Diploma in Tourism Management (AT101)

Academic Session July

Volume 2 (Issue 1)

ABOUT KPTM

Kolej Poly-Tech Mara (KPTM) is a private higher educational institution wholly owned by Majlis Amanah Rakyat (MARA). KPTM offers a wide range of educational Opportunities in the field of information technology, computer Sciences, accounting, business management, engineering And health sciences.

VISION

To be a Tertiary Education Institution with Excellent Reputation

MISSION

To cultivate academic and entrepreneurial excellence to achieve an optimal individual potential

To lead a holistic education through global acknowledgement and acceptance

SHARED VALUE

Trustworthy, Resilient, Blessed

MOTTO

A Center of Learning, Centered on You

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MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

Welcome to KPTM. I believe a college is a place for you to gain knowledge and skills that you will use for the rest of your live. Here at KPTM, we are committed in creating the right environment and culture for learning.

Developing the right culture is essential to create an environment that is conducive for learning. Faculty members and students as well as the college staff work together to build such environment. We provide learning opportunities through problem-based learning (PBL) that requires students to search for solutions and answers through discussions with the lecturers. This is unlike the conventional teaching where lecturers supply all inputs to the students.

KPTM is proud of its long years of academic pursuit. During these years we have engaged ourselves with students from all walks of lives, turning them from immature youngsters to well-rounded individuals ready to take on the world. We will do our best to develop and mould you towards having towering personalities.

As an educator, my professional roadmap has always directed me to work from a place of high standards, high expectations, and excellence. The KPTM team is dedicated to the same standards for our students. We strive to always motivate our students to achieve high academic achievement by providing outreach, academic support, and a climate that encourages self-empowerment. As a result, we reinforce successful enrolment, retention, academic success, and graduation of students from diverse backgrounds.

I graciously welcome you as higher education aspirants and look forward to the creation of new ventures and exemplary works from all of you.

Wishing you all the best!

Sincerely,

CHIEF EXECUTIVE OFFICER
Kolej Poly-Tech MARA

MESSAGE FROM THE DEAN, FACULTY OF HUMANITIES AND SOCIAL SCIENCES

Dear Students,

This programme handbook is destined to guide and facilitate Diploma in Toursim Management students to be familiar with the programme structure and other relevant details regarding this programme. The handbook is also developed meticulously with a principled intention to provide general information and guidance to enable students to undergo and complete the programme effectively and within the allocated period.

It is very valuable for students of this programme to utterly recognize the contents of this handbook in order to avoid unnecessary glitches that might delay a successful and desired completion of studies.

It is also our hope that this programme handbook will be a functional guidance to enable you, students to acclimatize yourselves with the academic and social environment as college students to excel fittingly and achieve holistic accomplishments.

Furthermore, we sincerely and confidently believe that a promising future is guaranteed for students who choose to be enrolled here provided that the students are positive and committed towards your studies.

It has been a customary practice of successful students here to fully occupy their time not only to find their passion and achieve their potentials, but also to develop skills that will see them beyond college life.

We hope you will enjoy the course and experience a productive relationship with your lecturers as well as the support staff at KPTM.

DEAN
Faculty of Humanities and Social Sciences
Kolej Poly-Tech MARA

PROGRAMME BRIEF

The Diploma in Tourism Management is a homegrown programme specifically designed to deliver a suitable level of theoretical and practical understanding in tourism that is useful in the workplace. Its first intake was in July 2010 and has achieved provisional accreditation from the Malaysian Qualifications Agency (MQA) in the middle of 2009

This programme consists of various structures and covers different aspects such as Introduction to Tourism and Hospitality Management, Introduction to Meeting, Incentive, Convention & Exhibition, Fares and Ticketing and Computerized Reservation System.

At the end of the programme, graduates should be able to demonstrate specific skills in the areas of tourism and hospitality as well as apply their knowledge and skills to solve problems and make decisions in different areas of management.

This programme is suitable for those who are interested in working with the government and private sector as tour and ticketing consultant and event management.

Graduates can also further their study at degree level in higher institutions in specific field such as tourism and hotel management.

