

TOURISM AND HOSPITALITY INDUSTRY

Tourism and Hospitality industry is world's fastest growing industry and it is expected to be the world's largest industry by 2020. Globally, international tourists spend US\$2 billion everyday on tourism and hospitality related activities.

This is projected to increase to US\$4 billion per day by 2020 (WTO). This present promising career opportunities for qualified tourism and hospitality management graduates locally and internationally.

JOB PROSPECTS

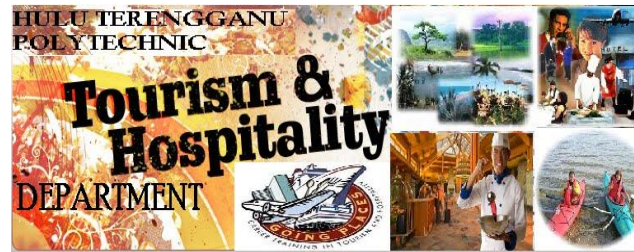
When you get a Diploma in the tourism and hospitality you literally hold an international passport to gain employment in any parts of the world. The exciting career while demanding hard work, offers attractive salaries and excellent job prospects.

There are also ample opportunities for self-development and gain international exposure. With tourism and hospitality related qualification, you can choose from a wide range of careers at various management and supervisors level.

ABOUT THE DEPARTMENT

The Department of Tourism and Hospitality in Hulu Terengganu Polytechnic offers Diploma Tourism Management Programme. At the department, we believe that every student must learn to lead and manage innovation-driven markets.

Our students practice the skills in interdisciplinary coursework and field experiences that combine entrepreneurship, social science and technology. At the same time, students will learn to think more innovatively about business organizations, strategies and process.



Tourism and Hospitality Department,
Hulu Terengganu Polytechnic,
Bangunan 3 Tingkat MDHT,
21700 Kuala Berang,
Hulu Terengganu, Terengganu DI
Tel : 09-682 5555, 013-2635457



HULU TERENGGANU POLYTECHNIC

DEPARTMENT OF TOURISM AND HOSPITALITY



DIPLOMA IN TOURISM MANAGEMENT (DUP)



PROGRAMME OVERVIEW

Department of Polytechnic Education (DPE) has worked collaboratively with the nation's key industry players developing the curriculum of Diploma in Tourism Management program. This collaboration aims to equip students' up-to-date knowledge and relevant skills to meet the global challenges and the requirements of the Tourism industries.

PROGRAMME LEARNING OUTCOME (PLO)

- ✓ Acquire tourism knowledge and management to meet current needs and adapt to challenges and changes in the tourism industry.
- ✓ Practice tourism management skills, deliver quality customer service and practice good values in tourism establishment.
- ✓ Communicate effectively and efficiently required for effective management within the diverse and global industries.
- ✓ Demonstrate: analytical problem solving aptitude enthusiastically, in line with ethical and social responsibilities.
- ✓ Develop an effective and excellence social skills and responsibilities to meet the common goals in tourism field.
- ✓ Recognize the needs to continuously nurture intellectual and professional growth through lifelong learning activities.
- ✓ Inculcate entrepreneurial; skills in the related discipline that contribute towards national growth and be competitive in the industries.
- ✓ Adhere professionalism dress, grooming, attitude and work towards professional codes and ethics while enhancing humanistic values to adapt the real work challenge and maintaining the environment.
- ✓ Demonstrate effective leadership responsibility place behaviour and excellence teamwork that reflect standards expected of tourism industry professionals.

VISION

To be Malaysia's number one provider of an innovative human capital through transformational education and training for the global workforce for 2015

MISION

Breaking boundaries for the creation of transformative and creative learning environment for an innovation led economy.

ENTRY REQUIREMENTS

- * Malaysian Citizenship
- * Pass SPM with
 - a. Maths / Add Maths
 - b. History
 - c. English Language

WITH

- d. THREE (3) credits include Malay Language and any two (2) other subjects.

CAREER OPPORTUNITIES

This programme provides the knowledge and skills for job designations such as:

- ✓ Tourism Officer.
- ✓ Travel and Tour Supervisor.
- ✓ Nature Interpreter.
- ✓ Park Administration.
- ✓ Community Recreation.
- ✓ Tourism Programme Supervisor/Instructor/Facilitator.
- ✓ Tourism Sales and Marketing Personnel.
- ✓ Event Management Supervisor/Coordinator.
- ✓ Travel Package Development Consultant.
- ✓ Entrepreneur in Tourism, Travel and Tour businesses.
- ✓ Theme Park Supervisor.
- ✓ Park Coordinator.
- ✓ Recreation Facility supervisor

PROGRAMME STRUCTURE

1. ISLAMIC EDUCATION I @ MORAL EDUCATION 1, 2, 3
2. COMMUNICATIVE ENGLISH 1, 2
3. CO-CURRICULUM 1, 2, 3
4. ARABIC LANGUAGE 1,2,3
5. COMPUTER APPLICATION
6. FUNDAMENTALS OF TOURISM AND HOSPITALITY
7. EXCELLENT HOSPITALITY AND CUSTOMER SERVICE
8. TOURISM AND HOSPITALITY PROFESIONAL DEVELOPMENT
9. PRINCIPLES OF TOURISM AND HOSPITALITY MARKETING
10. TOURISM MALAYSIA
11. FRONT OFFICE PRACTICE
12. TOURISM GEOGRAPHY
13. GLOBAL DISTRIBUTION SYSTEM
14. TRAVEL AGENCY OPERATION
15. RECREATIONAL TOURISM I (TERRESTRIAL)
16. ISLAMIC CIVILISATION
17. SOFT SKILLS
18. OCCUPATIONAL SAFETY AND HEALTH 1,2
19. TOURIST GUIDING TECHNIQUES
20. TOURISM AND HOSPITALITY LAW
21. RECREATIONAL TOURISM 2 (MARINE)
22. INDUSTRIAL TRAINING
23. PRINCIPLES OF ACCOUNTING FOR TOURISM AND HOSPITALITY
24. TOURIST BEHAVIOUR
25. PRINCIPLES OF TOURISM MANAGEMENT
26. EVENT OPERATION MANAGEMENT
27. ENTREPRENEURSHIP
28. SALES AND MARKETING
29. VISITOR INTERPRETATION SERVICES
30. TOURISM PROJECT
31. SUSTAINABLE TOURISM*
32. COMMUNITY BASED TOURISM*
33. TECHNOLOGY IN TOURISM*
34. TOURISM EXPEDITION*

**Elective course*

