Diploma in Tourism Management
(AT101)

Academic Session Nov
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**	**:** 3 Years
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 3-year 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 NOVEMBER 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									
1	MPU2163	Pengajian Malaysia 2	Compulsory	3	42	120	70	30	NONE
	MPU2133	Bahasa Melayu Komunikasi 1/Bahasa Melayu Komunikasi 1 (Pelajar Antarabangsa)	Compulsory	3	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	3	42	120	100	0	NONE
6	HPE1013	Proficiency English 1	Common Core	3	42	120	60	40	NONE
			Total	18					
SEMESTER 2									
7	MPU2213 MPU2223/ MPU2233/ MPU2243/ MPU2253	Bahasa Kebangsaan A Study Skills/ Pengucapan Awam/ Human Communication/ Kemahiran Menulis	Compulsory	3	42	127 120 126 120 126	70 70 60 60 60	30 30 40 40 40	NONE NONE NONE NONE NONE
8	PMG1123	Fundamentals of Management	Common Core	3	42	120	60	40	NONE
9	HPE1023	Proficiency English II	Common Core	3	42	120	60	40	HPE1013
			Total	9					

			SEMESTER 3						
10	PTR2043	Tourism Geography	Programme Core	3	42	120	60	40	NONE
11	PAC1143	Foundation to Financial Accounting	Common Core	3	50	132	70	30	NONE
12	PTR2093	E-Tourism	Programme Core	3	56	136	60	40	NONE
13	PTR2103	Tourism Marketing	Programme Core	3	42	120	50	50	NONE
14	PTR2063	Tour Planning and Design	Programme Core	3	42	129	60	40	NONE
15	PTR2123	Recreational Management	Programme Core	3	42	125	60	40	NONE
			Total	**18**					
			YEAR 2						
			SEMESTER 1						
16	PTR2113	Human Resource Management for Tourism	Programme Core	3	120	60	60	40	NONE
17	PTR2073	Fares and Ticketing	Programme Core	3	132	60	60	40	NONE
18	PTR3103	Transportation in Tourism	Programme Core	3	130	60	60	40	NONE
19	PTR2143	Communication and Etiquette for Tourism	Programme Core	3	120	70	70	30	NONE
20	PTR3113	Cross Cultural Studies	Programme Core	3	123	60	60	40	NONE
21	MPU2412 / MPU2422 / MPU2432	Khidmat Masyarakat 1 Pengurusan Masjid/ Sports Event Management 1	Compulsory	2	80 80 80	100 100 100	100 100 100	0 0 0	NONE
			Total	**17**					
			SEMESTER 2						
22	MPU2313	Pengajian Islam	Compulsory (Choose any one)	3	42	120	60	40	NONE
	MPU2343	Pembangunan Pemuda		3	42	120	100	0	NONE
23	HPS2013	Basic Oratory	Common Core	3	50	120	100	0	NONE
			Total	**6**					
			SEMESTER 3						
24	PEN2303	Digital Entrepreneurship	Common Core	3	42	120	100	0	NONE
25	PTR3143	Meeting, Incentive, Convention and Exhibition for Tourism	Programme Core	3	42	120	100	0	NONE

26	PTR3123	Tour Guiding Skills	Programme Core	3	47	136	60	40	NONE
27	PTR3153	Travel and Tour Agency Management	Programme Core	3	42	123	100	0	NONE
28	PTR2083	Computer Reservation Systems	Programme Core	3	56	130	60	40	NONE
29	HLT2023	Legal Aspects of Travel Industry	Programme Core	3	38	120	60	40	NONE
			Total	**18**					
YEAR 3									
SEMESTER 1									
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**					

SLT: Student Learning Time

        * MPU2213 Bahasa Kebangsaan A is COMPULSORY to students who did not obtain a credit in Bahasa Melayu at SPM level.

        Students who obtained a credit in Bahasa Melayu (SPM) are exempted from this course and to be replaced by another MPU22XX course.

COURSE INFORMATION

COURSE SUMMARY
YEAR 1 (SEMESTER 1)

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.

YEAR 1 (SEMESTER 2)

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.

YEAR 1 (SEMESTER 3)

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.

YEAR 2 (SEMESTER 1)

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.

YEAR 2 (SEMESTER 2)

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.

YEAR 2 (SEMESTER 3)

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.

MPU2343   PEMBANGUNAN PEMUDA
Pre-requisite: None
Kursus ini ditawarkan untuk melahirkan golongan belia sebagai pelapis pemimpin yang bukan sahaja pakar dalam bidang masing-masing tetapi juga bermoral agar Malaysia berjaya memenuhi cabaran dalam dasar kerajaan untuk mencapai masyarakat yang bertamadun.

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.

YEAR 3 (SEMESTER 1)

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.

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                                    │  MASTER IN TOURISM   │
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   ┌──────────────────────┐        ┌──────────────────────┐
   │   EMPLOYMENT IN       │ ◄──────│   DEGREE TOURISM     │
   │ GOVERNMENT OR PRIVATE │        │                      │
   │       SECTOR          │        │                      │
   └──────────────────────┘        └──────────────────────┘
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        │     DIPLOMA IN TOURISM MANAGEMENT           │
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