PROGRAMME INFORMATION

1.	**Programme Title**	**:** Diploma in Tourism Management
2.	**Programme Code**	**:** AT101
3.	**Duration**	**:** 2 Years 4 Months
4.	**Total Credit Hours**	**:** 94
5.	**Medium of Instruction**	**:** English
6.	**Entry Requirement**	**:** Pass Sijil Pelajaran Malaysia (SPM) with 3 credits in any subject or other equivalent qualifications that are recognized by the Malaysian Government

7. Programme Description:

This programme is designed to develop the students' skills and knowledge in the areas of tourism management stressing on the services provided to the customers, managing the business and other skills that are essential in the tourism industry. As graduates they are provided with all necessary local and international tourism management theories, concepts and techniques.

This programme is also aimed to prepare the students to work with the government and private sector as a Tourist Officer, Tour Guide, Tour Leader, Ticketing Officer, Tour Consultant, Hoteliers, Ground Handling Agent, Event Coordinator, Hotel Front Officer and other related professions.

Graduates can also further their studies at degree level in local higher learning institutions in specific fields such as tourism, hospitality and hotel management.

8. Programme Objectives:

The program educational objectives are for the graduates to:

PEO1: acquire and apply the knowledge and practical skills related to tourism management

PEO2: solve problems by using effective communication, managerial and interpersonal skills

PEO3: become knowledge workers or entrepreneurs with professionalism and ethics in tourism industry

PEO4: pursue study in related disciplines and aspire continuous improvement in career and life through life-long learning

9. Career Opportunities:

Diploma in Tourism Management prepares you for careers in tourism related industries. This full time programme curriculum has been strengthened with international and local content to fully equip graduates to work in diverse environment in a variety of positions such as in hotel and resort, travel agencies, airlines and transportation, theme parks and recreation centres. Additionally, this diploma also can give you the skills you need to own and operate your own business.

During the course, you will broaden your knowledge of the many different service providers that contribute to the travel and tourism industry. In addition, students will also be exposed to real working life during their industrial training. These skills are the passport to a better future in the tourism industry.

10. Programme Outcomes:

Upon completion of the program, the graduates will be able to:

PO1 Demonstrate the competence knowledge and technical skills in the tourism industry.

PO2 Employ skills, tools and techniques in tourism management.

PO3 Perform social obligation through community services.

PO4 Demonstrate professional ethics, holistic values and humanities in organizational management.

PO5 Demonstrate communications, leadership and teamwork skills in related working environment.

PO6 Apply practical and theoretical understanding to solve business problems.

PO7 Pursue studies at higher level for successful career development and engage in life-long learning.

PO8 Demonstrate effective entrepreneurial skills.

11. Awarding Body: Kolej Poly-Tech MARA

ACADEMIC PLANNER

ACTIVITY	APRIL (day/week)	JULY (day/week)	NOVEMBER (day/week)
Registration (New Students)	Day 1	Day 1	Day 1
Induction	Day 2 - 4	Day 2 – 4	Day 2 - 4
Registration (Returning Students)	Day 3	Day 3	Day 3
Lectures and Add/Drop Session	Week 1 - 2	Week 1 - 2	Week 1 - 2
Lectures	Week 1 - 7	Week 1 - 14	Week 1 - 14
Revision Week	1 week	1 week	1 week
Final Examination	1 week	2 weeks	2 weeks
Semester Break	4 weeks	3 weeks	2 weeks

Note: Actual calendar will be distributed during registration.

The Academic Calendar for KPTM has the following features:

- THREE (3) intakes for one academic year: APRIL, JUY & NOVEMBER**.**
- 14 instructional weeks for JULY and NOVEMBER and 7 instructional weeks for APRIL.
- 2 weeks of Final Examination period with 1 week of revision week for final examination preparations.
- Class replacement will be done in cases where public holidays disrupt the teaching and learning activities.
- The College reserves the right to make any changes to the academic calendar when necessary. Students are advised to be aware for announcements regarding changes at all times.

ACADEMIC REGULATIONS

- All KPTM students are subjected to the Academic Rules and Regulations as outlined in the **Buku Peraturan Akademik Kolej Poly-Tech MARA (Pindaan 2017).** A copy of this booklet will be given to every student upon registration.

