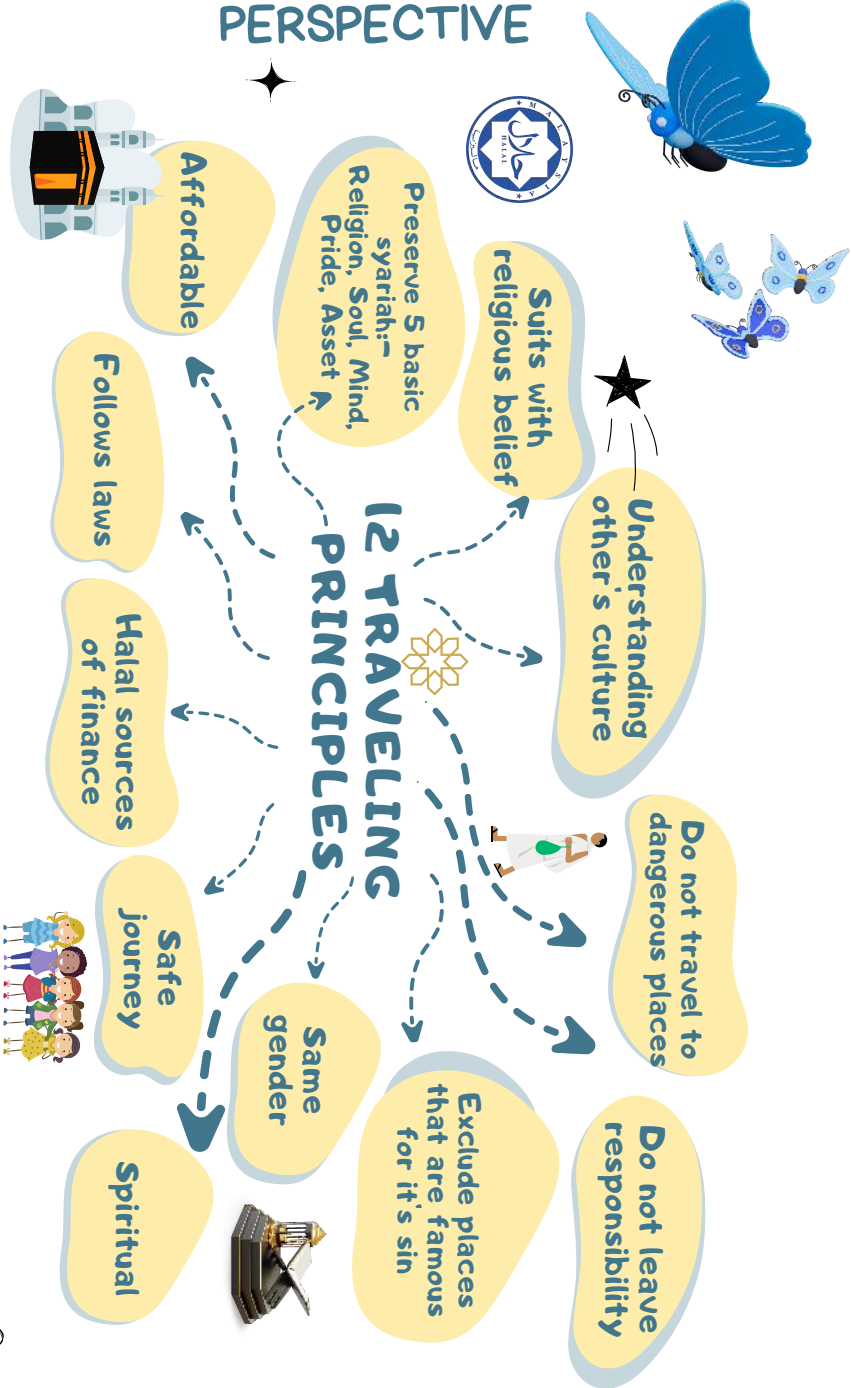
Islamic tourism is not defined as a visit to the mosque alone, but the visit is closely related to nature, culture, or creativity that integrates with Islamic values. Currently, the concept of adherence to Islam (which has been called as Shariah-compliant) has gained traction across the globe. In response to this new lifestyle trend, many countries (including those such as Korea, Japan, Australia, Thailand, and New Zealand which do not have a domestic Muslim majority) are beginning to introduce tourism products related to the halal concept or Islamic orientation. The definition of Islamic tourism is still unclear and encompasses various terms such as Halal Tourism, Halal Friendly Travel Destinations, Halal Travel, Islamic Travel Destinations, and Halal Lifestyle.

