

— PROGRAM BENGKEL —

AI KREATIF

Pelancongan 2026 ✈️

— BELAJAR • CIPTA • KONGSI • BERDAYA SAING —

01 PENGENALAN MODUL 1

AI & Storytelling Pelancongan



PENCERAMAH MODUL 1

**Prof. Madya Ts. Dr.
Adzrool Idzwan bin Ismail**

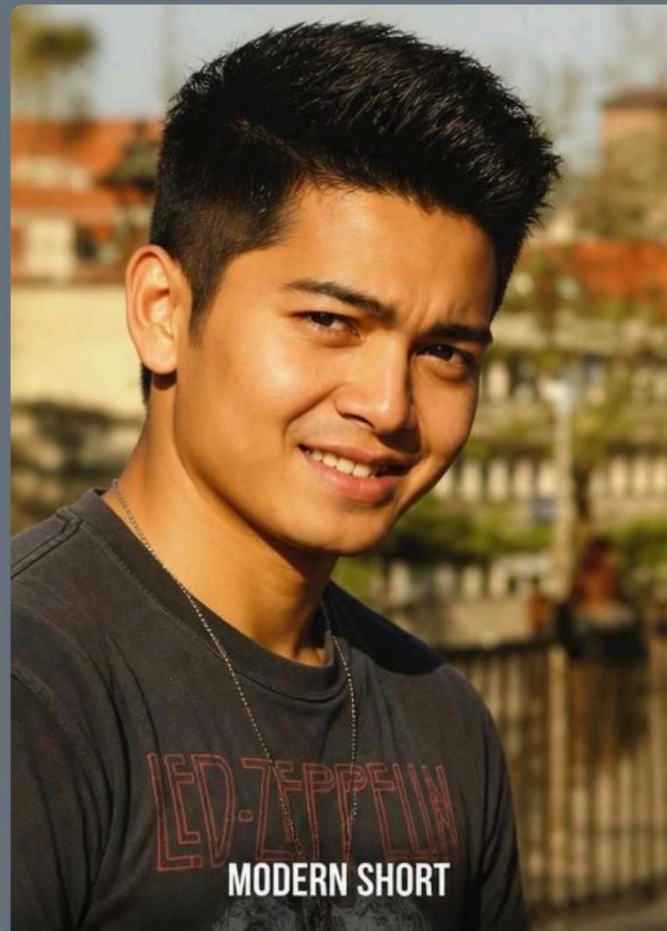


Modul ini memperkenalkan bagaimana AI boleh membantu peserta memahami produk pelancongan mereka sebagai satu pengalaman yang bernilai. Peserta akan mula mengenal pasti kekuatan produk, sasaran pelancong dan elemen cerita yang boleh menjadikan promosi lebih menarik, autentik dan bermakna.

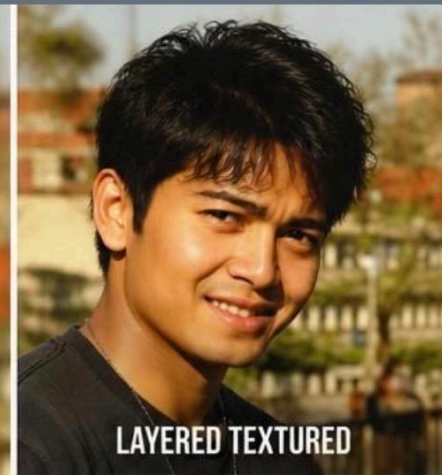


Mengapa modul ini penting?

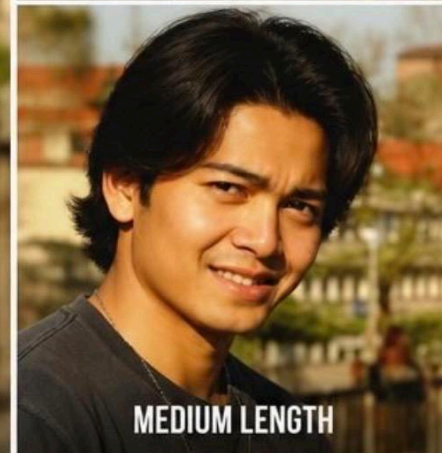
- Membantu peserta melihat pelancongan sebagai produk pengalaman
- Membina asas cerita sebelum masuk ke modul penulisan dan produksi
- Menjadikan promosi lebih berfokus, relevan dan dekat dengan audiens