PROGRAM STRUCTURE JULY 2020 INTAKE									
FACULTY OF HUMANITIES AND SOCIAL SCIENCES									
DIPLOMA IN TOURISM MANAGEMENT (AT101)									
GRADUATION CREDIT REQUIREMENT 94									
NO	**COURSE**	**COURSE NAME**	**COURSE STATUS**	**CREDIT**	**SLT**		**ASSESSMENT**		**PRE REQ**
					TOTAL F2F	**Total SLT**	**CONTINOUS**	**FINAL**	
YEAR 1									
SEMESTER 1 (Session 0720)									
1	MPU2163	Pengajian Malaysia 2	Compulsory	3	42	120	70	30	NONE
	MPU2133	Bahasa Melayu Komunikasi 1 / Bahasa Melayu Komunikasi 1 (Pelajar Antarabangsa)	Compulsory		42	121	70	30	NONE
2	PTR1013	Introduction to Tourism and Hospitality Industry	Programme Corre	3	42	120	60	40	NONE
3	PTR1033	Fundamentals of Tourism	Programme Corre	3	42	120	60	40	NONE
4	PTR2053	Customer Service	Programme Core	3	42	128	60	40	NONE
5	HFA1043	Bahasa Arab Asas untuk Hospitaliti Dan Pelancongan	Common Core	3	42	120	100	0	NONE
	HFM1023	Introduction to Mandarin	Common Core		42	120	100	0	NONE
6	HPE1013	Proficiency English 1	Common Core	3	42	120	60	40	NONE
			Total	**18**					
SEMESTER 2 (Session 1120)									
7	PMG1123	Fundamentals of Management	Common Core	3	42	120	60	40	NONE
8	HPE1023	Proficiency English II	Common Core	3	42	120	60	40	HPE1013
9	PTR2043	Tourism Geography	Programme Core	3	42	120	60	40	NONE
10	PAC1143	Foundation to Financial Accounting	Common Core	3	50	132	70	30	NONE
11	PTR2103	Tourism Marketing	Programme Core	3	42	120	50	50	NONE
12	PTR2123	Recreational Management	Programme Core	3	42	125	60	40	NONE
			Total	**18**					

SEMESTER 3 (Session 0421)									
13	MPU2213 MPU2223/ MPU2233/ MPU2243/ MPU2253/	Bahasa Kebangsaan A Study Skills/ Pengucapan Awam/ Human Communication/ Kemahiran Menulis	Compulsory	3	42	127 120 126 120 120	70 60 60 60 60	30 40 40 40 40	NONE NONE NONE NONE NONE
14	PTR2093	E-Tourism	Programme Core	3	56	136	60	40	NONE
15	PTR2063	Tour Planning and Design	Programme Core	3	42	129	60	40	NONE
			Total	**9**					
YEAR 2									
SEMESTER 1 (Session 0721)									
16	PTR2083	Computer Reservation Systems	Programme Core	3	56	130	60	40	NONE
17	HPS2013	Basic Oratory	Common Core	3	50	120	100	0	NONE
18	PTR3113	Cross Cultural Studies	Programme Core	3	42	123	60	40	NONE
19	PTR3103	Transportation in Tourism	Programme Core	3	42	130	60	40	NONE
20	MPU2412 / MPU2422 / MPU2432	Khidmat Masyarakat 1 Pengurusan Masjid/ Sports Event Management 1	Compulsory	2	28	80 80 80	100 100 100	0 0 0	NONE
21	PTR2143	Communication and Etiquette for Tourism	Programme Core	3	56	120	70	30	NONE
			Total	**17**					
SEMESTER 2 (Session 1121)									
22	MPU2313	Pengajian Islam	Compulsory (Choose any one)	3	42	120	60	40	NONE
	MPU2333	Etika dan Nilai			42	120	60	40	NONE
23	PTR3153	Travel and Tour Agency Management	Programme Core	3	42	123	100	0	NONE
24	PEN2303	Digital Entrepreneurship	Common Core	3	42	120	100	0	NONE
25	PTR3123	Tour Guiding Skills	Programme Core	3	47	136	60	40	NONE

26	PTR3143	Meeting, Incentive, Convention and Exhibition for Tourism	Programme Core	3	42	120	100	0	NONE
27	HLT2023	Legal Aspects of Travel Industry	Programme Core	3	38	140	60	40	NONE
			Total	**18**					
SEMESTER 3 (Session 0422)									
28	PTR2113	Human Resource Management for Tourism	Programme Core	3	42	120	60	40	NONE
29	PTR2073	Fares and Ticketing	Programme Core	3	56	132	60	40	NONE
			Total	**6**					
YEAR 3									
SEMESTER 1 (Session 0722)									
30	PTR3228	Industrial Training	Industrial Training	8	7	338	100	0	PASS ALL COURSES IN THE PREVIOUS SEMESTERS AS STATED IN THE PROGRAM STRUCTURE
TOTAL				**8**					
GRAND TOTAL				**94**					

COURSE INFORMATION

PTR1013 INTRODUCTION TO TOURISM AND HOSPITALITY INDUSTRY **Pre-requisite: None**
This course is primarily designed to provided students with theoretical and practical knowledge of tourism and hospitality managemengt that can be applied in tourism and hospitality relaated business and career.

