

€ TRAINING

Tourism Management



19 - 23 August 2024
Kuala Lumpur (Malaysia)



Tourism Management

REF: M2231 DATE: 19 - 23 August 2024 Venue: Kuala Lumpur (Malaysia) - Fee: 5300 Euro

Introduction:

This training program provides an introduction to the tourism industry, its history, and its impact on the economy, culture, and environment. Participants will learn about the different types of tourism, the role of tourism in regional development, and the challenges and opportunities facing the tourism industry.

Program Objectives:

At the end of this program, the participants will be able to:

- Define tourism and explain its importance to the global economy.
- Describe the different types of tourism and their impact on destinations.
- Analyze the role of tourism in regional development.
- Identify the challenges and opportunities facing the tourism industry.
- Develop strategies for managing tourism in a sustainable way.

Targeted Audience:

- Tourism industry professionals seeking to enhance their management skills.
- Hospitality managers aiming to stay updated with industry trends and strategies.
- Tourism entrepreneurs looking to refine their business acumen and operational efficiency.

Program Outline:

Unit 1:

Introduction to Tourism:

- What is tourism?
- The history of tourism.
- The economic impact of tourism.
- The cultural impact of tourism.
- The environmental impact of tourism.

Unit 2:

The Role of Tourism in Regional Development:

- The role of tourism in regional development.
- The challenges and opportunities facing the tourism industry.
- Sustainable tourism.

Unit 3:

Marketing and Promotion of Tourism:

- Marketing and promotion of tourism.
- Destination marketing organizations.
- Travel and tourism advertising.
- Public relations and social media.
- Crisis management.

Unit 4:

Tourism Planning and Development:

- Tourism planning and development.
- Sustainable tourism planning.
- Tourism impact assessment.
- Tourism policy.
- Tourism law.

Unit 5:

Human Resources in Tourism:

- Human resources in tourism.
- Recruitment and selection.
- Training and development.



- Compensation and benefits.
- Employee relations.