



TOURISM MANAGEMENT

PROGRAMME DESCRIPTION:

The Diploma in Tourism Management programme was introduced in 1976. This two and the half year programme expose students to the world of tourism. The programme was designed to provide students with comprehensive, up-to-date knowledge and hands-on experience at operational and management levels. Since then, this programme has developed an excellent reputation within the tourism industry in the country for the quality of the graduates.

Further, the programme intention is to produce graduates who are skilled or semi-professionals in the tourism industry. Students are able to apply the knowledge, understanding and practical experience in the provision of quality products and services to government agencies and the hospitality industry.

The curriculum offers a balance between knowledge and practical application to ensure that students are well equipped with knowledge and hands-on experience, hence able to obtain immediate employment in the hospitality industry upon graduation. In addition, the industrial training programme will provide students with valuable experience, which will assist them in their career planning as well as full time job opportunities. Through its strong curriculum design that involves participation from the industry and various stakeholders, students will have an exciting career opportunity at management, supervisory and administrative positions in the tourism industry.

The Diploma of Tourism Management programme is currently being offered at UiTM Melaka, Penang, Sabah, Sarawak and Terengganu campuses.

PROGRAMME OBJECTIVES:

Graduates are expected to fulfil the following objectives after 5 years of graduation:

- Semi - professionals in tourism industry who analyze and apply the knowledge, understanding and laboratory experiences to provide quality products and services to the government agencies and hospitality industries.
- Semi - professionals in tourism industry who lead and engage in teams in problem solving across disciplines through effective communicative abilities.
- Semi - professionals in tourism industry who continue to advance their knowledge and abilities by utilising ICT to explore business opportunities in the hospitality industry.
- Semi - professionals in tourism industry who practice ethical and professional values in providing services to the recipients and provider of hospitality industry.

PROGRAMME OUTCOMES:

Graduates are expected to fulfil the following outcomes upon graduation:

- Able to identify and distinguish products and services in the tourism industry.
- Able to apply technical skills and hands on task on the travel and tour operations.
- Able to demonstrate ability to design and implement conflict resolution in tourism industry.
- Able to communicate effectively with individuals, guests and public in oral and written presentations.
- Able to recognize the impact of tourism industry in a global, environmental and society context using social skills and responsibility
- Able to demonstrate positive attitude, strong work ethics and values.
- Able to identify current trends and acquire long life learning on tourism information management issues.
- Able to demonstrate self confident, independent, creative and innovative managerial and entrepreneurial skills.
- Able to exercise dynamic leadership and teamwork for the effective operation of travel alliances and hospitality industry.

PROGRAMME STRUCTURE

SEMESTER 1

CTU101	- FUNDAMENTAL OF ISLAM
ELC120	- INTEGRATED LANGUAGE SKILLS : LISTENING
HBU111	- NATIONAL KESATRIA I
HTM130	- INTRODUCTION TO HOSPITALITY AND TOURISM INDUSTRY
MGT162	- FUNDAMENTALS OF MANAGEMENT
TJP/TMD/TAC101	- THIRD LANGUAGE 1
CSC 253	- INTERACTIVE MULTIMEDIA
HTT167	- FUNDAMENTALS OF TOURISM

SEMESTER 2

ELC150	- INTEGRATED LANGUAGE SKILLS: READING
HBU121	- NATIONAL KESATRIA II
CTU151	- ISLAMIC THOUGHT AND CIVILIZATION
ACC106	- INTRODUCTION TO FINANCIAL ACCOUNTING & REPORTING
TJP/TMD/TAC151	- THIRD LANGUAGE 2
MKT243	- FUNDAMENTALS OF MARKETING
HTT280	- GEOGRAPHY & CULTURE IN TOURISM
HTT170	- PROFESSIONAL ETIQUETTE AND CUSTOMER SERVICE

SEMESTER 3

CTU265	- ISLAMIC FOOD AND TOURISM MANAGEMENT
ELC230	- INTEGRATED LANGUAGE SKILLS : WRITING
HBU131	- NATIONAL KESATRIA III
TJP/TMD/TAC201	- THIRD LANGUAGE 3
ECO120	- PRINCIPLES OF ECONOMIC
HTT251	- MEETING, INCENTIVE, CONVENTION & EVENT
HTT261	- FARES AND COMPUTER RESERVATION SYSTEM
HTT313	- TOURISM TRANSPORTATION

