



# TOURISM & HOSPITALITY

Diploma in Tourism Management • BSc (Hons) Tourism Management  
Tourist Guide Programme (SKM 3)



# TOURISM & HOSPITALITY

---

The travel and tourism industry is one of the largest and most dynamic industries in today's global economy. Tourism provides a significant contribution to cities, regions, societies and countries. Academic lectures are combined with field trips and site visits providing students with an up-to-date and relevant education possibility giving them a detailed appreciation of the unique features and challenges of the tourism and hospitality industries.

This practical philosophy enables SENTRAL College Penang's graduates to be knowledgeable, confident and highly employable. The program is career oriented for the travel and hospitality sector, supporting learners with industry wide knowledge and skills.



**ONLINE COMPUTER ROOMS**

As technology continues to expand, the College offers well-equipped networked computer laboratories on the IT floor for all its IT related subjects.

The smaller labs accommodate 20 terminals at minimum while larger labs accommodate up to 42 terminals.



**SENTRAL Tower**



**OPEN-LAB**

The College aims to provide a service that fully supports its students in their studies.

The Open Lab at Level 11 is freely accessible to students to conduct their research, write assignments and discuss and complete projects.



**MULTIPURPOSE HALL**

The two multi-purpose halls at Level 8 and Level 12 serve as the venue for students' club activities; large social events; for holding meetings, workshops, seminars and performances; an art gallery and an examination hall.



**THEATRE ROOM**

The Theatre Room 1 at Level 9 seats 38 in comfort while Theatre Room 2 at Level 11 has 30 seats. Each Theater Room is equipped with LCD projector, motorize screen, sound system, dimmer switch and power outlet at every seat.



**SENTRAL FITNESS CENTRE**

The College is committed to produce wholesome graduates who excel academically as well as be fit physically. The gymnasium at Level 8 gives the students an opportunity to make healthy lifestyle choices for achieving their maximum potential.

# DIPLOMA IN TOURISM MANAGEMENT

Awarded by  
**SENTRAL COLLEGE PENANG**

JPT/BPP(FA7018)01/21

The travel and tourism industry is one of the largest and most dynamic industries in today's global economy. The Diploma in Tourism Management will give you the skills and knowledge to work in all facets of the tourism industry. You'll enjoy a number of field trips, discover a variety of tourism and travel operations and put your skills and knowledge to the test.

This exciting programme prepares you for executive, supervisory and junior management level roles not only in the travel and tourism industry, but also in other related industries such as hospitality and event management.

## PROGRAMME STRUCTURE

- Tourism Geography
- Essentials of Tourism
- Fundamentals of Hospitality
- Principles of Management
- Travel Formalities and Packages
- Transportation Operations
- Computer Applications
- Principles of Marketing
- Fundamentals of Accounting
- Tour Guiding Skill
- Principles of Economics
- Principles of Human Resource
- Airfare and Ticketing
- Customer Service
- Travel Agency Management
- Business Communication
- Cruise Operations Management
- Events Management
- The Business of Tourism
- Tourism Law
- Tourism Cultural and Heritage
- Entrepreneurship
- Industrial Training

## ELECTIVE

- Basic Japanese or
- Basic French

## DURATION

- 2 Years 4 Months

## ENTRY REQUIREMENTS

- Passed SPM/SPMV/O-Level with a minimum of 3 credits; or
- Passed UEC with at least a grade B in 3 subjects; or
- Sijil Kemahiran Malaysia (Level 3) or its equivalent; or
- MOE/MQA Recognized Certificate in a related field, or other equivalent qualifications.

## MPU SUBJECTS

- Professional Ethics / Bahasa Kebangsaan A
- Community Service
- Pengajian Malaysia 2
- Fundamentals of Lifelong Learning

## INTAKES

- January
- April
- June
- September
- November

## STUDY PATHWAY/ CAREER OPPORTUNITIES

Graduates can progress into the second year of a 3+0 UK degree programme currently offered at SENTRAL or any other relevant degree programme in Malaysian, Australian or UK universities.

Employment opportunities are abundant in the government or private organizations in the following fields or area:-

- Travel agencies
- Airlines
- Cruises
- Hotels
- Car rentals
- Event management
- Government agencies such as Ministry of Tourism & Culture, Tourism Malaysia
- Entrepreneur of Tourism or Travel related business

# BSc (HONS) TOURISM MANAGEMENT



University of  
**Salford**  
MANCHESTER

Awarded by

UNIVERSITY OF SALFORD, UK

MQA/PA13730

The United Nations World Tourism Organization quotes 'tourism' as a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or professional purposes. It relates to their activities, some which imply tourism expenditure.

