

DIPLOMA IN TOURISM MANAGEMENT

MQA/FA13688 (N/1015/4/0039)

PROGRAMME DESCRIPTION

This programme equips students with the knowledge and skills needed for diverse careers in the dynamic tourism industry. Through a blend of theoretical and practical learning, including real-world projects and industry internships, students develop expertise in tourism management. Graduates are prepared to excel in roles such as tourism management & destination marketing, empowering them to make a lasting impact in tourism sector.

CAREER PROSPECTS

- Travel Agents
- Tour Operator
- Travel Manager
- Tourism Manager
- Event Coordinator

DURATION OF STUDIES:

3 years (8 Semester)

COMPULSORY SUBJECTS FOR MALAYSIAN STUDENTS

- Philosophy & Current Issue
- Appreciation of Ethics & Civilization
- Bahasa Kebangsaan (A)
- Introduction to Comparative Religion
- Entrepreneurship Skills
- Professional Development
- Thinking Skills
- Integrity & Anti-corruption

*Students need to complete four modules from the above.

COMPULSORY SUBJECTS FOR INTERNATIONAL STUDENTS

- Bahasa Melayu Komunikasi
- Professional Development
- Thinking Skills
- Integrity & Anti-corruption

*Students need to complete three modules from the above.

AWARDING BODY



WHAT SKILLS WILL YOU DEVELOP?

- Graduates will be able to develop proficiency in Global Distribution Systems and other relevant technology used in tourism agencies.
- Graduates will be able to develop interpersonal skills and communication skills effectively to be used in tourism operations and services.
- Graduates will be able to develop and implement effective marketing strategies for tourism products and services.

PROGRAMME STRUCTURE

SEMESTER 1

- Principles of Management
- Managing Tourist Attraction
- Tourism : Principles and Practices

SEMESTER 2

- Human Resources Management
- Tourism Geography
- Fundamental of Tourism Transport
- Hospitality Accounting

SEMESTER 3

- Business English

SEMESTER 4

- Mandarin for Tourism
- Legal Aspect for Tourism
- Tour Leading
- E-Tourism

SEMESTER 5

- Tourism Marketing
- Heritage Tourism
- Tourism Operation and Management
- Event Management

SEMESTER 6

- Computing Application
- Principles of Economics
- Professional Etiquette & Customer Service

SEMESTER 7

- International Business Tourism
- Tour Planning
- Principles of Financial Management

SEMESTER 8

- Industrial Training