MODERN SHORT



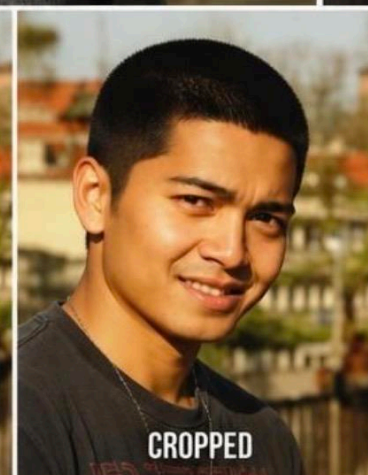
LAYERED TEXTURED



MEDIUM LENGTH



LONG HAIRSTYLE



CROPPED



TIED / STYLED



Apa yang akan dipelajari?

- Kesedaran AI dalam konteks pelancongan
- Pelancongan sebagai produk pengalaman
- Mengenal pasti sasaran pelancong
- Penceritaan berasaskan pengalaman pelancongan
- Asas struktur naratif untuk kandungan promosi



Aktiviti utama modul

- Demonstrasi keupayaan AI
- Pengenalpastian produk pelancongan peserta
- Eksplorasi pengalaman dan nilai unik produk
- Pembinaan cerita dan struktur naratif
- Perkongsian idea secara individu atau berkumpulan



Selepas modul ini, peserta akan mampu...

- Mengenal pasti nilai pengalaman yang ingin diketengahkan
- Menyusun idea cerita yang lebih jelas dan tersusun
- Menyediakan asas kandungan untuk modul seterusnya







Adzrool
I don't chase success,
I build it with purpose,
passion, and perseverance.

Ambitious

Driven by purpose,
committed to growth
and excellence.

Dedicated

Focused and persistent,
he gives his best in
everything he does.

Zealous

Approaches life with
passion, energy,
and enthusiasm.

Resilient

Overcomes challenges
with strength, courage,
and determination.

Optimistic

Sees opportunities in
every challenge and
believes in a brighter
tomorrow.

Outstanding

Strives for greatness and
leaves a lasting impact
in all he does.

