

## **Promotion and implementation of campus tourism in Malaysia: A review on Universiti Malaysia Sabah**

### **ABSTRACT**

Tourism contributes to social, economic, and environmental benefits, is one of the fastest-growing industries, and has garnered considerable attention. Globally, diverse forms of tourism have been introduced, and campus tourism is actively promoted. It has recently been reported that campus tourism has attracted the attention of tourists due to the beauty and variety of activities available on campus. Due to the limited exposure to campus tourism in Malaysia, this study aims to promote and enhance the understanding of campus tourism. Furthermore, this study also intends to investigate the potential criteria that might be present on university campuses to encourage its implementation. For the purpose of conducting a literature review, three search engines, Scopus, Science Direct, and Google Scholar, were utilised. According to this review, campus tourism development is characterised by six components: urban tourism, knowledge-based tourism, the hub of activities, campuses as vacation destinations, year-round tourism, and building and landscape architecture, with China dominating. Moreover, elements and criteria for thriving campus tourism have also been explored to generate ideas for campus tourism development in Malaysia. In summary, this review provides universities and colleges with information about the potential for future campus tourism implementation promotion.