

**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.*



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精明产业行政 休闲娱乐与旅游

SMART INDUSTRIAL ADMINISTRATION
Leisure and Tourism (SIALM)

- » 80% 实践训练
80% Practical Skills
- » 20% 理论
20% Theory
- » 2+1 课程
2+1 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



2+1 年课程

Years Course

- 通过管理、材料、工程技术及产业组织相关的科目，提供该领域的业务和技术方面的知识。
To provide both the business and technical sides of this field through courses in management, materials, engineering technology and industrial organization.
- 培育拥有旅游管理坚实基础和实践经验的毕业生，在旅游和休闲产业发挥所长。
To provides a solid foundation in the theory and practice of tourism management and prepares students for a successful career within the tourism and leisure industry.
- 应用人工智能(AI)及工业机器人等自动化技术以提高生产力。
To apply automation technologies such as Artificial Intelligence (AI) and Industrial Robotic to increase industrial productivity.

为期两年的精明产业行政(休闲娱乐与旅游)课程为学生提供深入及实践体验的旅游与休闲产业市场营销、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旅游与休闲业建立全球格局，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 Leisure and Tourism provides students with in-depth and practical understanding of marketing, product development, event management, and sustainability, as it applies to leisure and tourism. This overview of key business areas ensures that students gain a global understanding of the industry while cases studies in tourism allow students to apply their knowledge to real-world scenarios.

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

- 如何应用人工智能(AI)及工业机器人以提高生产力。
Learn how to apply Smart or automation technologies such as Artificial Intelligence (AI) and Industrial Robotic to increase industrial productivity.
- 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.
- 评估旅游机构或旅游目的地的可持续性。
Assess sustainability in a tourism organization or destination.
- 了解观光服务业最重要的元素，即顾客服务。
Understand the most important facet of the hospitality industry, customer service.
- 研究市场主要趋势并评估其对产业的潜在影响。
Research major trends and assess their potential impact on the industry.
- 了解当今全球课题及对旅游休闲业的影响。
Show an appreciation of contemporary global issues and how they relate to the tourism and leisure sector.
- 感受国内外不同文化氛围，认识与理解不同背景与文化的社会。
Exposes students to different and diverse cultures locally and globally, developing an understanding of different backgrounds and cultures.
- 掌握旅游产业中预订行程与其他服务的技能，学会使用本校实验室里的商用平台。
Develops students' skills in travel and reservations services, using platforms directly installed in the department's bureau and laboratory.
- 教导学生如何根据客户的需求安排行程。
Teaches students how to customize travel services according to needs of client.
- 确保旅游配套定时更新并符合实际要求。
Ensures that programs are periodically reviewed and consistently aligned with the needs of the time.
- 课堂教学融合国内外市场的机会与曝光率。
Complements in-class learnings with local and global opportunities and exposures.
- 与服务研习相关的课程内容教导学生根据社区需求提供服务。
The service learnings are venues to deliver services fit to the needs of the community.
- 使用会计程序软件例如 (SQL Accounting, AutoCount 等)，以准确、专业及清晰的方式呈现账目。
Using computerized accounting software such as (SQL Accounting, AutoCount, etc.) to produce accurate, professional and well-presented accounting information employing an appropriate range of accounting procedures.

课程内容 / Course Outline

YEAR 1 第一学年

第一学期 / Semester 1

- 电脑会计与簿记
Computerized Accounting & Book-Keeping
- 产业管理原理
Principles of Industrial Management
- 工业4.0概论
Introduction to Industry 4.0
- 旅游、休闲和活动概论
Introduction to Tourism, Leisure and Events
- 实用ICT技能
Practical ICT Skills
- 职场英语(1)
Workplace English communication (1)

第二学期 / Semester 2

- 电脑库存与计费
Computerized Inventory and Billing
- 行政技能: 存档系统与记录管理
Administrative Skills: Filing systems and records management
- 以智能机器人进行高素质客户服务
Manage Quality Customer Service with Robotics
- 电子商务设计技能: 数字成像和DTP
E-Commerce Design Skills: Digital Imaging & DTP
- 行政技能: 办公程序与操作
Administrative Skills: Office Procedures and Operations
- 财务规划
Financial Planning

第三学期 / Semester 3

- 电脑薪资计算
Computerized Payroll
- 市场营销概论
Introduction to Marketing
- 行政技能: 商业环境中的预算
Administrative Skills: Budgets in a business Environment
- 行政技能: 商业文件设计与开发
Administrative Skills: Business Document Design & Development
- 行政技能: 个人责任与形象
Administrative Skills: Personal responsibilities and Image
- 与工作相关的软技能
Work-based Soft Skills

YEAR 2 第二学年

第四学期 / Semester 4

- 资讯系统管理
Managing Information Systems
- 人力资源管理
Human Resource Management (HRM)
- 行政技能: 销售技巧与管理
Administrative Skills: Sales Techniques and Management
- 销售与服务税 (SST)
Sales and Services Tax (SST) Implementation
- 职场英语(2)
Workplace English communication (2)

第五学期 / Semester 5

- 导游工作验收
Tour Job Assignment Acceptance
- 行程安排与确认
Tour Arrangement Reconfirmation
- 旅客抵达事项安排与执行
Tourist Arrival Execution
- 导游解说词
Tour Commentary Delivery
- 行程活动安排
Tour Itinerary Execution

第六学期 / Semester 6

- 旅客健康
Tourist Health
- 出发安排与执行
Tour Departure Execution
- 旅客指定服务安排与执行
Customised Tourist Services Execution
- 旅客付款安排
Tour Payment Arrangement
- 额外行程选项安排与执行
Optional Tour Execution
- 行程后处理事项
Post Tour

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

OFQUAL认证

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OFQUAL Recognition

The Office of Qualifications and Examinations Regulation (OFQUAL) regulates qualifications, examinations and assessments in England.

All learning materials are designed and written by expertise in the field and professional academic authors so that each interactive module is aligned against specific learning criteria specified by OFQUAL, the defining UK Government body for Academic Standards in UK Higher Education. These standards ensure those that learn with us receive a high quality education along with certification that is recognised universally by Universities and employers.



评估标准 / ASSESSMENT

100%的作业和实践练习。精明产业行政(休闲娱乐与旅游)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 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

英国国立西苏格兰学院专业文凭和专业高级文凭
Diploma and Advanced Diploma awarded by West College Scotland, UK

台湾文凭(由台湾各大学颁发)
Diploma Qualification from Taiwan University

第五级专业文凭(资格获得OFQUAL英国政府学历及考试评审局承认)[选择性]
Level 5 Diploma (Regulated by OFQUAL - Office of Qualification & Examination Regulation) [Optional]



就业前景 / CAREER PATHWAYS

导游、旅游业务执行员(业务部、计调部、接待部、导游部、外联部、财务部等)、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.