Factors Influencing Travel in Islam

Muslim travelers are interested in destinations that comply with Shariah law and accommodate their special needs. Infrastructure and facilities according to Shariah are the essential things in Islamic tourism. Having Shariah-compliant hotels is one way of improving the tourism infrastructure. Brunei has promoted Islamic tourism by establishing Shariah Compliant Hotel (SCH). Other than that, we can see Brunei is known for being a 'dry' country where sale of alcohol is prohibited in all supermarkets, hotels and even in its national carrier (Royal Brunei Airlines) and halal food is available everywhere.



TRAVELING PRINCIPLES IN ISLAMIC PERSPECTIVE



*Learn
More*



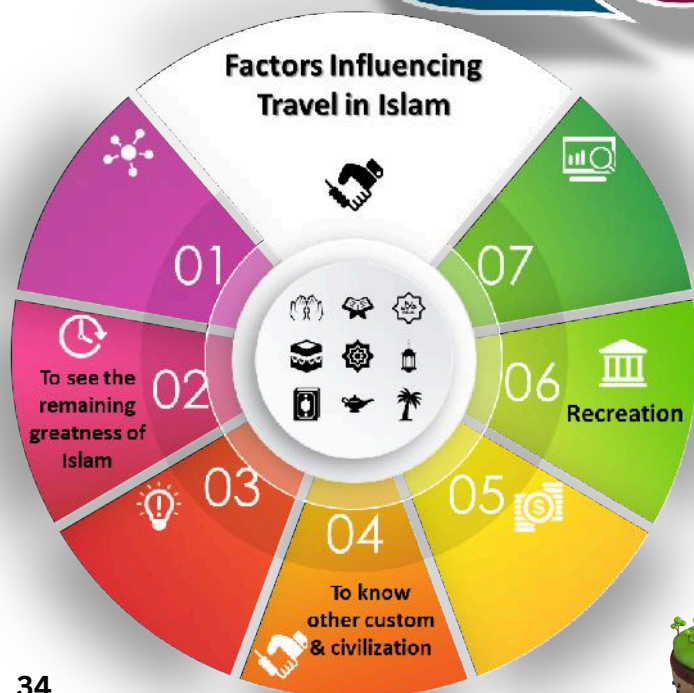
Scan for exciting video!



It's quiz time!



Fill in the Blank



QUIZZES ANSWER SCHEME





True or False?

Tick the correct answer.

True False

Inflation is also known as 'displacement effect.'



'Westernization' means western culture is favored over other local cultures.



Exploitation involved are child labor, forced labor, cheap labor.



Water pollution is when CO₂ emissions (carbon dioxide) damage the air and affects the Ozone layer.



Land degradation happened due to tourist activities. Construction of facilities and attractions damage natural environment.





True or False?

Tick the correct answer.

True False

Commodification is also known as 'staged authenticity'.



Money leakage is when money is spent on goods and services outside the local economy.



Company providing food to an airline is known as indirect employment.



Coral reefs worldwide suffers from damages is one of the negative impacts in environment.



Tax is a local businesses benefiting from tourist spending.





MULTIPLE CHOICE QUIZ



DISPLACEMENT IS

- A. DEVELOPMENT OF TOURISM AREAS CAN LEAD TO AN AREA BECOMING TOO EXPENSIVE FOR LOCALS TO CONTINUE LIVING THERE.
- B. INCREASE IN PROSPERITY WITHIN HOST POPULATION CAN LEAD TO NEW SOCIAL CLASSES
- ☒ C. TURNING A PRODUCT OR SERVICE INTO SOMETHING DIFFERENT IN ORDER TO PLEASE THE TOURIST
- D. LOCALS OBSERVE TOURISTS AND TRY TO COPY (EMULATE) THEM.

TOURISM DEPENDENCY HAPPENED WHEN

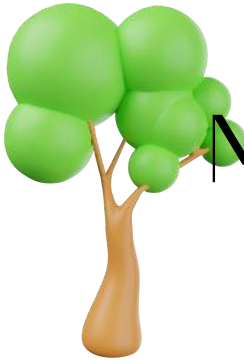


- A. AN AREA LOOK VISUALLY MORE BEAUTIFUL TO VISITORS
- B. TOURISTS CARRY A LOT OF VALUABLES WHEN TRAVELING
- ☒ C. SOME COUNTRIES RELY HEAVILY ON TOURISM IN ORDER TO MAINTAIN THE COUNTRY'S ECONOMY.
- D. FLORA AND FAUNA DISPLACED (MOVED) DUE TO TOURISM CONSTRUCTION

DEFINE BALANCE OF PAYMENT.