The BSc (Hons) Tourism Management (BTM) program gives you the knowledge and understanding how the industry works, how tourists behave and the impact tourism has on countries, cultures and the environment. It broadens your knowledge and develops a wide range of skills that can be applied to a managerial and entrepreneurial position in the fast expanding tourism industry.

The BTM program is designed to set you apart from other candidates since tourism management is a multi-disciplinary and fiercely competitive industry. It blends classroom activities with exciting field trips and excursions that demonstrate how the theories you learn are applied by tourism professionals. You will gain valuable insight of the products, structures and operations of the tourism industry. And understand the principles essential for successful tourism management; the knowledge and skills employers look for. It will propel you to work in the dynamic tourism industry such as travel and tourism and hospitality, as high employability rate of our students is of utmost importance to us.

## PROGRAMME STRUCTURE

### YEAR 1

- Principles of Tourism
- Tourism Operations
- Customer Service
- Business Communication
- Business Essentials
- Digital & Business Skills
- Essentials in E-Commerce Tourism
- Tour Guiding Skills
- Multi-Level Team Projects (Novice level)
- Fundamentals of Hospitality
- Tourism Geography

### YEAR 2

- Professional Development
- Service Sector Marketing
- Elective 1
- Tourism English
- Visitor Attractions
- International Project
- Elective 2
- Multi-Level Team Projects (Intermediate)
- Hubungan Etnik
- Critical Thinking

### YEAR 3

- Business Ethics & Sustainability
- Contemporary Issues in Tourism
- Sustainable Tourism
- Elective 3
- Strategic Management
- Tourism Futures: Innovation
- TITAS
- Intercultural Management
- Multi-Level Team Projects (Consultancy)
- Environmental Management
- Socio-Economic Engagement
- Industrial Training

### ELECTIVE SUBJECT CLUSTER

#### Hospitality

- Hotel Operations Management
- MICE
- Supervision in the Hospitality Industry

#### Marketing

- Psychology of Marketing
- Strategic Brand Management
- Intergrated Marketing Communication

#### Enterprise System

- Enterprise Resource Planning
- Business Intelligence
- Strategic IS Management

### ENTRY REQUIREMENTS

MUET Band 2 and

Any one of the following:

- 2 Cs (CGPA 2.00) in STPM; or
- Diploma (Level 4 KKM, CGPA 2.00); or
- 5 Bs in UEC; or
- Matriculation / Foundation (CGPA 2.00); or
- STAM with a minimum grade of pass (Maqbul); or
- Other equivalent qualification recognized by the Malaysian Government.
- English language requirement for international students – IELTS 5.0 or MUET Band 3 or its equivalent.

### INTAKES

- January
- June
- September

### CAREER OPPORTUNITIES

- Tour Operations Manager
- Travel Agency Manager
- Tourism Sales & Marketing Manager
- Tour Manager
- Tourism Consultant
- Regional Tourism Manager
- Event & Conference Organizer
- MICE Manager
- Tourist Information Centre Manager
- Guest Relations Manager
- Duty Manager
- Destination Management Organizer
- Leisure Activity Co-ordinator
- Airport / Airline Operations Manager
- Cruise Manager
- Entrepreneur

# TOURIST GUIDES PROGRAMME (SKM 3)

JPKLO1299/HT-023-3:2012/01/15

Tour guiding is a rewarding, exciting and challenging profession. As a Tourist Guide, you will be leading a group of local or foreign tourists within Malaysia for the purpose of sightseeing, adventure and other activities. We impart years of tour guiding experience to our students. Our trainers use a variety of effective training methods such as lecture, slides presentation, role-play, case studies, practical training on coach and site to various places in Malaysia to ensure high percentage of student passes. SENTRAL has on many occasions achieved a 100% passes in the examination conducted by Ministry of Tourism, Arts and Culture.

## WHAT CAN TOURIST GUIDE PROGRAMME (SKM 3) DO FOR YOU

The Tourist Guide Programme (SKM 3) equips you with highly specialized skills and knowledge needed in the travel and tourism industry. As a proud ambassador of Malaysia, you have the chance to share the country's history and interesting tourist spots with the tourists. It allows you to combine work and travel together – get paid while you are travelling, full time or freelancing!

### PROGRAMME STRUCTURE

11 Core Modules

- Tour Job Assignment Acceptance
- Tour Arrangement Reconfirmation
- Tourist Arrival Execution
- Tour Commentary Delivery
- Tour Itinerary Execution
- Tourist Health, Safety, Security and Emergency Handling
- Tourist Departure Execution
- Customized Tourist Services Execution
- Tour Payment Arrangement
- Optional Tours Execution
- Post Tour Reporting

### INTAKES

- January - March
- May - July
- September - November

### ENTRY REQUIREMENTS

- Pass SPM with a minimum of 6 passes; or
- Minimum 5 years of working experience as a front-liner in travel agencies / hotels
- Diploma / degree recognized by MOE / MQA

### EXAMINATIONS

Examinations are conducted in April, August & December.

