PENINSULA
C O L L E G E

2023 - 2024

Programme Handbook
(Diploma in Travel and Tourism Management)

UPDATED: 08/23

Contents

OUR HISTORY

Peninsula College Georgetown, formerly acknowledged as ALC College, is proudly treading into its' magnificent 21st year in tertiary education.

Holding devotedly to our motto – "Your Employability…Our Priority", Peninsula has always been conscious to not limit our academicians with a strong background of subject matter, but also a significant industrial shade that assures distinctive entrepreneurial and industry expectations tutoring to students. Probably, this could be our niche of producing graduates with 100% employability record for all these years.

The year 2017 flagged the notable expansion of Peninsula Higher Education Group which includes awarding of MS ISO 9001: 2015 and welcoming of new academic partner, University of Plymouth, UK, in addition to our years long distinguished partner, University of Gloucestershire, UK.

Becoming wholly-owned by PKT Logistics Group Sdn Bhd, a prominent ownership made Peninsula being the pioneer in Southeast Asia to build state-of-art corporate campuses in Selangor and Penang, Malaysia. This enables students' learning to be colliding with the real working environment, a platform for them to enhance their academic knowledge through the hands-on exposure.

The institution is unwavering on its primary mission of providing far-reaching and holistic learning environment. The Ship Campus located in Batu Kawan, Penang, is designed with the campus-in-industry model, whereby having a physical presence in an industrial park puts us in a unique position to bridge the gap between graduate skills and industry needs via academia-industry collaboration. Our other 2 campuses, The Lighthouse Campus in Shah Alam and The City Campus in Klang are also designed to encourage learning in a real-world corporate environment.

Peninsula College Georgetown – "Your Employability…Our Priority"

VISION, MISSION & INSTITUTION PHILOSOPHY

Vision
To be a leading higher education provider of industry-relevant courses

Mission
Peninsula College is socially responsible institution of higher learning providing industry driven teaching within cutting edge campus buildings, located within a business environment. Its activities aim to inspire and enlighten businesses and communities to produce a positive impact upon individuals, industry, and society.

Institution Philosophy
To achieve organisation and individual aspirations which bring fulfilment and happiness to life

DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT STRUCTURE

Approval Code	(N/812/4/0206)
Accreditation Code	MQA/PA 13893
Classification	Diploma
Subject Area	Travel and Tourism
Course Mode	Full Time
Course Duration	Full time 2 Years 4 Months (7 semesters) / (14 weeks per semester)
Course Location	The Ship Campus
Intakes	September

PROGRAMME OVERVIEW

The primary aim and objective of this programme are to train and provide a variety of skills to students, including analytical and critical thinking skills so as to produce graduates who can eventually be in leadership roles in major organisations in industry and commerce, academia and the public sector. These are in line with and supportive of the vision and mission of the College to not only become a centre of excellence for creativity and innovation but also to develop a knowledgeable and cultured society.

The courses that offered at a diploma level and are designed to train students to work in the public and private sectors. The studies of knowledge, skill, competence, leadership, creativity, innovation and research capability are related to the needs of the students' future workplace with the emerging demands in the industry.

Upon completion of the programme, graduates are well equipped with related business knowledge and skills which will enable them to find employment opportunities in any business organisation. The competencies of students in various learning domains would promise a prominent future. Students could also further their studies in the business-related field of the degree of their choice.

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* Peninsula college reserves the right to make changes without prior notice.

ENTRY REQUIREMENT

Minimum Entry Qualification for Diploma in Travel and Tourism Management Programme

Entry Requirements

i.   A pass in SPM with a minimum of three (3) credits in any subject, or its equivalent; **OR**

ii.   A pass in Sijil Tinggi Persekolahan Malaysia (STPM) with a minimum of Grade C (GP 2.00) in any subject, or its equivalent; **OR**

iii.   A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Maqbul in any subject, or its equivalent; **OR**

iv.   A pass in SKM level 3 in a related field; **OR**

v.   A Certificate (Level 3, MQF) in a related field or its equivalent. **OR**

* International students are required to achieve a minimum score of 4.0 in the International English Language Testing System (IELTS) / Malaysian University English Test (MUET) with Band 2 OR its equivalent.

