



*Diploma*  
**PENGURUSAN  
PELANCONGAN**  
**POLITEKNIK HULU TERENGGANU**

**HUBUNGI KAMI**



**09-682 5555**



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# DIPLOMA PENGURUSAN PELANCONGAN

DIPLOMA PENGURUSAN PELANCONGAN (DUP) adalah program sepenuh masa selama TIGA (3) tahun yang terdiri daripada ENAM (6) semester dengan satu semester penuh latihan industri berstruktur.

Program pengajian ini dibangunkan secara khusus untuk menyediakan pelajar liputan menyeluruh tentang pelbagai komponen industri pelancongan dan aktiviti kompetensi lain yang diperlukan, terdiri daripada operasi perjalanan dan pelancongan, teknik pemandu pelancong, tempahan dan tiketan, pelancongan rekreasi, pemasaran pelancongan, perkhidmatan interpretasi pelancong dan pengurusan acara.

Selain pengetahuan dan kemahiran teknikal, program pengajian ini juga menekankan pembangunan potensi individu pelajar secara bersepadu dan holistik melalui kursus seperti pengajian Islam, pengajian akhlak, kokurikulum, kemahiran insaniah dan keusahawanan.



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## SYARAT KEMASUKAN

### LEPASAN SPM

- Warganegara Malaysia
- Memiliki SPM atau setaraf
- Lulus Sejarah (SPM 2013 dan ke atas)
- Lulus Bahasa Inggeris
- Lulus Bahasa Melayu
- Mendapat TIGA (3) kepujian dalam mana-mana mata pelajaran
- Calon tidak mempunyai ketidakupayaan penglihatan (buta), pendengaran, fizikal atau pembelajaran yang menyukarkan kerja-kerja amali

### LULUSAN SELAIN SPM

- Warganegara Malaysia.
- Lulus pengajian peringkat Sijil yang diiktiraf MQA/**Sijil Kemahiran Malaysia Tahap 3** dalam bidang berkaitan dan lulus SPM dengan mendapat SATU(1) kredit dalam mana-mana matapelajaran; **ATAU**
- Lulus **Sijil Tinggi Persekolahan Malaysia(STPM)** dengan gred minimum C [Kumulatif Gred Purata Nilai (CGPA) 2.00] dalam mana-mana subjek atau kelayakan yang setaraf dengannya; **ATAU**
- Lulus **Sijil Tinggi Agama Malaysia (STAM)** dengan gred minimum Maqbul (Lulus); **DAN**
- Calon tidak mempunyai ketidakupayaan penglihatan, ketidakupayaan pendengaran, ketidakupayaan pertuturan, ketidakupayaan fizikal atau masalah pembelajaran yang menyukarkan kerja-kerja amali

### LULUSAN APEL

- Warganegara Malaysia
- Mendapat sijil APEL (Accreditation of Prior Experiential Learning) daripada MQA untuk kemasukan ke diploma (Tahap 4)
- Mempunyai pengalaman bekerja dalam bidang berkaitan



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## VISI POLITEKNIK

Menjadi Peneraju Institusi TVET yang unggul



## MISI POLITEKNIK

- **Menyedia akses yang meluas kepada program TVET berkualiti dan diiktiraf.**
- **Memperkasa komuniti melaui pembelajaran sepanjang hayat.**
- **Melahirkan graduan holistic, berciri keusahawanan dan seimbang.**
- **Manfaatkan sepenuhnya perkongsian pintar dengan pihak berkepentingan.**



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## PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

**Within a few years after completing Diploma in Tourism Management, graduates are able to:**

### **PEO1:**

apply a broad range of theoretical and technical knowledge and skills including technical, digital, numerical, and problem-solving skills to carry out varied complex routine and non-routine tasks under minimum supervision in tourism work or study.

### **PEO2:**

develop effective teamwork, interpersonal, communication skills and be socially and ethically responsible in the tourism industry.

### **PEO3:**

inculcate desire for lifelong learning, entrepreneurship, professional ethics, and career development in the tourism industry.



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## PROGRAMME LEARNING OUTCOME (PLO)

**Upon completion of the programme, students should be able to:**

- PLO1** : demonstrate an understanding of a broad range of theoretical and technical knowledge to perform varied complex routine and non-routine tasks in tourism industry areas.
- PLO2** : apply critical thinking skills in solving problems or issues while performing varied complex routine and non-routine tasks related to the tourism industry.
- PLO3** : demonstrate practical skills to perform varied complex routine and non-routine tasks in the tourism industry.
- PLO4** : demonstrate interpersonal skills within a wide working environment in the tourism industry.
- PLO5** : demonstrate communication skills by proficiently utilizing both the national language and other additional language.
- PLO6** : demonstrate the application of digital skills in performing a variety of complex routine and non-routine tasks within the tourism industry.
- PLO7** : demonstrate the application of numerical and graphical data in executing diverse complex routine and non-routine tasks within the tourism industry.
- PLO8** : demonstrate the capability to work autonomously and lead teams with a high level of responsibility
- PLO9** : demonstrate personal skills through initiatives aimed at self-improvement for both career and educational goals.
- PLO10** : apply entrepreneurial skills within tourism and hospitality industry.
- PLO11** : demonstrate organisational and professional ethics within the work environment while applying sustainable practices in tourism industry tasks and learning contexts.



