

Diploma in Hospitality Management (Tourism)

Programme Overview:

The tourism industry in Malaysia is one of the fastest growing industries with significant contributions to the national economy. As the sector grows, there will be a greater emphasis and commitment to expand and improve tourism products and services. This programme will involve students in context of travel-related business, such as marketing, foreign languages and convention and meeting management. Special emphasis is placed on the development of interpersonal, communication and critical thinking skills. Graduates would have developed a mature understanding of their field through lecture, class discussion, case studies, field trip as well as industrial attachment.

Duration and Offered In:

2 Years - KL N/811/4/0150 | PK N/811/4/0154

MER:

Minimum Entry Requirement for Diploma Programmes ([PDF](#))

Career Prospects:

- Tourism Industry, e.g. Work in Travel Agencies, Tourist Attractions, Resorts and Hotels
- Administrators, Planners or Executives, Tour Leaders in the Industry
- Research and Development, Tourism Marketing, Eco-tourism, Tourist Attraction, Conferences, Exhibition Centres and Travel Agencies

Academic Progression

Graduates may be admitted into Year 2 of :-

- Bachelor in Tourism Management(Honours)(Event Management)
- Bachelor of Tourism Management(Honours)(Entry into Year 1 Semester 3)

Programme Outline:

- Economics for Hospitality Industry
- Introduction to Hospitality Industry
- Introduction to Travel Industry
- Marketing for Hospitality Management
- Introduction to Information Technology
- Hospitality Accounting
- Introduction to Transportation Services
- Principles of Tourism

- Geography of Travel & Tourism Industry
- Principles of Ticketing, Fares & International Travel
- Basic Management Principles
- Travel Agency and Tour Operations
- Tourism Planning
- Hospitality Law
- Principles of Service Marketing & Management
- Convention & Meeting Management
- The Management of International Tourism
- Industrial Attachment
- Development and Management of Visitor Attractions
- Tourism in South East Asia

Language, Mata Pelajaran Pengajian Umum (MPU) and Co-curricular Courses:

- English Language, Social & Work Etiquette, Pengajian Malaysia 2, Bahasa Kebangsaan A, French Language I / Japanese Language I / Korean Language I, English for Communication, French Language II / Japanese Language II / Korean Language II, English for IELTS, Civic Consciousness and Volunteerism, Co-curricular

*Co-Curricular Courses can be taken in any long semester of the study.