PROGRAMME OBJECTIVES AND OUTCOME

Programme Aims

The programme aims to provide students with the knowledge, skills, and attitudes necessary in the field of travel and tourism. Through practical and theoretical learning, graduates will be prepared to contribute effectively to the dynamic world of travel and tourism.

Programme Educational Objectives (PEO)

The programme educational objectives are to equip graduates who are able to:
1. Possess a broad-based theoretical and practical knowledge in travel and tourism business organisations.
2. Possess broad-based operational and entrepreneurial skills that enable them to perform effectively and responsibly in different tourism sectors.
3. Use a wider range of digital applications and numeracy skills to support travel and tourism business functions.
4. Demonstrate teamwork, effective interpersonal communication, creativity, and innovation skills.
5. Purse lifelong learning in education and career continuous development.

Programme Learning Outcomes (PLO)

Upon completion of the programme, the graduates will be able to:
1. Describe broad-based principles and theories in travel and tourism management.
2. Apply broad-based tourism knowledge to solve business problems in different travel organisations.
3. Perform tasks ethically and flexibly within travel and tourism businesses.
4. Demonstrate effective interpersonal skills, including interactive communication and collaborative skills.
5. Demonstrate effective written and oral communication skills.
6. Demonstrate relevant digital skills.
7. Interpret numerical and graphical data with appropriate tools.
8. Demonstrate responsibility for travel tourism business operations for self and others with minimal guidance.
9. Demonstrate self-improvement for academic and career development.
10. Demonstrate broad entrepreneurial skills.
11. Exhibit the professional integrity and code of business conduct and ethics in tourism business environment.

PROGRAMME STRUCTURE (FULL TIME)

	YEAR 1		
No	**Code**	**Name of Course**	**CH**
1	TTM1113	Introduction to Information Technology and Applications	3
2	TTM1343	Managing the Customer Experience	3
3	TTM1123	English Language Proficiency	3
4	TTM1333	Tour Operations Management	3
5	MPU2183	Penghayatan Etika dan Peradaban	3
	MPU2133	Bahasa Melayu Komunikasi 1	3
6	TTM1313	Introduction to Accounting	3
7	TTM1133	Introduction to Management	3
8	TTM1323	Digital Sales and Marketing	3
9	TTM1253	Online Travel Management	3
10	MPU2333	Integriti dan Antirasuah (Integrity and anti-corruption)	3
	MPU2313	Time Management	3
11	TTM1213	Business Communication	3
12	TTM1243	Global Tourism Destination	3
13	TTM2113	Visitor Attraction Management	3
14	TTM1223	Introduction to Marketing	3
15	MPU2233	Public Speaking	3
	MPU2213	Bahasa Kebangsaan A	3
		TOTAL CREDIT HOURS	**45**

		YEAR 2	
No	**Code**	**Name of Course**	**CH**
16	TTM1143	Travel and Tourism Industry	3
17	TTM2143	International Tourism Planning and Policy	3
18	TTM1233	Introduction to Human Resource Management	3
		Elective	
19	TTM2133	Arabic	3
	TTM2123	Mandarin	3
20	TTM2213	Destination Management Services	3
21	TTH2233	Tourism Resort Management	3
22	TTM2243	Passenger Transport Service	3
23	TTM2223	Event Management	3
24	TTM2313	Culture and Heritage Management	3
25	TTM2323	Entrepreneurship and Small Business Management	3
26	TTM2333	Leadership and Management for Service Industries	3
27	TTM2343	Tourism and Hospitality Law	3
28	MPU2412	Community Service 1	2
29	TTM3208	Industrial Training	8
		TOTAL CREDIT HOURS	**46**
		GRAND TOTAL	**91**

* Peninsula college reserves the right to make changes programme structure without prior notice.