SEMESTER 4

ENT300	- FUNDAMENTALS OF ENTREPRENEURSHIP
LAW277	- INTRODUCTION TO HOSPITALITY AND TRAVEL LAW
HTM260	- SUPERVISION IN HOSPITALITY AND TOURISM INDUSTRY
TJP/TMD/TAC251	- THIRD LANGUAGE 4
HTT315	- TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT
HTT343	- TRAVEL WRITING AND PHOTOGRAPHY
HTT353	- TOUR PLANNING AND GUIDING

SEMESTER 5

HTT390	- INDUSTRIAL TRAINING
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COURSE DESCRIPTION

SEMESTER 1

CTU101 - FUNDAMENTAL OF ISLAM

This course exposes students to the basic principles of Islam which focusing on the basic principles of the faith of Islam, the Shari' a, worship and morality by emphasizing the importance of understanding and appreciation of the faith as well as the implementation of Shariah, worship and morality in everyday life.

ELC120 - INTEGRATED LANGUAGE SKILLS : LISTENING

This course is designed to build the listening, speaking and reading skills to help students perform effectively and competently in the social and academic contexts. This is done through the integration of language skills with an emphasis on listening. It aims to raise students' proficiency to the intermediate level. This course focuses on enhancing the students' abilities to use the language by exploiting a variety of materials in varied situations. Appropriate consideration is given to the development of higher-level grammatical construction, vocabulary expansion and extensive reading activities which are intended to increase students' lexical density.

HBU111 - NATIONAL KESATRIA I

This course introduces to students conduct and behaviour, personality, leadership and communication manner through the components of discipline such as uniform team marching. Students are also given inputs on nationalism and spiritual to inculcate patriotism and development of behaviour. Aspect of physical fitness are given through physical training.

HTM130 - INTRODUCTION TO HOSPITALITY AND TOURISM INDUSTRY

This course introduces the students to the overall environment of the hospitality and tourism industry. The students will be equipped with the knowledge in operations, functions and roles of the industry.

MGT162 - FUNDAMENTALS OF MANAGEMENT

This course introduces the various functions of management such as planning, organizing, leading and controlling. The subject will expose students to various management concepts such as motivation, communication, quality management and Islamic management perspective.

TMC 101 - FOUNDATION MANDARIN LEVEL I

The Foundation Mandarin course is intended for students who have no background in Mandarin or any character-based language. This is the first of a three-level Mandarin Language programme designed specifically for UiTM Bachelor Degree students. The students will be taught appropriate elementary level vocabulary and grammar. The course will emphasize greatly on developing participants oral communication skills in situational contexts through class activities such as role plays, simulations and other relevant oral tasks. Students are expected to take part in all language activities conducted in class to ensure success in attaining the elementary level proficiency. In this course, students will be introduced to the Hanyu Pinyin system. In addition, Chinese culture will also be introduced in this course.

CSC 253 - INTERACTIVE MULTIMEDIA

This course will introduce the essential topics in multimedia application development. It includes concepts in hypermedia, basic technique in multimedia application development such as combination of audio, video, animation and graphics, and data storage and retrieval methods. It also discusses multimedia computer hardware, exposure to the functions of current media software packages, multimedia application concepts, data manipulation, file format, media storage, memory management and configuration and screen display techniques.

HTT167 - FUNDAMENTALS OF TOURISM

The course will prepare students with fundamental knowledge of the tourism industry. This includes the knowledge in tourism components and organizations, motivations, and planning and development of the destination. Students will be exposed to the significance of tourism impact on the economy, social and environment as well as the importance of planning for tourism development.

SEMESTER 2

ELC150 - INTEGRATED LANGUAGE SKILL: READING

This course is designed to equip students with the reading skills necessary to help them improve their comprehension of written English in order to compete successfully in an academic program and to be confident and independent readers. Specifically, students will be exposed to intensive and extensive reading strategies through a variety of reading materials to build higher level reading skills as well as engage in voluntary reading at their own initiative. In addition speaking and listening skills are integrated into the course to help students perform effectively and competently in the social and academic contexts. This course aims to raise their proficiency to high intermediate level by exploiting a variety of materials in varied situations. Appropriate consideration is given to the development of higher-level grammatical construction, vocabulary expansion and extensive reading activities which are intended to increase students' lexical density.

HBU121 - NATIONAL KESATRIA II

This course encompasses four components such as discipline of self defence (battle without weapons), patriotism, spiritual and recreational. This course also introduces the principal of survival to students.