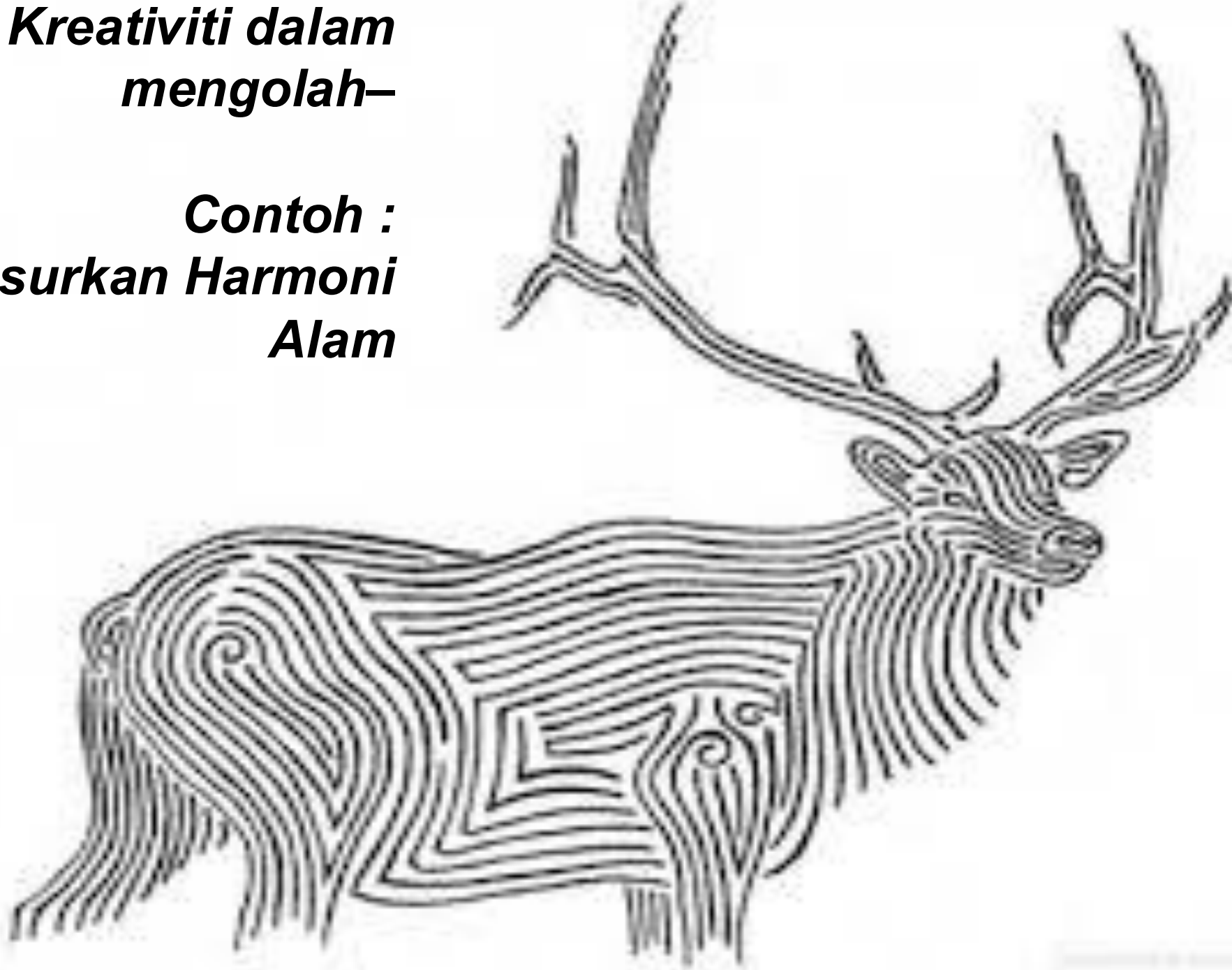
Loyal

Values trust, respects
relationships, and stands
by his commitments.

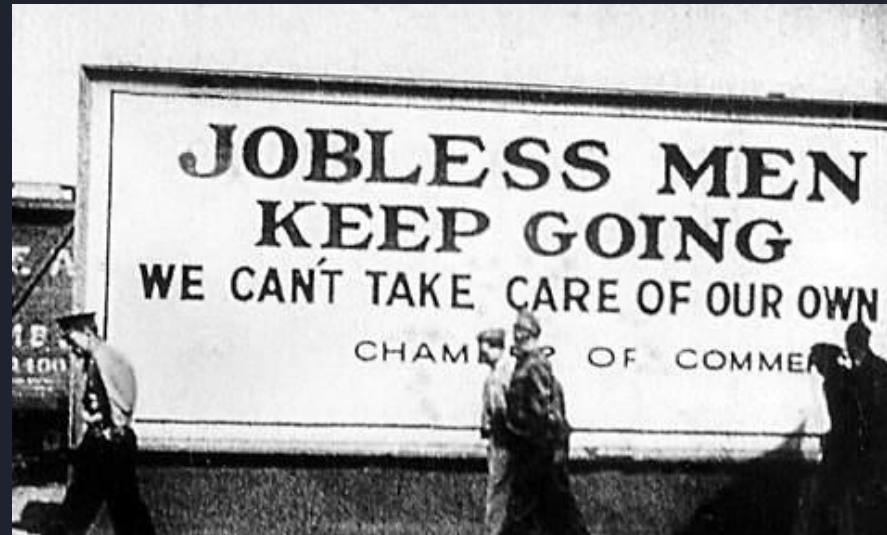
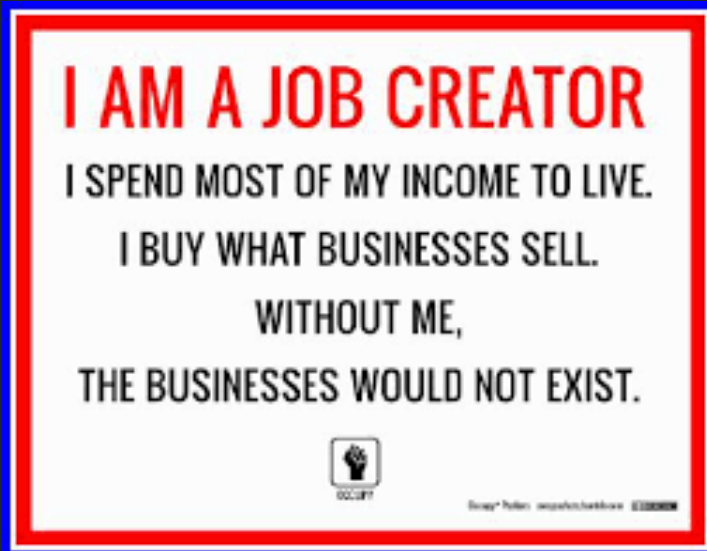