SEMESTER DURATION:

Semester	Lecture (Week)	*'Study Week'* (Week)	Final Examination (Week)	Total (Week)
Long	12	1	1	14

Note:

1. College implements 3 Semester per year
2. Total number of semesters per year = 3
3. Total number of weeks per year = 42

		COURSES OFFERED

1.	English Language Proficiency	**Synopsis** The basic language skills (writing, reading, speaking and listening) are enhanced and there is emphasis on critical analysis of current affairs or social issues. Students use the steps to conduct research projects. In reading, students respond to and analyse literary elements of a novel. Strategies are advanced to help them to understand reading materials. Effective communication skills are demonstrated through role-plays, dramas and presentations.
		Course Learning Outcomes CLO1: Apply appropriate reading skills to comprehend reading materials. CLO2: Write summaries and essays using appropriate vocabulary, grammar and writing mechanics. CLO3: Apply appropriate language forms and functions in written and verbal.
2.	Travel and Tourism Industry	**Synopsis** To understand the structure and systems within the contemporary travel and tourism industry, examining the interactions between the different elements of the industry, such as accommodation provision, transportation, attractions, and both the different tourism settings and experiences.
		Course Learning Outcomes CLO1: Explain the development of the travel and tourism industry and how its different elements combine to provide a tourism experience. CLO2: Explain the factors driving tourist behaviour. CLO3: Identify the current patterns and key trends in travel and tourism. CLO4: List the factors affecting the current levels of popularity of different global destinations.
3.	Global Tourism Destinations	**Synopsis** Students will have the knowledge and understanding of the development and management of global sustainable tourism across a range of contexts.

		Course Learning Outcomes
		CLO1: Explore the adverse effects of the tourism industry and the resulting development of sustainable tourism. CLO2: Discuss the process required to develop an effective sustainable tourism strategy to meet sustainable objectives. CLO3: Explain the contribution of key stakeholders/tourism partners to global sustainable tourism strategic development. CLO4: Review the outcomes of sustainable tourism strategies in an emerging and an established destination.
4.	Introduction to Information Technology and Applications	**Synopsis** To introduce the fundamental roles that information technologies play in modern global business environment by introducing basic concepts about information, information technologies and information systems. Two major determinants of IT support which are organizational structure and the functions that employees perform within organizations are looked in detail. Fundamentals of technical components of information systems such as hardware which includes variety of related technologies involved with getting data into and out of the computer.
		Course Learning Outcomes CLO1: Describe the major hardware and software components of a computer system. CLO2: Describe the role of Information systems within an organisation. CLO3: Produce basic documents using Microsoft Office
5.	Penghayatan Etika dan Peradaban	**Synopsis** Kursus ini mempersiapkan pelajar untuk menghayati etika dan peradaban yang wujud dalam masyarakat kepelbagaian etnik di Malaysia untuk memperteguhkan pemikiran kritikal dan analitikal mereka bagi menangani kehidupan yang lebih mencabar. Pengisian kursus ini memfokuskan kepada penghayatan etika dan peradaban dalam acuan Malaysia. Pelajar akan didedahkan dengan dinamika konsep etika dan peradaban yang menjadi kekuatan kepada pembentukan negara Malaysia berdasarkan susur masa evolusi sejarahnya dari era pra-kolonial sehingga ke pasca-kolonial. Kefahaman tentang pembentukan etika dan peradaban dalam masyarakat kepelbagaian dibincangkan bagi meningkatkan penghayatan etika dan peradaban ke arah pemantapan kesepaduan nasional dan bangsa Malaysia. Peradaban acuan Malaysia perlu dikupas serta diperdebatkan dalam aktiviti akademik berpandukan Perlembagaan Persekutuan sebagai tapak integrasi dan wahana etika dan peradaban. Pembinaan kesepaduan nasional amat