CTU151 - ISLAMIC THOUGHT AND CIVILIZATION

This course explains the concept of Islamic Civilization and its contribution to world civilization. It also discusses Islam in the Malay world, the family, the community and state in Islam so the challenges faced by the Islamic world today.

ACC106 - INTRODUCTION TO FINANCIAL ACCOUNTING & REPORTING

This course is designed to provide a fundamental understanding of the basic accounting concepts, principles and techniques of double entry system, procedures in preparing final accounts of a sole trader for merchandising and service enterprise. This course aims to provide students with the basic accounting knowledge of the total recording process as well as maintenance of full set of accounts that a business organisation should keep.

TMC151 - FOUNDATION MANDARIN LEVEL II

The Introductory Mandarin Language course is intended for students who have no background in Mandarin or any character-based language. This is the second of a three-level Mandarin Language programme designed specifically for UiTM Bachelor Degree students. The students will be taught appropriate basic level vocabulary and grammar. The course will emphasize greatly on developing participants oral communication skills in situational contexts through class activities such as role plays, simulations and other relevant oral tasks. Students are expected to take part in all language activities conducted in class to ensure success in attaining the elementary level proficiency. In this course, students will be introduced to the Hanyu Pinyin system. In addition, Chinese culture will also be introduced in this course.

HTT280 - GEOGRAPHY & CULTURE IN TOURISM

The course is designed for students to obtain knowledge on geography and culture in relation to tourism. The area of studies comprises of basic introduction to geography and culture in South East Asia, East Asia, Europe, Middle East and North Africa, and North America. The students will be able to identify the major tourist attractions from all over the world in pertinent to Malaysia's outbound and inbound market. It also enables students to understand the importance of attraction with world's recognition towards tourism geography. At the same time, students will be able to appreciate and apply the cultural values when dealing with tourists in the tourism industry.

HTT170 - PROFESSIONAL ETIQUETTE AND CUSTOMER SERVICE

This course introduces the foundations of business etiquette and customer service skills in today's business environment. Students will be taught meeting and boardroom procedures, understanding corporate communication, and business protocol etiquette within the Malaysian context. Students will be exposed to customer service environments, establishing and maintaining long-term customer relationships, handling difficult customers and the use of various technological advancements in today's competitive customer service industry.

SEMESTER 3**HBU131 - NATIONAL KESATRIA III**

This course is an extension to TTS skills, water sports, recreation, survival and additional mental and physical stage of fitness. Students are also equip with communication skills, creative thinking and spirit of teamwork.

CTU265 - ISLAMIC FOOD AND TOURISM MANAGEMENT

This course discusses tourism in Islam, principles and ethics of management and environmental conservation in the tourism industry. The course also explains the concept of nutrition, hygiene and aesthetics that can be applied in the tourism industry.

ELC 230 - INTEGRATED LANGUAGE SKILLS : WRITING

This course is designed to equip students with the writing skills necessary to help them improve their written English in order to compete successfully in an academic program and to be confident and independent writers. This course aims to build the writing, reading and speaking skills to help students perform effectively and competently in the social and academic contexts. This is done through the integration of the language skills with emphasis on writing. This course also aims to equip students with the necessary skills to present arguments and discuss issues effectively. It focuses on enhancing the students' abilities to use the language by exploiting a variety of materials in varied situations. Appropriate consideration is given to the development of higher-level grammatical construction and vocabulary expansion which are intended to help increase students' lexical density.

TMC 201 - FOUNDATION MANDARIN FOR TOURISM LEVEL I

The elementary Mandarin Language course is intended for students who have no background in Mandarin and had follow two levels of basic Mandarin at UiTM Diploma students majoring in Hotel and Tourism Management. The students will be taught appropriate intermediate level vocabulary and grammar. The students will be taught appropriate intermediate level vocabulary and grammar. The course will emphasize greatly on developing participants oral communication skills in situational contexts through class activities such as role plays, simulations, impromptu speech and other relevant oral tasks. Students are expected to take part in all language activities conducted in class to ensure success in attaining the intermediate level proficiency. In this course, students will be learned the course by using the Hanyu Pinyin system (Romanised Mandarin). In addition, Chine culture (Chinese characters) will also be introduced in this course.

ECO 120 - PRINCIPLES OF ECONOMICS

This course deals with basic concepts of microeconomics and its application in daily decision makings of individuals, business firms, and the government. The course also includes the principles and concepts in macroeconomics, such as national income accounting, macroeconomic problems and policies and international economics. In addition, the course also encompasses the application of concepts and principles economics in discussing economic issues.

