LEARNING CURVE

EDUCATION MEETS TOURISM

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AIRB Group
Edutourism on campus

Mohamed Nasir Khan

Visitors to the Petronis Twin Towers in Kuala Lumpur can find clues to ancient wisdom and living art.

The spirit of edutourism has been described as a combination of tourism, education, and entertainment. It is a concept that has gained popularity in recent years as people seek to learn about different cultures and history through travel. Edutourism has become more accessible with the development of educational programs offered by universities, such as the one described in the article.

The article discusses the tourism industry’s efforts to promote education through tourism, with examples from universities in Malaysia. It highlights the importance of providing educational opportunities to tourists, as well as the benefits of combining education with travel. The article also mentions the impact of edutourism on local communities and the economy.

The article concludes by discussing the potential of edutourism to create a positive impact on society and the environment, as well as the need for further research and development in this area.

Overall, the article provides a comprehensive overview of edutourism and its potential benefits, including increased cultural awareness, economic growth, and environmental sustainability. It encourages readers to consider the potential of edutourism as a way to promote learning and enjoyment in travel.