		dipengaruhi oleh globalisasi dan perkembangan teknologi maklumat dan komunikasi yang kompleks. Oleh kerana itu, penghayatan etika dan peradaban menzahirkan perilaku tanggungjawab sosial dan digerakkan pada peringkat individu, keluarga, komuniti, masyarakat, dan negara. Justeru, perubahan yang berlaku dalam masyarakat dan pembangunan langsung ekonomi telah membawa cabaran baru dalam mengukuhkan kelestarian etika dan peradaban di Malaysia. Amalan Pendidikan Berimpak Tinggi (HIEPs) dipraktikkan dalam pengajaran dan pembelajaran bagi mendalami kursus ini. (pengajaran & pembelajaran).
		Course Learning Outcomes CLO1: Menjelaskan konsep etika dan peradaban dalam konteks penghayatannya mengikut acuan Malaysia. CLO2: Menganalisis sistem, tahap perkembangan, kemajuan sosial dan kebudayaan merentas etnik. CLO3: Menilai isu kontemporari berkaitan ekonomi, politik, sosial, budaya dan alam sekitar daripada perspektif etika dan peradaban.
	Bahasa Melayu Komunikasi 1 (MPU2133)	**Synopsis** Kursus ini melatih pelajar antarabangsa untuk berkomunikasi dalam bahasa Melayu asas yang meliputi situasi kehidupan harian. Pelajar akan diperkenalkan dengan pertuturan dan penulisan bahasa Melayu mudah. Pengajaran dan pembelajaran akan dilaksanakan dalam bentuk kuliah, tutorial, tugasan dan pengalaman pembelajaran pelajar di dalam dan di luar kelas. Pada akhir kursus ini, pelajar diharapkan dapat berkomunikasi dan menulis karangan menggunakan ayat mudah dengan berkesan.
		Course Learning Outcomes CLO1: Bertutur dengan berkesan dari segi bunyi dan sebutan dengan menggunakan ayat mudah. CLO2: Menerangkan kandungan teks yang menggunakan ayat mudah dan ayat berlapis. CLO3: Merumuskan butiran dan idea dengan cara yang tersusun, padat, dan berkesan dalam penulisan karangan pendek.
6.	Introduction to Accounting	**Synopsis** The syllabus is to develop knowledge and understanding of the underlying principles and concepts relating to financial accounting and technical proficiency in the use of double-entry accounting techniques including the preparing and recording financial documentation from originating documents and processing ledger transactions up to the trial balance stage and the preparation of basic financial statements for sole trader. The learning outcomes are assessed through assignments/tests/examinations.

		Course Learning Outcomes
		CLO1: Explain the context and purpose of financial reporting and able to define the qualitative characteristics of financial information. CLO2: Prepare and record transactions and events into the book of prime entries (journals) and ledgers accounts. CLO3: Prepare a trial balance and basic financial statements (without adjustment) for sole trader.
7.	Introduction to Management	**Synopsis** This module introduces the four essential functions of management: planning, organizing, leading and controlling. The module is designed to facilitate beginners to better grasp the underlying concepts and theories of management. The chapters in this module provide a current overview of the role of managers in managing employees in an organization. The module provides explanations and positive views of a manager's job as the manager's job is one of the most interesting, challenging and beneficial profession today. The content of the module covers a comprehensive and up-to-date coverage of the nature of managing a business.
		Course Learning Outcomes CLO1: Explain the four basic management functions. CLO2: Apply the functions of management and the roles performed by managers of all levels. CLO3: Demonstrate the ability to make informed decisions.
8.	Introduction to Marketing	**Synopsis** This module introduces students to marketing principles and policy. It examines contemporary marketing philosophies, concepts, and theories. Topics of discussion include marketing functions, pricing policy and controls, product strategy, promotion strategy, trade channels and logistics, consumer behaviour, the impact of environment on marketing and integration of marketing with other functions of business enterprises.
		Course Learning Outcomes CLO1: Describe the marketing concepts, market segmentation, marketing research, and marketing environment that impact the organisational effectiveness. CLO2: Apply the functional activities of the marketing mix (4Ps – Product, Price, Place, Promotion). CLO3: Discuss marketing social responsibility and ethics.