***Kreativiti dalam
mengolah—***

***Contoh :
Berunsurkan Harmoni
Alam***

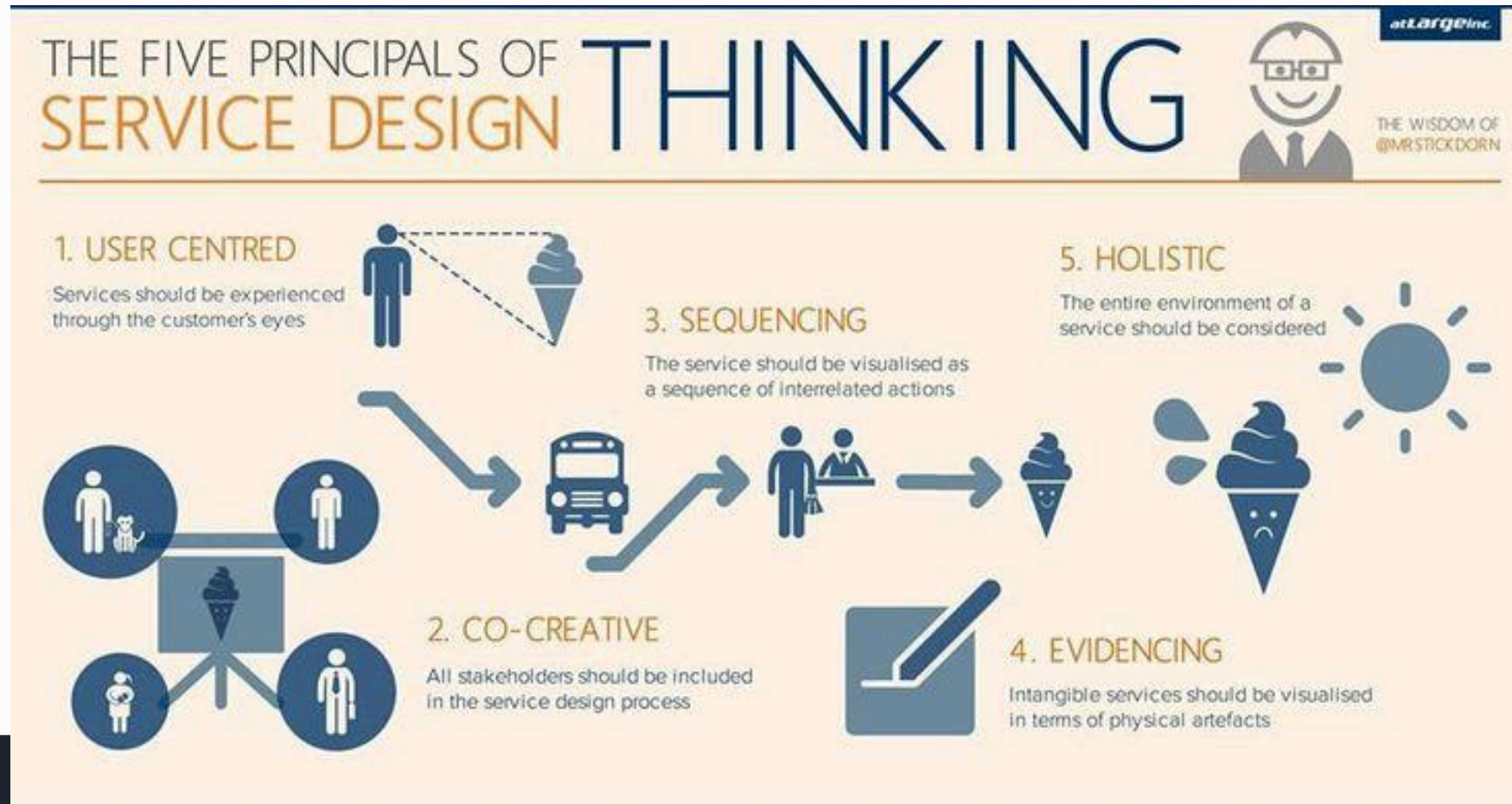


WE ARE A **JOB CREATOR**
not a JOB SEEKER



Q SERVICE DESIGN

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CONFUSE



Plans

What you want to do



3-7 of your top priority tasks for the week. These individual plans should be clearly written, understandable by all teams, and achievable in a week's time

