

实践体验的旅游与休闲产业市场营销，  
确保学生对旅游与休闲业建立全球格局。

Provides students with in-depth and practical understanding of marketing,  
ensures that students gain a global understanding of the industry.



NEW ERA  
INSTITUTE  
OF VOCATIONAL & CONTINUING EDUCATION  
新纪元技职与推广教育学院  
LO2635  
Owned by Dong Jiao Zong Higher Learning Centre Sdn Bhd (2925704)



# 精明产业行政 酒店营运与 休闲旅游管理

Smart Industrial Administration  
**Hotel Operation Skills,  
Leisure and Tourism (SIHLT)**

- ▲ 80% 实践训练  
80% Practical Skills
- ▲ 20% 理论  
20% Theory
- ▲ 2年课程  
2 Years Learning
- ▲ 16岁以上即可报读, 无需入学资格  
Entry Requirement: 16 Years Old & Above
- ▲ 教学媒介语以中文为主, 英文为辅  
Medium of Instruction: Chinese & Simple English



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# 精明产业行政

# 酒店营运与休闲旅游管理

SMART INDUSTRIAL ADMINISTRATION  
Hotel Operation Skills, Leisure and Tourism (SIHLT)

## 2年课程

Years Course

本课程为因应资讯科技的迅猛发展及有以下意愿的学生而设：

This qualification was developed to keep pace with the fast changing information technology sector and for candidates who want :

- 通过酒店、休闲旅游、邮轮服务和相关科目提供该领域的技术技能和知识。  
To provide both the skills and knowledge in the field through hospitality, leisure operations, cruise services and related industrial technology subjects.
- 培育拥有酒店营运技能和休闲旅游管理技能和实践经验的毕业生，在相关领域和产业发挥所长。  
To provide a solid foundation in the skills and practice of hotel operations and tourism management and prepare students for a successful career within the industries.
- 提高相关领域的专业技能和绩效。  
Improve professional skills and performance in related fields.

为期两年的精明产业行政(酒店营运与休闲旅游管理)课程为学生提供深入及实践体验酒店营运与休闲旅游管理市场营销、产品开发、活动策划和永续经营知识与技能。本课程对关键业务的统览确保学生对酒店营运与休闲旅游管理业建立全球格局，旅游业的个案研究则让学生将所学应用到实际操作中。

The two-year Vocational Course in business industrial administration course which specialized in Hotel Operation Skills, Leisure and Tourism provides students with in-depth and practical understanding of marketing, product development, event management, and sustainability, as it applies to hotel operation skills, leisure and tourism. This overview of key business areas ensures that students gain a global understanding of the industry while case studies in hotel operation skills, leisure & tourism allow students to apply their knowledge to real-world scenarios.

### 学生将学习 / Students will learn and be able to:

- ▲ 了解酒店业最重要的方面，即客户服务。  
Understand the most important facet of the hospitality industry, customer service.
- ▲ 酒店业和旅游业的成长和发展中的重要性。  
The importance of hotel industry in the growth and development of hospitality and tourism.
- ▲ 教导学生如何依据客户的需求安排行程。  
Teach students how to customize travel services according to needs of clients.
- ▲ 有效沟通的重要，并在与客人和同事进行良好沟通的正确礼节。  
Importance of positive verbal and non-verbal communication, and good communication with guest and co-worker with correct etiquette.
- ▲ 确保旅游配套定时更新并符合实际要求。  
Ensure that programmes are periodically reviewed and consistently aligned with the needs of the time.
- ▲ 酒店营运概述、前台运作、工作场所安全保障与人力资源部的职能。  
Overview of hotel operation, operation of the front office, workplace safety and functions of the human resource department.
- ▲ 研究市场主要趋势并评估其对相关领域的潜在影响和营销。  
Research major trends and marketing to assess their potential impact on the industry.
- ▲ 全面质量管理的技能与基础需要。  
Philosophy and fundamentals of TQM.
- ▲ 休闲设施管理、旅游目的地管理、旅游地理学、旅游与环境、旅游与公共政策、旷野旅游、城市旅游以及和旅游休闲相关的法律。  
Recreational facilities management, tourist destination management, geography of tourism, tourism and the environment, tourism and public policy, wildlife tourism, urban tourism and the legal aspects of recreation and tourism.
- ▲ 食品、饮料部门和餐饮部门的服务与重要操作。  
Important operations and services provide by Food and Beverages Departments.



### 课程内容 | COURSE OUTLINE

- 酒店行业的介绍  
Introduction to Hotel Industry
- 酒店全面质量管理  
Total Quality Management in Hotel
- 旅游行程安排与额外游行程执行  
Tour Itinerary Execution and Optional Tour Execution
- 前台管理  
Front Office Management/ Concierge
- 就业技能和招聘流程  
Employability Skills and Recruitment process
- 定制化旅游与服务安排  
Customised Tourist Services Execution
- 基本工作场所的安全保障  
Basic Work Place Safety
- 政府制度与政策  
Government System & Policies
- 旅客健康、安全、安保和应急处理  
Tourist Health, Safety, Security and Emergency Handling
- 酒店餐饮业  
Food and Beverage Operation
- 活动、节日和娱乐  
Events, Festival and Entertainment
- 历史、餐饮文化和美食介绍 (马来西亚)  
Introduction to Historical, Cuisine, Dining and Gourmet (Malaysia)
- 酒店人事部的沟通与和谐  
Personality and Communication Development in Hotel
- 导游工作验收与导游解说词  
Tour Job Assignment Acceptance and Tour Commentary Delivery
- 马来西亚景点与文化推广  
Destination of Malaysia & Cultural Delivery
- 酒店人力资源规划与发展  
Hotel Human Resources Planning and Development
- 行程安排、确认与旅客抵达执行程序  
Tour Arrangement, Reconfirmation and Tourist Arrival Execution
- 酒店客户服务技巧  
Customer Service Skill in Hotel
- 旅客抵步、离开执行及付款安排  
Tourist Arrival, Departure Execution and Payment Arrangement
- 销售与营销  
Sales and Marketing
- 实习  
Internship

\* Please note that the modules listed are indicative and are subject to change.



### 评估标准 | ASSESSMENT

100%的作业和实践练习。酒店营运与休闲旅游管理的理论占20%，实践占80%，聚焦于工作场所的实际应用。鼓励团队合作，让学生学会分组工作，以完成各自的功课。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of Hotel Operation Skills, Leisure and Tourism, with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups to complete their projects.



### 考取资格 | QUALIFICATIONS

双英国国立西苏格兰学院专业文凭

Dual Diploma awarded by West College Scotland, UK



### 就业前景 | CAREER PATHWAYS

前厅部、前台、总机、商务中心、礼宾部、邮轮、酒店客户服务、导游、旅游业务执行员、休闲旅游规划师、休闲娱乐活动策划师、旅行社经理、旅游咨询师、休闲旅游营销策划、旅行社代理员、主题公园的经营与管理等等。

Front office, Reception desk, Switchboard, Business center, Concierge Cruise, Hotel Customer Service Position, Tour Guide, Travel Business Executive, Leisure Event Executive, Leisure Event Planner, Holiday Representative, Tour manager, Tourism officer, Tourist Information Centre Manager, Travel Agency Manager, Travel Officer, Travel Agency Coordinator, Travel Consultant, Theme Park Manager, and etc.