9.	Integrity and anti-corruption	**Synopsis** This course covers the basic concept of corruption including the value of integrity, anti-corruption, forms of corruption, abuse of power in daily activities and organizations as well as ways to prevent corruption. Cases related to corruption are discussed. Teaching and learning methods are implemented in the form of 'experiential learning' through individual and group activities. At the end of this course, students are able to understand the practice of integrity, the concept of corruption, anti-corruption, abuse of power as well as the prevention of corruption in society and organizations.
		Course Learning Outcomes CLO1: Explain the concept of integrity and anti-corruption in daily activities. CLO2: Evaluate forms of corruption and abuse of power in daily activities and organizations. CLO3: Describe the linking of integrity and anti-corruption values with current issues.
	Time Management	**Synopsis** Managing time effectively is a key factor in achieving balance in our lives. This course is a practical "how to" that will guide students through the maze of conflicting priorities, self-doubts, disorganization, over-commitments, and limitations that in the past have kept them from successfully managing time. It offers a step-by-step format for achieving balance between their personal and professional lives. As this course shows, managing time is not just about making lists but about everything that encompasses their daily routine and discovers how beliefs and values factor into success.
		Course Learning Outcomes CLO1: Identify and explain the concepts of time management. CLO2: Demonstrate self-management by setting reasonable boundaries. CLO3: Organize a planning system.
10.	Online Travel Management	**Synopsis** The knowledge and understanding of the online travel environment and the operational requirements necessary to meet the needs of customers, maintain effectiveness and achieve competitive advantage in this highly competitive sector.

		Course Learning Outcomes
		CLO1: Explore the structure of the online travel sector and how it interrelates with other sectors of the travel and tourism industry. CLO2: Explain the main drivers behind the growth and development of the online travel sector. CLO3: Determine how the online retail travel sector can adapt to the internal and external influences which impact their success. CLO4: Examine the different approaches used to manage revenue and customer relationships to gain competitive advantage by an online travel agency.
11.	Business Communication	**Synopsis** This course covers the writing of business letters in response to a variety of situations and to improvise interpersonal communication skills that helps in business communication directly. It also identifies the technology available for business communication and how it benefits. Differentiates written and oral communication and how to use oral communication effectively. Students are also exposed to prepare an effective summary of a longer document. It also emphasizes team communication and difficult communication across cultures. Common communications structures within organisation, benefits and limitations, meanings of common business terms and abbreviations are also covered.
		Course Learning Outcomes CLO1: Identify and draft all the usual forms of business correspondence from given data. CLO2: Apply current developments in communications technology and the effect that they have on business. CLO3: Apply interpersonal communication and emotional intelligence in various communication and across cultures.
12.	Bahasa Kebangsaan A	**Synopsis** Kursus ini membolehkan pelajar mempertingkat kecekapan berbahasa sesuai dengan intelekpelajar untuk berkomunikasi secara lisan dan tulisan dalam konteks rasmi, kreatif dan bukankreatif. Mata pelajaran ini disediakan untuk mempertingkat kecekapan berbahasa sesuaidengan intelek pelajar untuk berkomunikasi dengan lisan dan tulisan dalam konteks rasmi,kreatif dan bukan kreatif
		Course Learning Outcomes CLO1: Menggunakan bahasa dengan berkesan dari segi lisan dan tulisan.

		CLO2: Berkomunikasi secara lisan dengan berkesan dari segi sebutan dan intonasi, tatabahasa, kosa kata, ungkapan dan laras. CLO3: Memahami bahan bertulis yang beraneka jenis dan gaya, dan seterusnya mengungkapkan fikiran secara lisan dan tulisan dengan bahasa yang betul dan berkesan. CLO4: Merumuskan butiran dan memperluas sesuatu idea dengan cara yang tersusun, padat, dan berkesan, secara lisan dan tulisan.
	Public Speaking	**Synopsis** This is an introductory public speaking course. In the earlier stage, students are introduced to concepts related to general communication process, how to address anxiety, audience analysis, gathering material and selecting topics. At the later stage, various techniques of using visual aids, language, style and non-verbal are emphasized. These will culminate in two speeches to small groups of audience. Students will also have opportunities to evaluate their own speeches and engage in peer evaluation to encourage reflective learning.
		Course Learning Outcomes CLO1: State, exemplify and explain various concepts of public speaking. CLO2: Apply concepts and techniques learned to present informative, persuasive or special occasion speeches effectively. CLO3: Evaluate speeches based on a variety of verbal and non-verbal criteria.
13.	Digital Sales and Marketing	**Synopsis** The unit is designed to provide students with practical and useful skills, and knowledge of online sales and marketing, by presenting the underpinning theories and development of diverse digital platforms and continuing to develop this into practical application.
		Course Learning Outcomes CLO1: Demonstrate an understanding of digital sales and marketing channels and the opportunities and challenges they offer within the tour operating sector. CLO2: Examine key digital tools and platforms for both sales and marketing activities for the tour operating sector. CLO3: Present a digital sales and marketing campaign for a tour operations business. CLO4: Apply methods of monitoring and measuring digital marketing effectively.

