

# DIPLOMA IN TOURISM MANAGEMENT

KPT: R2/811/4/0222 (12/26) MQA: A 9604

Diploma in Tourism Management Programme (DIM) at Innovative International College's is designed to prepare students for the future of the tourism industry. The programme will provide students with the skills, knowledge, and attitudes to work in the tourism industry, travel sector, airlines and transportation, cruise, theme parks, and recreation, as well as events.

The tourism industry, to develop travel related skills such as Communication skills, Negotiation skills, Professional networking skills, cultural awareness, entrepreneurial skills and event planning and management skills.

<b>INTAKE</b>	Monthly intake throughout the year
<b>DURATION</b>	2 Years 6 Months
<b>ENTRY REQUIREMENTS</b>	Pass SPM with at least three (3) credits with any subject and pass in Bahasa Melayu and History or its equivalent
<b>JOB OPPORTUNITY</b>	Tour Consultant, Tour Manager, Tour Planner, Tour Guide, Ticketing Officer (Airline & Travel Agency), Reservation Officer, Marketing Executive Manager (Airline & Travel Agency) Event Coordinator, Sales Coordinator, Operation Executive

## COURSE STRUCTURE

### YEAR 1

- Introduction to Tourism
- Introduction to Information Technology
- Travel Geography
- Transportation Operations in Tourism
- Tour Guiding & Travel Packages Development
- Meeting, Incentive, Conference, Exhibition
- People, Culture and Heritage

### YEAR 2

- Tour Management & Operations
- Website Design for Tourism
- South-East-Asia
- Introduction to Event Management
- Outbound Tour
- Tourism & Hospitality Law
- Human Resource
- Ticketing & Reservations (CRS)

### YEAR 3

- Industrial Training

## INNOVATIVE INTERNATIONAL COLLEGE

Unit GL35, Main Lobby, Block C,  
Kelana Square, Jalan ss7/26,  
47301 Petaling Jaya, Selangor