PTR1033 FUNDAMENTALS OF TOURISM **Pre-requisite: None**
This course primarily designed to provide student with fundamental knowledge of tourism that can be applied in tourism industry.

MPU2163 PENGAJIAN MALAYSIA 2 **Pre-requisite: None**
Apabila mempelajari mata pelajaran ini, semua graduan IPTS akan didedahkan dengan pelbagai maklumat awal negara. Aspek-aspek kerjasama saling menghormati terhadap masyarakat berbilang negara di negara ini turut diajar kepada pelajar. Hal ini sejajar dengan hasrat kerajaan agar gagasan 1 Malaysia dapat dicapai dengan jayanya. Graduan yang bakal keluar dari IPTS diharapkan bukan sahaja berkemahiran dalam lapangan profesional tertentu tetapi dikenal dengan diri sendiri, masyarakat dan negaranya.

MPU2133 BAHASA MELAYU KOMUNIKASI 1 **Pre-requisite: None**
Kursus ini melatih pelajar antarabangsa untuk berkomunikasi dalam Bahasa melayu asas yang meliputi situasi kehidupan harian. Pelajar akan diperkenalkan dengan peraturan dan penulisan Bahasa melayu mudah. Pengajaran dan pembelajaran akan dilaksanakan dalam bentuk kuliah, tutorial, tugasan dan pengalaman pembelajaran pelajar di dalam dan di luar kelas. Pada akhir kursus ini, pelajar diharap dapat berkomunikasi dan menulis karangan dengan menggunakan ayat mudah dengan berkesan.

HPE1013 PROFICIENCY ENGLISH I **Pre-requisite: None**
To complement the program with soft skills through language and communication development.

HFA1043 BAHASA ARAB ASAS UNTUK HOSPITALITY DAN PELANCONGAN **Pre-requisite: None**
Pelajar akan diberi pendedahan mengenai Bahasa Arab, kemahiran komunikasi dan budaya masyarakat Arab sebagai satu kelebihan dalam pasaran kerja.

HFM1023 INTRODUCTION TO MANDARIN **Pre-requisite: None**
To provide hospitality students with language and communication skills accompanied by cultural knowledge and a range of transferable skills valued by employers.

PTR2053 CUSTOMER SERVICE **Pre-requisite: None**
This course primarily designed to expose the student with customer service environment and management in the travel industry.

PAC1143 FOUNDATION TO FINANCIAL ACCOUNTING **Pre-requisite: None**
This course is design for non-accounting students with limited accounting knowledge. This course will acquaint students with the knowledge of basic financial accounting that enable student to handle business.

PTR2043 TOURISM GEOGRAPHY **Pre-requisite: None**
This course primarily designed to exposes the studenst with the georaphy of travel and tourism so that they kwno the geographic features that are important in the development of tourism industy.

PTR2093 E TOURISM **Pre-requisite: None**
This course is important to prepare the student to apply the ICTs related to the tourism industry.

PTR2103 TOURISM MARKETING **Pre-requisite: None**
This course is important to provide knowledge on theories, concepts and strategies applied in marketing tourism products and/or services.

PTR2063 TOUR PLANNING AND DESIGN **Pre-requisite: None**
This module is very important for the individuals who wish to develop their practical operational skills and gain a base for pursuing a career in the travel and tour industry. The students have to understand the changing role of the tour company in the environment of consolidation and globalization.

PTR2123 RECREATIONAL MANAGEMENT **Pre-requisite: None**
This course is important to provide students with an overview and knowledge about recreation and its correlation with the tourism industry in Malaysia.

MPU2223 STUDY SKILLS **Pre-requisite: None**
This course introduces student to effective methods of study that are essential for success in academic activities at tertiary level. The skills employed will help students to study independently and efficiently.

MPU2233 PENGUCAPAN AWAM **Pre-requisite: None**
Kursus ini berkisar tentang aspek pengucapan awam yang merangkumi kemahiran, penyampaian, bahasa, penampilan diri, halangan dalam pengucapan awam dan etika berucap.

MPU2243 HUMAN COMMUNICATION **Pre-requisite: None**
To equip the students with essentials of human communication and other various communication strategies.