HTT 251 - MEETING, INCENTIVE, CONVENTION & EVENT

This course introduces the students to the professional environment of meeting, incentive, convention and event management. Students will be exposed to various relevant elements that are associated with identifying the types of gathering or event, planning of events or meeting activities and organizing food and beverage service. In addition, the course will provide insight on legal issues related to meeting or event organizing.

HTT 261 - FARES AND COMPUTER RESERVATION SYSTEM

This course is designed to give students a basic knowledge pertaining to Computer Reservation System as well as the procedure to make a flight reservation and ticket issuance.

HTT 313 - TOURISM TRANSPORTATION

This course will provide students with the basic understanding of the relationship between transportation and tourism. The course emphasis on the importance of the various types of transportation and its role as one of vital component in tourism industry. Throughout the course, students will explore the various aspect of the development and management of tourist transportation. In addition, students will also learn the demand and supply as well as the environmental impact of tourist transportation. The trends and challenges of the industry will also be addressed.

SEMESTER 4

ENT 300 - FUNDAMENTALS OF ENTREPRENEURSHIP

This course provides an overview of the requirements for launching an entrepreneurial career and starting up an entrepreneurial venture. After an appreciation of the concept of entrepreneurship, students will be exposed to the critical role of opportunity recognition and evaluation. The course also shed light on the entrepreneur as the main success factor in the new venture formation and development. The central focus of the course is to prepare the students with the essence of entrepreneurship and business planning skills that is essential for the success of new ventures.

LAW 277 - INTRODUCTION TO HOSPITALITY AND TRAVEL LAW

This course offers an understanding of the Malaysian legal system and laws related to the tourism and hospitality industry in Malaysia. The syllabus of the course currently used by two diploma programme (HM110 & HM111) under the Faculty of Hotel and Tourism Management.

HTM 260 - SUPERVISION IN HOSPITALITY AND TOURISM INDUSTRY

The syllabus focuses directly on the first-line hospitality supervisor and applying the wisdom of management theory and experience to the hard realities of the hospitality industry terms. Principles of good people management are provided in terms of how they apply on the job.

TAC 251 - FOUNDATION ARABIC FOR TOURISM LEVEL II

This course is an extension from the Foundation Arabic For Tourism TAC201 and it is offered only to students of the Diploma in Tourism Management. It focuses on the learning of the Foundation Arabic for a specific purpose that is tourism. In this course, students are exposed to terminologies, phrases, sentences, dialogues and clippings as well as cultural elements that are directed to dealings / transactions / communication and activities in tourism.

HTT 315 - TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT

This course introduces the students to the fundamentals of travel agency operations. The emphasis of the course centers on enriching students with knowledge on the process of establishing a travel agency. Students will be taught to planning for marketing, establishing relationship with suppliers, managing legal issues, organizing the travel agency, and managing service quality. Agency issues will be discussed base on local setting. In line with current industry requirement, the significant role of the technology in day to day operations of the agency is addressed in this course.

HTT 343 - TRAVEL WRITING AND PHOTOGRAPHY

This course introduces the students to travel writing and photography. Students will be equipped with knowledge and skills to produce travel write-ups based on destination research for printed and online media.

HTT 353 - TOUR PLANNING AND GUIDING

The course is designed to provide students with a solid foundation for understanding the travel and tour industry. It is intended 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 and also will provide students with the fundamentals of tour guiding skills and resources to create experience guiding each time they lead a tour. In addition, students will be able to understand the trends of domestic tourism in Malaysia as well as the development issues of tourism products in Malaysia.

SEMESTER 5

HTT 390 - INDUSTRIAL TRAINING

This course is designed to provide exposure to the students in the travel and tourism industry. Students are expected to complete their academic requirement from semester 1-4. Upon completion students will be given industrial exposure during the final semester (semester 5) as it is part of the graduation requirement.

Students will be located in various travel and tourism organization throughout Malaysia ranges from travel agencies, tour operators, airlines, event organizations, theme parks, nature parks, cultural organization, resorts, government agencies and other organizations related to the travel and tourism industry.

Duration of the practical training attachment will be one semester (4 months/18 weeks) Students will be attached in various departments within the organization. Throughout the practical training period, students will be supervised by an appointed officer in the organization and supervision will also be conducted by the faculty members to ensure trainings are within the academic requirement. Students are expected to gain maximum experience from the organization purposely to prepare students' capability both in theory and skill management.

At the end of the practical training session, students are expected to present a report and an oral presentation will be conducted. Evaluation will be based on both, the industry's evaluation and the faculty.