14.	Tour Operations Management	**Synopsis** This unit provide students an understanding of tour operations management, including the stages involved in creating holidays, brochures, methods of distribution and strategic decision-making.
		Course Learning Outcomes CLO1: Explain the role, function, structure, types and organisation of the tour operating sector. CLO2: Identify the different stages in developing a package holiday. CLO3: Examine a range of package tour programmes in meeting target market needs. CLO4: Examine strategic and tactical decisions made by tour operators.
15.	Managing the Customer Experience	**Synopsis** This module is to provide students with background knowledge and understanding of how travel and tourism businesses manage the customer experience from the initial needs analysis through to after sales follow-up.
		Course Learning Outcomes CLO1: Explain the needs and expectations of market segments for the service industry. CLO2: Explore the customer experience map to create business opportunities and optimise customer touch points. CLO3: Study the impacts of digital technology in customer relationship management. CLO4: Apply effective customer experience management within a service sector business to maximise customer engagement.
16.	Visitor Attraction Management	**Synopsis** To gain a further understanding of visitor attractions on a global scale, whilst also considering visitor types, motivations and their impacts, along with management techniques and issues which may affect the development process.
		Course Learning Outcomes CLO1: Study the importance of visitor attractions and the scope and scale of the sector CLO2: Discover visitor types, impacts and their motivation for a range of visitor attractions. CLO3: Perform a feasibility study into the development of an existing or new visitor attraction.

		CLO4: Assess the application of visitor management techniques and their impact on sustainability.
17.	International Tourism Planning and Policy	**Synopsis** Provides with an understanding of the concepts, objectives and methods of planning for tourism. One learns about a range of impacts of planning and failure to plan, the implications for the industry and destinations, and appropriate strategies for dealing with the impacts of tourism at a local, regional, national and international level. The unit also cover the rationale for government involvement in tourism, different types of government involvement, tourism policy and stakeholders in tourism policy, tourism planning models and planning processes, the impact of Malaysian policies on tourism development, and tourism policy and structures in neighbouring countries and worldwide. It will involve the consideration of sustainability and ethics in policy making.
		Course Learning Outcomes CLO1: Assess the impacts of planned and unplanned tourism. CLO2: Interpret different approaches and stages of the tourism planning process. CLO3: Demonstrate the relationship between tourism and government policy in a range of contexts and destinations. CLO4: Examine and compare the tourism planning and development policies of two countries.
18.	Arabic	**Synopsis** These courses expose students to the fundamentals of Arabic communication using ISM Isyarah, Letters Jar, Mudaf God, Zaft Eat, Na't and Man'ut and Damir. Through this course, students are taught reading, listening, writing and speaking the Arabic language.
		Course Learning Outcomes CLO1: Demonstrate an understanding the fundamentals of Arabic communication. CLO2: Read simple Arabic words and sentences correctly. CLO3: Write simple Arabic words and sentences correctly. CLO4: Deliver an oral presentation effectively using correct pronunciation and grammar.
19.	Introduction to Human Resource Management	**Synopsis** This unit is designed to enable students to examine the role of Human Resource Management (HRM) in contributing to the long term performance and viability of organisations. Students will be

		provided with an understanding of the functions of HRM and how HRM integrates and interrelates with other functions of management. The unit content will establish a structured framework for further specialist study in HRM.
		Course Learning Outcomes CLO1: Describe the concept of human resource management. CLO2: Explain various human resource management functions. CLO3: Apply human resource management skills to organisations.
20.	Destination Management Services	**Synopsis** This course aims to introduce the concept of destination management and the various organisations and functions involved in providing direction and support for continued sustainable tourism development and growth. Students will review the definition of a destination and the various elements that characterise it. They will explore the concept of destination management and evaluate the role of the public and private sector organisations that develop and deliver the destination management strategies.
		Course Learning Outcomes CLO1: Examine the definition of a destination and the characteristics of different global destinations. CLO2: Apply the concept of destination management and the organisations responsible for managing a destination. CLO3: Assess the role of destination management at different stages of the destination life cycle.
21.	Event Management	**Synopsis** This course introduces the concepts of design and experience design when planning a range of events. It is vital that event organisers think about good practice in curating event content from a process-driven perspective. Good planning involves the development of creative and memorable experiences to meet with and exceed client requirements and expectations.
		Course Learning Outcomes CLO1: Examine different design concepts for events in the travel and tourism industry. CLO2: Study the role of experience design within the context of events in the travel and tourism industry. CLO3: Present an experience design concept for a tourism event. CLO4: Organise resources and logistics to align with the experience design concept for a tourism event.

