

PROGRAMME DESCRIPTION

The Bachelor in Tourism Management programme under the Faculty of Hospitality is designed to give students' academic and technical skills in broad areas. It combines the precise training in international relations theory and practice with the analytical and quantitative tools of policy making. The programme teaches students a wide range of educational field, the tourism industry in strategic planning and management, event management, tourism marketing, culture and heritage tourism and in other fields including human resources and marketing. The programme is designed as a transformative program, which offers students the education, training, and first-hand experience essential for successful international careers. This enables the programme to meet its broader objectives to touch every aspect of global tourism industry. There are many organizations and industries that are direct contributors of the industry and hence in the long run create better job opportunities to those who would want to be a part of the industry.

PROGRAMME AIM

The programme of Bachelor of Tourism Management will produce potential engineers who are:

- Knowledgeable and skillful in strategic tourism planning, policy formulation, and management of tourism enterprises in line with Tourism Strategic Plan.
- Capable to design innovative plans and communicate technical advice to professionals within the aerospace industry.
- Able to value responsibility of the tourism to look after the welfare of the public while making regular inspections and maintenance.
- Eligible to demonstrate business expertise and entrepreneurship in order to engage in life-long learning for improved performance of tourism management.
- Able to initiate leadership skills and supervising the assembly of tourism.

DURATION

Minimum Duration : 36 Months.
Maximum Duration : 72 Months.

INTAKE

1. January 2. May 3. September

ENTRY REQUIREMENTS

- Sijil Tinggi Persekolahan (STPM) with a minimum CGPA of 2.00 in at least 2 subjects; or
- A recognized Diploma (Level 4 MQF) with a minimum CGPA of 2.00, Or
- A recognized Matriculation / Foundation qualification with a minimum CGPA of 2.00

English Requirements :

International students must have proof of good proficiency in verbal and written English. For example, International English Language Testing System (IELTS) score of 5.0 or its equivalent. If a student does not meet this requirement, HEPS must offer English proficiency courses to ensure that the student's proficiency is sufficient to meet the needs of the programme.

LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

| Sl.No. | Subject Name |
|---|--|
| 1 | Business English |
| 2 | Principles of Tourism Management |
| 3 | Introduction to Cost & Management Accounting |
| 4 | Introduction to Tourism Industry |
| Elective (Choose any one module from the following): | |
| 5 | Islamic Civilization and Asian Civilization |
| 6 | Malay Communication 3 |
| 7 | Business Communication |
| 8 | Emerging Trends in Tourism |
| 9 | Fundamentals of Computer Applications |
| 10 | Human Resource Management |
| Elective (Choose any one module from the following): | |
| 11 | Ethnic Relations |
| 12 | Malaysian Studies 3 |
| 13 | Tourism Information System |
| 14 | Geography of Tourism |
| 15 | Foreign Language I (FRENCH) |
| 16 | Business Environment of Tourism |
| 17 | Leadership Skills and Human Relations |
| 18 | Basic Tourism Business Statistics |
| 19 | Tourism Economics |
| 20 | Travel Documentation |
| 21 | Foreign Language -II(FRENCH) |



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| 22 | Malaysian Government and Public Policy |
| 23 | Accounting for Hospitality & Tourism |
| 24 | Airfare and Ticketing |
| 25 | Tourism Marketing |
| 26 | Tour Guiding and Escorting Skills |
| 27 | Community Service |
| 28 | Travel Agency and Tour Operations |
| 29 | Tour Package Management |
| 30 | Tourism Philosophies, Principles and Practices |
| 31 | Hotel and Resort Management |
| 32 | Event Management |
| 33 | Strategic Management for travel & tourism |
| 34 | Responsible tourism & ethics |
| 35 | Research Methodology |
| 36 | International Tourism Governing & Apex Bodies |
| 37 | Alternative Tourism |
| 38 | Sustainable tourism development |
| 39 | Tourism Product & Business |
| 40 | Culture and Heritage Tourism Development |
| 41 | Entrepreneurship |
| 42 | Industrial Training |

Call us :

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