

HIGHER NITEC IN TOURISM (2 YEARS)

CERTIFICATION

Credits required for certification:

Cluster Core Modules	: 27
Specialisation Modules	: 12
Internship Programme Modules	: 8
Life Skills Modules	: 9
Cross-Disciplinary Core Modules	: 6
Elective Modules	: 6
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Total	: 68

COURSE STRUCTURE

Module Title	Credits
CLUSTER CORE MODULES	
Fundamentals of Business Operations	3
Sales Techniques & Engagement	3
Destination Geography	3
Professional Image & Business Etiquette	3
Digital Marketing for Tourism	3
Meetings, Conventions & Exhibition Planning	3
Fundamentals of Tourism	3
Emerging Travel Technologies & Digital Services	3
Tour Leading & Commentary	3
SPECIALISATION MODULES (TRAVEL OPERATIONS)	
Travel Behaviour & Motivations	3
Tour & Travel Sales	3
Tourism Transportation	3
Tour Operations & Services	3
SPECIALISATION MODULES (ATTRACTION OPERATIONS)	
Attraction Operations & Services	3
Ticketing & Admission	3
Resort Management	3
Attraction Rides Operation & Safety	3
INTERNSHIP PROGRAMME MODULES	
Internship Programme	8
CROSS DISCIPLINARY CORE MODULES	
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

Module Title	Credits
Digital Design Principles	3
ELECTIVES (INTER-DISCIPLINARY)	
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
ELECTIVES (GENERAL) AND LIFE SKILLS MODULES	
For details, click here	

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

Core Modules

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.

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.

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.

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)

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.

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.

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.

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.

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.

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.

Electives (General) and Life Skills Modules

For details, click [here](#).