

## HIGHER NITEC IN TOURISM (3 YEARS)

### CERTIFICATION

Credits required for certification:

Sector Foundation Modules	: 18
Cluster Core Modules	: 27
Specialisation Modules	: 12
Internship Programme Modules	: 12
Life Skills Modules	: 10
Cross-Disciplinary Core Modules	: 9
Electives	: 8
<hr/> Total	<hr/> : 96

### COURSE STRUCTURE

Module Title	Credits
<b>SECTOR FOUNDATION MODULES</b>	
Principles of Business	3
Innovation & Entrepreneurship	3
Business Communication	3
Social Media Marketing	3
Basics of Data Analytics	3
Service Excellence	3
<b>CLUSTER CORE MODULES</b>	
Fundamentals of Business Operations	3
Sales Techniques & Engagement	3
Fundamentals of Tourism	3
Destination Geography	3
Professional Image & Business Etiquette	3
Digital Marketing for Tourism	3
Meetings, Conventions & Exhibition Planning	3
Emerging Travel Technologies & Digital Services	3
Tour Leading & Commentary	3
<b>SPECIALISATION MODULES (TRAVEL OPERATIONS)</b>	
Travel Behaviour & Motivations	3
Tour & Travel Sales	3
Tourism Transportation	3
Tour Operations & Services	3
<b>SPECIALISATION MODULES (ATTRACTION OPERATIONS)</b>	
Attraction Operations & Services	3
Ticketing & Admission	3
Resort Management	3
Attraction Rides Operation & Safety	3
<b>INTERNSHIP PROGRAMME MODULES</b>	
Internship Programme 1	4

Module Title	Credits
Internship Programme 2	8
<b>CROSS-DISCIPLINARY CORE MODULES</b>	
Robotic Process Automation for Business	3
Design Thinking for Business Services	3
Food Sustainability	3
Basics of Supply Chain Management	3
Blockchain in Business Application	3
Basic Data Management & UX Design	3
Advanced Data Management & UX Design	3
Digital Design Principles	3
<b>ELECTIVES (INTER-DISCIPLINARY)</b>	
Effective Business Networking	2
Customer Experience Design	2
ASEAN Business Basics	2
Introduction to Green & Sustainable Finance	2
Country Club Management	2
Cruise Operations & Experience	2
<b>ELECTIVES (GENERAL) AND LIFE SKILLS MODULES</b>	
For details, click <a href="#">here</a>	

*Note: The offer of electives is subject to the training schedule of respective ITE Colleges. Students are advised to check with their Class Advisors on the availability of the elective modules they intend to pursue.*

## MODULE OBJECTIVES

### Sector Foundation Modules

#### Principles of Business

On completion of the module, students should be able to understand basic business concepts and relate the impact of political, economic, social, and technological factors on business activities

#### Innovation & Entrepreneurship

On completion of the module, students should be able to explore opportunities for value-creation with an innovative mind-set. Students should gain an overview of innovative strategies and be able to integrate Design Thinking and entrepreneurship concepts for a business venture

#### Business Communication

On completion of the module, students should be able to apply essential communication skills to prepare business documents and presentations.

#### Social Media Marketing

On completion of the module, students should be able to develop social media content and apply online media tools to execute the organisation's social media marketing strategies

#### Basics of Data Analytics

On completion of the module, students should be able to adopt spreadsheet and analytics software to visualise and analyse data, and generate formatted reports to facilitate informed business decision

#### Service Excellence

On completion of the module, students should be able to understand the principles of service delivery, identify and respond to customers' needs, create and deliver value to build positive customer experience and increase organisational profitability

### Fundamentals of Business Operations

On completion of the module, students should be able to support essential business operations by differentiating the various functions in an enterprise, compute employee payroll, prepare documents to support international trade, handle monetary transactions, compute accounting equation and record business transactions in source documents.

### Sales Techniques & Engagement

On completion of the module, students should be able to apply sales techniques to sell to client needs and develop strong sales relationships.

## Core Modules

### Fundamentals of Tourism

On completion of the module, student should be able to provide information on tourism goals of a country, tourism products and services as well as establish travellers' preferences.

### Destination Geography

On completion of this module, students should be able to provide information on major tourist destinations and perform recommendations on travel destinations according to customers' leisure preferences.

### Professional Image & Business Etiquette

On completion of the module, student should be able to project a professional image as well as maintain etiquette in business and social settings.

### Digital Marketing for Tourism

On completion of the module, students should be able to determine customer buying behaviour and marketing mix, in order to formulate a digital marketing plan for a tour package or attraction.

### Meeting, Conventions & Exhibition Planning

On completion of the module, student should be able to plan and promote MICE events as well as carry out event activities and logistics.

### Emerging Travel Technologies & Digital Services

On completion of the module, students should be able to determine digital solutions to enhance customer experience.

### Tour Leading & Commentary

On completion of the module, student should be able to lead a tour group, script and deliver commentaries for a tour and at an attraction.

## Specialisation Modules (Travel Operations)

### Tour Operations & Services

On completion of module, students should be able to prepare tour proposal and make tour arrangements as well as conduct post-tour follow up.

### Tourism Transportation

On completion of the module, student should be able to recommend air, land and water transport that meets the requirements of a traveller.

### Travel Behaviour & Motivations

On completion of this module, students should be able to identify travel behaviour and patterns to enhance tour and travel products offerings.

### Tour & Travel Sales

On completion of this module, students should be able to promote sales and carry out marketing activities on tour and travel products and services to prospects.

## Specialisation Modules (Attraction Operations)

### Attraction Operations & Services

On completion of this module, students should be able to provide information about the attraction to visitors, and provide assistance to visitors in distressed and emergency situations.

### Resort Management

On completion of the module, student should be able to recommend and make arrangement for facilities and services for resort guests.

### Attraction Rides Operation & Safety

On completion of this module, students should be able to handle ride operations, execute rides procedures and manage queue and crowds at attraction site.

### Ticketing & Admission

On completion of this module, students should be able to handle sales of tickets, promote membership packages, perform cashiering duties and attend to guests' enquiries.

### Electives (General) and Life Skills Modules

For details, click [here](#).