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## STRUKTUR KURIKULUM

### DIPLOMA PENGURUSAN PELANCONGAN

SEMESTER	KLASIFIKASI	KOD KURSUS	NAMA KURSUS
SATU	KURSUS UMUM	DTM10303	CUSTOMER SERVICE FOR TOURISM AND HOSPITALITY
		DTM10313	PRINCIPLES OF TOURISM MANAGEMENT
	KURSUS DISIPLIN	DTM10323	TOURISM IN MALAYSIA
		DTM10333	TOURISM GEOGRAPHY



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## STRUKTUR KURIKULUM

### DIPLOMA PENGURUSAN PELANCONGAN

SEMESTER	KLASIFIKASI	KOD KURSUS	NAMA KURSUS
DUA	KURSUS UMUM	DTM30283	TOURISM AND HOSPITALITY MARKETING
		DTA20152	DIGITAL ENTERPRENEURSHIP FOR TOURISM AND HOSPITALITY
	KURSUS DISIPLIN	DTM20343	TRAVEL AND TOUR MANAGEMENT
		DTM20353	TOURISM TRANSPORTATION
		DT020134	TERRESTRIAL RECREATIONAL TOURISM



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## STRUKTUR KURIKULUM

### DIPLOMA PENGURUSAN PELANCONGAN



SEMESTER	KLASIFIKASI	KOD KURSUS	NAMA KURSUS
TIGA	KURSUS DISIPLIN	DTM30393	VISITOR INTERPRETATION SERVICES
		DTM30363	TRAVEL PACKAGE DEVELOPMENT
		DTM30374	TOURIST GUIDING TECHNIQUES
		DT030144	MARINE RECREATIONAL TOURISM



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## STRUKTUR KURIKULUM

### DIPLOMA PENGURUSAN PELANCONGAN

SEMESTER	KLASIFIKASI	KOD KURSUS	NAMA KURSUS
EMPAT	KURSUS UMUM	DUF50202	ENGLISH FOR PROFESSIONAL COMMUNICATION IN TOURISM AND HOSPITALITY
		DTM40273	PRINCIPLES OF ACCOUNTING FOR TOURISM AND HOSPITALITY
	KURSUS DISIPLIN	DTM40384	Tourism Expedition
		DTM40402	TOURISM PROJECT 1
		DTM40414	EVENT OPERATION AND MANAGEMENT



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## STRUKTUR KURIKULUM

### DIPLOMA PENGURUSAN PELANCONGAN

SEMESTER	KLASIFIKASI	KOD KURSUS	NAMA KURSUS
LIMA	KURSUS UMUM	DUW10032	OCCUPATIONAL, SAFETY AND HEALTH
		DUG30032	GREEN TECHNOLOGY COMPLIANCE
	KURSUS DISIPLIN	DTM50423	SUSTAINABLE TOURISM
		DTM50433	GLOBAL DISTRIBUTION SYSTEM (GDS)
		DTM50443	TOURISM PROJECT 2
		DTM50462	COMMUNITY BASED TOURISM



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## STRUKTUR KURIKULUM DIPLOMA PENGURUSAN PELANCONGAN

SEMESTER	KLASIFIKASI	KOD KURSUS	NAMA KURSUS
ENAM	LATIHAN INDUSTRI	DUT60089	INDUSTRIAL TRAINING



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## PROSPEK KERJAYA



### 1. Travel and Tourism

- a. Assistant Archive Officer
- b. Assistant Ticketing Officer
- c. Cultural Officer
- d. Curator/Interpreter (Museum, Visitor Interpretation Centre)
- e. Educator
- f. Event Planner
- g. Event Sales Coordinator
- h. Sales and Marketing Executive (Theme Park, Travel Agent, Tourism Attraction Places)
- i. Tour Guide
- j. Tour Leader
- k. Tourism Attractions Operations Personnel

### 2. Recreation

- a. Recreation Personnel
- b. Recreation Facility Personnel

### 3. Business

- a. Entrepreneur in Tourism, Travel and Tour Business

### 4. Government Sector



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## FASILITI PEMBELAJARAN



TASIK PHT



PUSAT AKUATIK



MENARA ZIPLINE



TAPAK PERKHEMAHAN



MENARA WALL CLIMBING



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## FASILITI PEMBELAJARAN



PERALATAN  
REKREASI



BILIK KULIAH



MAKMAL GDS



PERPUSTAKAAN



MINI AUDITORIUM



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# Diploma

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# PELANCONGAN

**POLITEKNIK HULU TERENGGANU**

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Kuala Jeneris,  
21700 Kuala Berang,  
Terengganu.

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