Examination consists of written test & practical test. Upon successful completion of the programme, you will be awarded:

- Tourist Guide Certificate by the Ministry of Tourism, Arts and Culture Malaysia
- Sijil Kemahiran Malaysia Pemandu Pelancong, Tahap 3 by Jabatan Pembangunan Kemahiran
- Certificate of Attendance by SENTRAL College Penang
- "We Are The Host" Certificate by the Ministry of Tourism, Arts and Culture Malaysia

### CAREER OPPORTUNITIES

Tourist Guide graduates can look forward to exciting careers in the travel and tourism industry:

- National City Tour Guide
- Tour Leader
- Tour Executive / Manager
- Tour Consultant
- Vocational Trainer / Instructor
- Tourism Researcher / Consultant

### PRACTICAL SESSION

- Training on Coach
- Training on Site

### DURATION

- 6 - 8 months



▲Our Tourism Programmes include many outdoor activities that enable students to practice what they learned in the classroom.



Local and overseas trips are arranged for students to gain greater exposure and enhance their knowledge and experience.

## SENTRAL Scholarships

The scholarships awarded purely on academic merits. The students put in a form with the supporting documents to attest to their academic achievements. These scholarships are applicable for selected SENTRAL College Penang programmes.

### Diploma Programmes:

SPM	Entitlement
<b>9A's / Above</b>	100% Tuition Fee Waiver
<b>8A's</b>	50% Tuition Fee Waiver
<b>7A's</b>	40% Tuition Fee Waiver
<b>6A's</b>	30% Tuition Fee Waiver
<b>5A's</b>	15% Tuition Fee Waiver
<b>4A's</b>	15% Tuition Fee Waiver

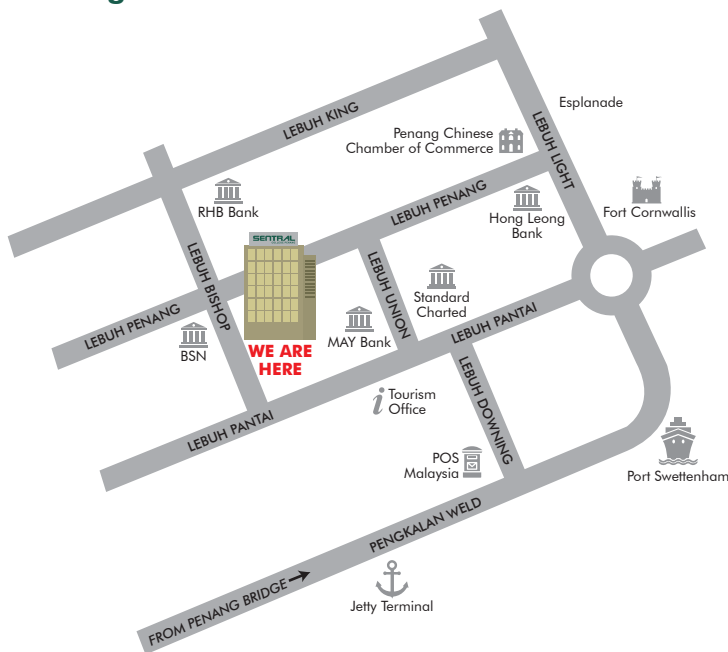
*\*Terms and conditions apply/ Subject to change without prior notice*

### Degree Programmes:

Diploma/ STPM	A-Levels/ UEC	Entitlement
<b>CGPA <math>\geq</math> 3.50</b>	<b>2A's</b>	30% Tuition Fee Waiver
<b>CGPA <math>\geq</math> 3.00</b>	<b>1A</b>	20% Tuition Fee Waiver

*\*Terms and conditions apply/ Subject to change without prior notice*

## College Location



### Recognition of Distinction:



### Member of Study Penang:



### A College Certified by:



# SENTRAL

COLLEGE PENANG

**SENTRAL COLLEGE PENANG** DK197(P)  
Menara SENTRAL, 3 Penang Street,  
10200 Penang.

☎ 604 262 1888 ☎ 604 263 6368  
☎ 0111 0937 968

🌐 [sentral.edu.my](http://sentral.edu.my)  
📍 SENTRAL College Penang

### Opening Hours

**Monday - Friday:**  
9:00 a.m. - 7:00 p.m.  
**Saturday:**  
9:00 a.m. - 5:00 p.m.  
**Sunday :**  
10:00 a.m. - 4:00 p.m.

*\*Closed on Public Holidays*