22.	Tourism Resort Management	**Synopsis**
		This unit gives an opportunity to explore the world of tourist resorts. Firstly, they will learn about the different types of resorts that exist in the world and focus on some of the issues that are associated with managing them. Secondly, students will gain an understanding of the difference between an all-inclusive resort and an individually priced resort, and the financial challenges that this brings.
		Course Learning Outcomes
		CLO1: Explore the different features of common resorts and the potential issues of managing them. CLO2: Discover the different types of resorts and the packages available. CLO3: Apply the consumer needs in a specific location to create a resort package that focuses on these needs. CLO4: Apply the guiding principles for achieving sustainable tourism for a chosen resort.
23.	Passenger Transport Service	**Synopsis**
		It provides an understanding of the strategic importance of passenger transport services in today's modern world. Each passenger transport service industry will be examined in relation to structure, organisation and management. The current trends influencing the sectors will be examined and the implications this has for managing transport services.
		Course Learning Outcomes
		CLO1: Discuss the different types, size and scope of passenger transport services. CLO2: Illustrate the development of the passenger transport industry to meet the needs and demands of travellers. CLO3: Relate the principles of passenger transport management applied to a chosen case study. CLO4: Demonstrate strategic and tactical decisions made by international passenger transport operators.
24.	Culture and Heritage Management	**Synopsis**
		The unit looks at innovative cultural and heritage management and its role within the cultural tourism industry. Throughout the unit, students will gain an awareness of the growth and development of the cultural and heritage tourism industry, and the issues attached to developments of cultural and heritage destinations and attractions, in both the natural and built environment. They will gain knowledge on the past, present and

		future of cultural tourism, and the relationship between traditional and contemporary culture.
		Course Learning Outcomes CLO1: Explore the growth and development of cultural and heritage tourism. CLO2: Study innovative ideas for presenting and interpreting cultural and heritage tourism. CLO3: Recognise cultural and heritage tourism issues and their impacts. CLO4: Organise for the sustainable development and management of cultural and heritage tourism.
25.	Entrepreneurship and Small Business Management	**Synopsis** Provides students with an understanding of the definition and scope of entrepreneurship, and an understanding of the enablers and barriers to business start-up.
		Course Learning Outcomes CLO1: Illustrate the range of venture types that might be considered entrepreneurial. CLO2: Describe the impact of small businesses on the economy. CLO3: Demonstrate the key aspects of an entrepreneurial mind-set. CLO4: Choose the different environments that foster or hinder entrepreneurship.
26.	Leadership and Management for Service Industries	**Synopsis** The unit enables students to gain understanding of leadership and management principles, and to review their potential for a career in management in the service sector. After exploring organisations' structures and cultures, students will learn classical management theories and leadership styles, and how these are applied to managing commercial organisations.
		Course Learning Outcomes CLO1: Review classical management theories and leadership styles. CLO2: Discover the factors that influence different management styles and structures in a service industry context. CLO3: Assess current and future management and leadership skills for the service sector. CLO4: Demonstrate management and leadership skills in a service industry context.