MPU2253 KEMAHIRAN MENULIS **Pre-requisite: None**
Kursus kemahiran menulis ini adalah untuk melahirkan pelajar yang boleh mengaplikasikan kemahiran menulis seperti penulisan ilmiah, karya kreatif dan penulisan dalam laman blog seiring dengan keperluan pelajar dalam memasuki alam pekerjaan.

MPU2213 BAHASA KEBANGSAAN A **Pre-requisite: None**
Kursus ini ditawarkan kepada pelajar yang tidak mendapat kepujian dalam mata pelajaran Bahasa Melayu pada peringkat Sijil Pelajaran Malaysia (SPM). Kepentingan kursus ini untuk mempertingkatkan kecekapan berbahasa dan kemahiran komunikasi sesuai dengan intelek pelajar.

PMG1123 FUNDAMENTALS OF MANAGEMENT **Pre-requisite: None**
This module is very important as to introduce the four functions of management which would be useful in managing an organization. Thus, is to equip students with basics in tourism management. In the future, it can develop professional who are able to undertake various managerial functions in tourism operations.

HPE1023 PROFICIENCY ENGLISH II **Pre-requisite: None**
To supplement the program with soft skills through language and communication development.

PTR2113 HUMAN RESOURCE MANAGEMENT FOR TOURISM **Pre-requisite: None**
This course is important to introduce the concept and application of human resources management in tourism industry.

MPU2412 KHIDMAT MASYARAKAT 1 **Pre-requisite: MPUXX**
Modul ini bertujuan memberi kesedaran tentang kepentingan hubungan komuniti dan perkhidmatan social perlu diterapkan kepada bakal-bakal graduan supaya mereka berupaya bekerjasama dan bertanggungjawab dalam melaksanakan sesuatu tugas secara bersama.

MPU2422 PENGURUSAN MASJID **Pre-requisite: MPUXX**
Modul ini bertujuan memberi pendedahan tentang kepentingan dan peranan pengurusan institusi masjid kepada pelajar secara menyeluruh supaya mereka dapat memberi nilai tambah kepada masyarakat dengan lebih berkesan agar keunggulan instituis masjid lebih dihormati dan disanjung tinggi.

MPU2432 SPORTS EVENT MANAGEMENT 1 **Pre-requisite: MPU22XX**
This course introduces students to sport event management and focuses on the details required when planning a specific sports event. Emphasis is placed on the planning of events, beginning with research into selecting the right event, event themes, site selection, task and responsibility checklists, organizational committed structures, budgeting, advertising and promotion and event administration.

PTR2073 FARES AND TICKETING **Pre-requisite: None**
This course is important to prepare the students to work in the tourism industry especially in the travel agents.

PTR3113 CROSS CULTURAL STUDIES **Pre-requisite: None**
This course is important to prepare the students to work in the tourism industry especially in the travel agents

PTR3103 TRANSPORTATION IN TOURISM **Pre-requisite: None**
This course is important to prepare the students to work in the tourism industry especially in the travel agents.

PTR2143 COMMUNICATION AND ETIQUETTE FOR TOURISM **Pre-requisite: None**
This course is designed to familiarize students with the common and basic communication skills and business etiquette in tourism business situation nowadays. It will help students to build relationships and avoid potentially embarrassing situations. This course also touches about new rules of business etiquette and show why they are so important.

PEN2303 DIGITAL ENTREPRENEURSHIP **Pre-requisite: None**
This subject is important in order to guide students who are interested in making entrepreneurship who are interested in making entrepreneurship as their future career option as well as to provide students with entrepreneurial skills.

PTR 3143 MEETING, INCENTIVE, CONVENTION AND EXHIBITION **Pre-requisite: None**
The course is primarily designed to expose the student with environment of MICE industry that can be applied in tourism industry.
PTR3123 TOUR GUIDING SKILLS **Pre-requisite: None**
This course is important to prepare the students to work in the tourism industry especially in the travel agents.
PTR3153 TRAVEL AND TOUR AGENCY MANAGEMENT **Pre-requisite: None**
This course is important to prepare the students to work in the tourism industy especially in the travel agents.
PTR2083 COMPUTER RESERVATION SYSTEM **Pre-requisite: None**
This course is important to prepare the students to work in the tourism industry especialy in the travel agents
HLT2023 LEGAL ASPECTS OF TRAVEL INDUSTRY **Pre-requisite: None**
The course was designed basically to acquaint students with the basic concept of legal aspects of travel industry in Malaysia. On successful completion of the course students are expected to have a strong foundation on the principles of laws that relating to travel, which rely in tourism to make wise decision.

