

实践体验式旅游与休闲产业的市场营销，
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



精明产业行政 休闲旅游管理

Smart Industrial Administration
**Leisure and Tourism Management
(SIHLS)**

- ▲ 80% 实践训练
80% Practical Skills
- ▲ 20% 理论
20% Theory
- ▲ 1 年课程
1 Year 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 休闲旅游管理

SMART INDUSTRIAL ADMINISTRATION
Leisure and Tourism Management (SIHLS)

1年课程 Year Course

为期一年的精明产业行政(休闲旅游管理)课程为学生提供深入及实践体验式休闲旅游管理市场、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 one-year Vocational Course in business industrial administration course which specialized in Leisure and Tourism Management 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 leisure and tourism management 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业务，即客户服务。
Understand the most important facet of the hospitality industry, customer service.
- ▲ 酒店业对接待与旅游业成长与发展的重要性。
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.
- ▲ 理解有效沟通的重要性，学习与客户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.
- ▲ 酒店营运统览、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。
Research major trends and marketing to assess their potential impact on the industry.
- ▲ 全面质量管理的理念和基本原则。
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.
- ▲ 餐饮部门的重要操作与服务事项。
Important operations and services provided by Food and Beverages Departments.



课程内容 | COURSE OUTLINE

- 活动、节日和娱乐
Events, Festival and Entertainment
 - 旅客抵步、出发程序及付款安排
Tourist Arrival, Departure Execution and Payment Arrangement
 - 历史、餐饮文化和美食介绍 (马来西亚)
Introduction to Historical, Cuisine, Dining and Gourmet (Malaysia)
 - 导游工作验收与导游解说
Tour Job Assignment Acceptance and Tour Commentary Delivery
 - 行程安排与额外行程执行程序
Tour Itinerary Execution and Optional Tour Execution
 - 马来西亚景点与文化推广
Destination of Malaysia & Cultural Delivery
 - 行程安排、再确认与旅客抵达执行程序
Tour Arrangement, Reconfirmation and Tourist Arrival Execution
 - 客制化旅游与服务安排
Customised Tourist Services Execution
 - 实习
Internship
 - 旅客健康、安全、安保和应急处理
Tourist Health, Safety, Security and Emergency Handling
- * Please note that the modules listed are indicative and may be subject to change.



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评估标准 | ASSESSMENT

100%作业及实践练习，本课程提供休闲旅游管理的理论20%与实践80%，聚焦于工作场所的实际应用。鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% assignment and practical exercises. The course offers both the theory (20%) and practice (80%) of leisure and tourism management skills, with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups or individual to complete their projects.

考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭
Diploma awarded by West College Scotland, UK

就业前景 | CAREER PATHWAYS

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。

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.