27.	Tourism and Hospitality Law	**Synopsis** The subject provides the framework of the legal environment from a basic introduction to the general principles of legal liability, contract law, law of tort/negligence, vicarious liability, various hotel legislation, special duties and obligations placed on managers as hoteliers in order to develop in students the ability to interpret, synthesize and apply the legal rules in a practical way to problem solving. There is also content relating to the local legal environment and idiosyncrasies pertaining to that environment.
		Course Learning Outcomes CLO1: Explain the foundations and key features of law, specifically in the hospitality and tourism sectors. CLO2: Interpret law relating to hotel and travel industry and explain its practical application. CLO3: Demonstrate an understanding of the legal environment in which businesses operate. CLO4: Explain the ethical issues of a range of businesses in decision making. CLO5: Demonstrate knowledge of what is involved in managing an organization's legal compliance and its role in organizational success.
28.	Industrial Training	**Synopsis** This unit aims to enable students to develop personal and professional skills by engaging in practical tasks and activities within a relevant workplace. It is designed to facilitate supervised learning in a workplace that can be fit around full-time or part-time student commitments and enables both an employer as well as an academic supervisor to monitor and support students through a goal-oriented process. The minimum work experience hours required for completion is 320 hours.
		Course Learning Outcomes CLO1: Perform the skills and knowledge (theory) in industrial training and the ability of transfer of learning in new tasks, work assignments and jobs at the workplace. CLO2: Practice communication skills, problem solving, computer and system (ICT) application skills and analytical skills at the workplace. CLO3: Display good attitudes (quality of work and creativity; leadership qualities; flexibility and receptive to work/tasks assignments and possess time management skills) and level of motivation at the workplace.

29.	Community Service 1	**Synopsis**
		This course covers the topics of project management which includes planning, organizing and controlling the organizing committee, Students will learn the skills of carrying out a social project that benefit to the community. They will need to develop a feasible plan and implement the plan to bring positive impacts to the well-being of the society. The learning outcomes are assessed through assignment/project evaluation.
		Course Learning Outcomes
		CLO1: Apply the skills they have learnt and be resourceful to meet the needs of the community.
		CLO2: Develop the spirit of caring for society and leadership through community service.
		CLO3: Display team organisation, coordination and collective effort to ensure the success of education community service.

* Peninsula college reserves the right to make changes without prior notice.

Examination System

Below is the standard institutional grading scheme:

GRADING SCALE				DESCRIPTION	
Grade	Grade Point	Mark Scale	Description		
A	4.00	80% – 100%	Distinction	EX	Exemption from unit approved on basis of other equivalent studies
A-	3.67	75% – 79%	Distinction		
B+	3.33	70% – 74%	Credit	CT	Credit Transfer from unit approved on basis of other equivalent studies
B	3.00	65% – 69%	Credit	W	Withdrawn
B-	2.67	60% – 64%	Credit	DNA	Did not attend
C+	2.33	55% – 59%	Credit	ANN	Result annulled due to misconduct
C	2.00	50% – 54%	Credit	DA	Deferred Assessment
C-	1.67	45% – 49%	Fail	TBA	To Be Attempted
D+	1.33	40% – 44%	Fail	ACADEMIC STANDING	
D	1.00	35% – 39%	Fail	Distinction	3.67 – 4.00
E	0.67	25% – 34%	Fail	Credit	2.00 – 3.66
F	0.00	0 – 24%	Fail	Probation	GPA Below 2.00
				Suspension	No improvement after probation

The passing mark for each module is 50%. In general, you have to pass all the courses prescribed by the programme of study before being considered for graduation; any failures must be re-attempted until a Pass is obtained. Please refer to Clause 1.5 in Student Handbook.

The duration of study with the College may vary from time to time depending on the availability of the courses being offered, thus the College shall not be held liable for any unforeseeable extension of time for programme completion.

External Moderator

Industry professionals and academics will act as external moderators. They will examine the exam papers and answers scripts to ensure the achievement of high quality and academic excellence.

Programme route

The programme is offered at a diploma level and is designed to train students to progress to an undergraduate programme. A study of business knowledge, skill, competence, leadership, creativity, innovative and research capability is related to the needs of the students' future workplace with the emerging demands in the industry.

Students could further their studies to various bachelor's degrees including business, accounting, logistics, and others at the same college or at other colleges or universities.

Dress Code

Student is required to adhere to the following requirements when entering campus.

- Wear student identification name tag upon entering the campus.
- Must be decently dressed and conduct themselves properly at all times.

Students are required to read the Student Handbook for more information.

This Programme Handbook should be read together with the Student Handbook.