- A. PUBLIC MONEY INVESTED IN TOURISM THAT IS NOT INVESTED ELSEWHERE
E.G. LOCAL INFRASTRUCTURE AT ANOTHER LOCATION
- ☒ B. THE DIFFERENCE BETWEEN THE AMOUNT OF MONEY LEAVING A COUNTRY AND THE AMOUNT OF MONEY COMING INTO THE SAME COUNTRY.
- C. OCCURS QUITE OFTEN IN DEVELOPING COUNTRIES. IF TOURISM SUFFERS IN A COUNTRY, THE WHOLE ECONOMY WILL SUFFER AS WELL.
- D. TNCs OR MNCs (MULTINATIONAL COMPANIES) INVEST AT A DESTINATION IN ORDER TO SET UP THEIR OWN ORGANIZATIONS THERE





Mismatch Quiz

Do you know which one is which?

MULTIPLIER EFFECT

Instructions: Match the functions to each item.

The most basic multiplier used in gauging the multiplier effect is calculated as the change in income divided by the change in spending

A phenomenon where the creation of new jobs in an area can led to further job creation

The multiplier effect indicates how monetary injection into an economy results in a proportional increase in national income.

Employment

Income

Government Revenue





Mismatch Quiz

Do you know which one is which?

SUSTAINABLE TOURISM

Instructions: Match the functions to each item.

Activities such as using gasoline for transportation, non-renewable electricity production, oil and gas production, and heating and cooling of buildings.

Provides more enjoyable experiences for tourists

Include inadequate financing, poor infrastructure and technology, lack of public awareness on good sanitary practices, inadequate legal and regulatory framework.

Meeting the world's current needs by using what we already have,

More job opportunities created.

Effective Management of Cultural Heritage

Green & GHG Emission

Importance of Sustainable Tourism

Sizing & Growth of Sector

Waste Management



Fill in the Blank



1. Tourism _____ pricing _____ is a very complex decision because of the variability of the product.
2. A complex _____ web _____ of social process that intensify and expand worldwide economic, cultural, politic and technological exchanges and connection.
3. People from _____ diverse _____ cultures visit hotels, travel on airlines and cruise ships and enjoy restaurant dining.
4. _____ Demographic _____ change will impact upon the types of tourists that will travel, where they originate from, where they travel to, the types of accommodation they require, and the activities they engage in while away.
5. _____ Safety & security _____ for travelers is becoming more important as countries move to protect their citizens.
6. Wireless _____ technology _____ has also given rise to location-based advertising, allowing product or service providers to market themselves when travelers are in the general area.
7. Whether someone is traveling for business or pleasure, the level of _____ customer service _____ she receives on her trip will help determine whether she comes back for another visit.
8. Consumers are becoming more aware of their carbon footprint and are taking steps to reduce it - including opting for _____ eco-friendly _____ travel.

pricing

technology

web

safety & security

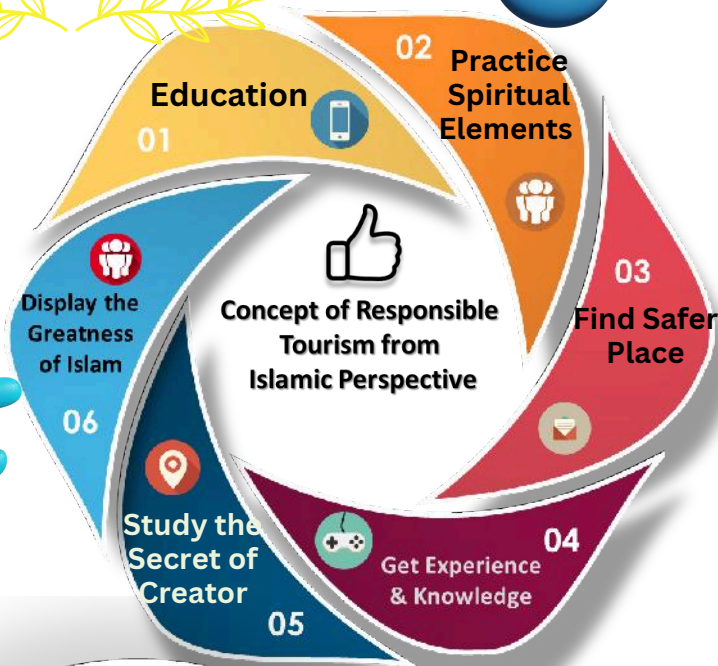
demographic

diverse

customer service

eco-friendly

Fill in the Blank



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