



*30 YEARS OF FULFILLING  
**HOPE, DREAMS &  
OPPORTUNITIES***

**DIPLOMA IN  
TOURISM  
MANAGEMENT**

**FACULTY OF CREATIVE ARTS**

The Diploma in Tourism Management gives you an understanding of theoretical concepts and strategies for tourism business environment. This programme is well structured; international focused and provides sufficient hands-on skills for you to excel in the tourism industry.

You will be able to broaden your knowledge of the many service providers and contribute to the travel and tourism industry such as the tour and travel operators, hotels & resorts, airlines and visitor

# “Join The Fastest-Growing Industry”

## PROGRAMME AIM

The programme aims to equip students with the advance knowledge and relevant skills in tourism industry specifically for a managerial role.

## CAREER PROSPECTS

As graduates, you will have vast career opportunities to choose from such as: Event Management, Tourism Marketing, Eco-tourism Project.

## MINIMUM ENTRY REQUIREMENTS

- ✓ A pass in SPM with a minimum of three (3) credits in any subject, or its equivalent; OR
- ✓ A pass in Sijil Tinggi Persekolahan Malaysia (STPM) with a minimum of Grade C (GP 2.00) in any subject, or its equivalent; OR
- ✓ A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Maqbul in any subject, or its equivalent; OR
- ✓ A pass in SKM level 3 in a related field; OR
- ✓ A Certificate (Level 3, MQF) in a related field or its equivalent.

\* Entry requirement for each campus is subjected to MOHE's approval.

## SUBJECTS OFFERED

- Tourism Geography
- Transportation for Tourism
- Travel & Tour Operation
- Concepts of Leisure & Recreation
- Domestic Tourism
- Tour Planning & Design
- Concepts of Eco-Tourism
- Travel & Hospitality Sales
- Homestay Concepts
- Meeting, Incentives, Conventions & Exhibitions
- Event Management
- Contemporary Issues in Tourism Industry
- Airlines, Fares & Ticketing
- Tour Guide
- Hospitality & Tourism Marketing
- Principle of Tourism
- Industrial Training

CONTACT OUR PROGRAMME ADVISOR:

**Penang**  
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