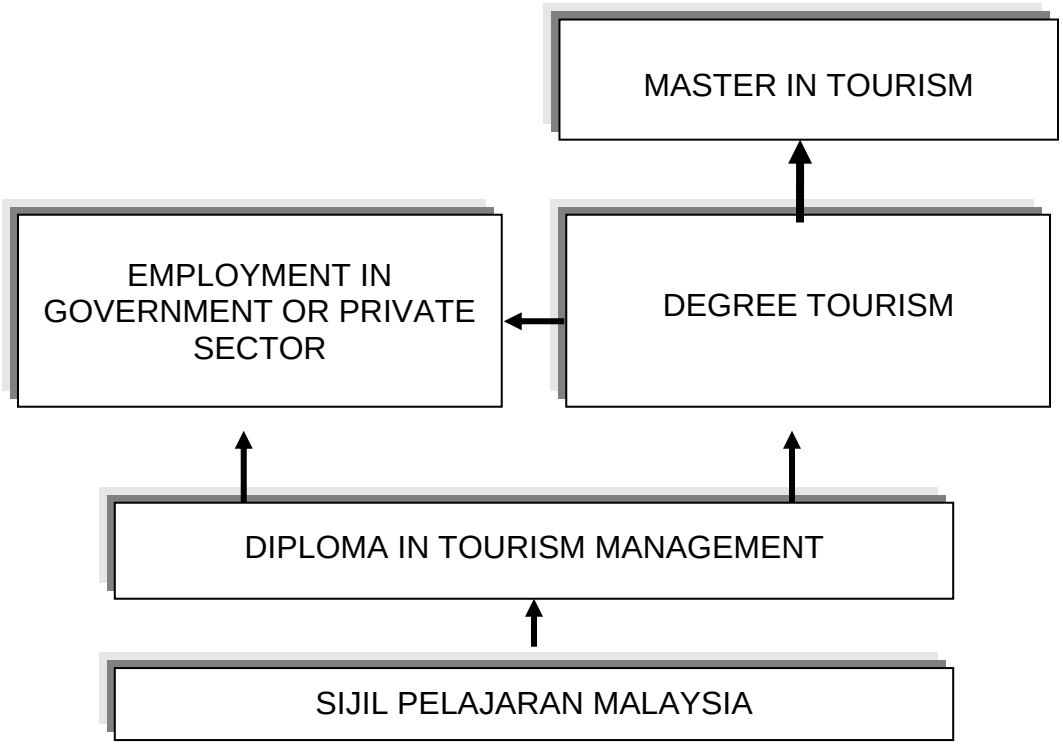
MPU2313 PENGAJIAN ISLAM **Pre-requisite: None**
Kursus ini diperkenalkan untuk mendedahkan kepada para pelajar mengenai kedudukan Islam sebagai suatu cara hidup yang unggul. Kebanyakan masyarakat Islam hanya mengetahui Islam dalam pengertian yang sempit (sebagai satu sistem ritual) yang bertentangan dengan prinsip-prinsip Islam. Pendedahan kepada Islam yang bersifat syumul diharapkan dapat melahirkan insan yang menghayati Islam secara lebih positif kepada usaha untuk memajukan agama, bangsa dan negara.

MPU2333 ETIKA DAN NILAI **Pre-requisite: None**
Kursus ini ditawarkan untuk melahirkan individu yang bukan sahaja pakar dalam bidang masing-masing tetapi juga juga bermoral agar Malaysia berjaya memenuhi cabaran dalam dasar kerajaan untuk mencapai masyarakat yang bermoral dan beretika.

HPS2013 BASIC ORATORY **Pre-requisite: None**
This course provides the overview of communication theory as well as incorporates extensive practical aspects of public speaking and discussion relevant to specific programmed

PTR3228 INDUSTRIAL TRAINING **Pre-requisite: Passes all courses up to semester 5**
This course provides opportunities for students to experience the real working environment.

STUDY PATH

LEARNING CHART
COURSE IN DIPLOMA IN TOURISM MANAGEMENT (AT101)

Graduates are expected to possess the skills necessary to undertake a variety of management and administration occupations in the private sector, public sector, government, and non-profit organizations. Graduates also will have the opportunity to further their studies in Degree in Tourism Management, Degree in Hotel Management and Degree in Hospitality.