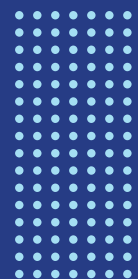




PROFESSIONAL DIPLOMA IN

TOURISM MANAGEMENT

旅游管理文凭课程



Professional Diploma in Tourism Management

旅游管理文凭课程 (PDTM)

Intake 开课时间: March, June, October (3月, 6月, 10月)

Study Duration 课程时间: 1 year (Monday to Thursday, 9am-4pm) 周一至周四, 上午9点至下午4点

Professional Diploma in Tourism Management provides career opportunities in various business sectors including travel agencies, tourist attractions, hotels, airports, and cruises. Graduates will be well-prepared to handle daily business operations at junior or executive levels. The profession requires strong communication, analytical, decision-making skills, and the ability to work independently with excellent interpersonal abilities.

旅游管理文凭课程将在旅行社、旅游景点、休闲中心、酒店、机场、游轮等相关商业领域提供良好职业机会。学生毕业后能从初级或行政层面开始处理日常业务操作, 并具备优秀的沟通、分析、决策、独立组织工作和人际关系。

Career Opportunities 职业机会

- Travel Agencies & Tour Operations 旅行社和旅游运营
- Hotel and related Hospitality Industry 酒店及相关酒店业
- Executive /Supervisor in International and National Food Chains 国际和国内连锁餐饮企业的主管/督导
- Executive /In-charge in Hospital and Institutional Catering 医院和机构餐饮的主管/负责人
- Executives/Supervisors in State Tourism Development Corporations 本地旅游发展公司的主管/督导

Course Content 课程内容

- Introduction to Tourism and Travel Industry 旅游业简介
- Business English 商务英语
- Tour Planning Operations and Tour Guiding 旅游规划操作与导游
- Tourism Destination Promotion and Marketing 旅游目的地推广和营销
- Computer Reservation System 电脑预订系统
- Managing Guest Experience 客户体验管理
- Ecotourism, Food & Culture 生态、食品及文化旅游
- Geography and Transportation in Travel and Tourism Industry 旅游业的地理和交通
- Event Management 活动管理
- Introduction to Leisure & Recreation Tourism 休闲和娱乐简介
- Occupational Health & Safety Practice 职业健康与安全实践
- Industrial Training (2 months) 实习期 (2个月)
- Field trips (3D2N) – Commentary / Budgeting / Tour Planning / Itinerary 实地考察 (3天2夜) – 讲解 / 预算 / 旅游规划 / 行程安排

Entry Requirement 入学要求

- At least 17 years old and above. 年满17岁及以上。
- SPM/UEC or other equivalent exam holders are eligible to apply. 拥有SPM/UEC或其他同等资格的考试成绩者可以申请。
- Students without any valid public examinations are encouraged to apply, an interview session is required before enrolment. 欢迎没有任何有效公共考试成绩的学生申请, 但需要在入学前进行面试。

Study Mode 课程模式

- 12 months full time programme (containing theories and technical practices) 为期12个月的全日制课程 (包含理论和技术实践)

Disclaimer 声明

The programmes offered by SITE are non-MQA accredited programmes in collaboration with the professional-relevant bodies. SITE 提供的课程是与专业相关机构合作的非MQA认证课程。

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