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ACHIEVEMENTS OF
TOURIST DEVELOPMENT CORPORATION
IN DOMESTIC TOURISM

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INTRODUCTION

A. TOURISM IN GENERAL

1. History and Development.

Tourism goes far back to the earliest history of human civilisation. During that period, people went from one place to another for religious or pilgrimage purposes. To this religious aspect of tourism has been added the new dimension of pleasure-tourism. However the importance of pleasure-tourism began to be officially recognised only about 40 years ago. Tourism has grown eight-fold in the past two decades. This industry expanded so fast that its' importance is now universally recognised. This can be exemplified by the fact that nearly every country in the world has a National Tourist Organisation to look after matters pertaining to tourism.

2. Contribution of Tourism

Tourism is a source of foreign exchange. It's contribution to Malaysia increased from \$414 million in 1977 to about \$1.6 billion in 1985¹. Tourists bring in revenue to pay their hotel bills, food and beverages, cost of local transportation and sightseeing, for purchase of handicraft and souvenir items. In this way, our country receive foreign exchange in a similar

¹ M. Krishnamoorthy, "Destination Malaysia", The New Straits Times Annual '86, 18 October 1985, p.17.