Progress

What you've done



Watch your plans become accomplishments as you move them to the Progress section. This allows everyone to see how you're getting along with your tasks

Problems

Something to overcome

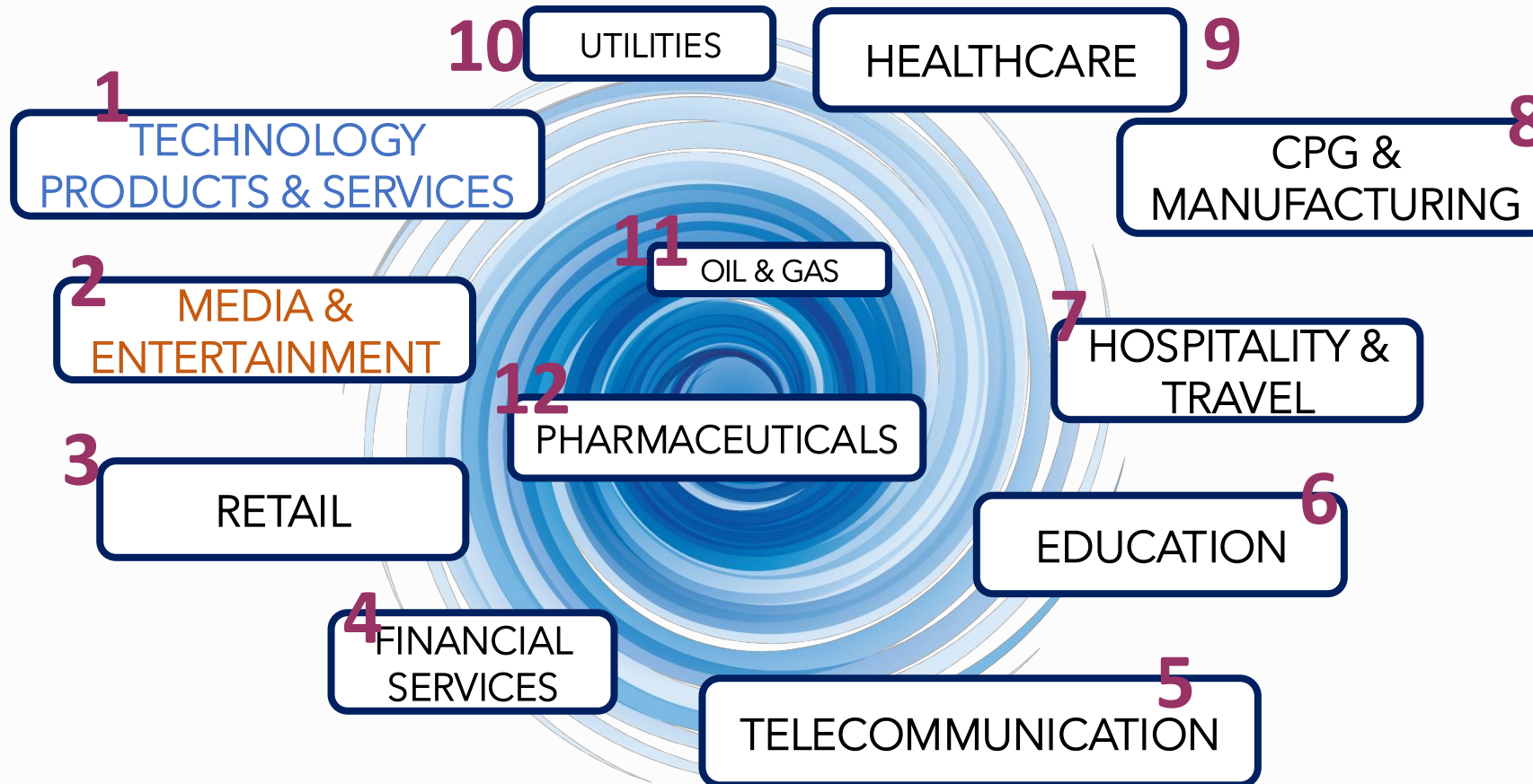


Here you can record the challenges faced throughout the week that may have caused a delay in a project. This helps your team understand where they can step in



DEGITAL VORTEX

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Terima Kasih

