HIGHER NITEC IN LEISURE & TRAVEL OPERATIONS

CERTIFICATION

Credits required for certification:

Core Modules	:	54
Life Skills Modules	:	9
Elective Modules	:	6
Total	:	69

COURSE STRUCTURE

Module Title	Credits
CORE MODULES	
Customer Relationship Management	5
Introduction to Leisure & Tourism	5
Tourism Service & Communication	5
Elementary Business Analytics & Cyber-security	4
Digital Marketing for Tourism	7
Travel Planning & Services	7
Meetings, Conventions & Exhibition Planning	7
Sales & Sponsorship	6
Industry Attachment	8
ELECTIVES (COURSE SPECIFIC)	
Introduction to Amusement and Theme Park Operations	4
ELECTIVES (INTER-DISCIPLINARY)	
Fundamentals of Customer Relationship Management	3
Digital Storytelling	3
Engaging Customers in the Digital Age	3
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

Customer Relationship Management
On completion of the module, students should be able to recognise customer behaviour to build positive customer experience, utilise indicative trends and patterns in Customer Relationship Management (CRM) system to support business decision.

Introduction to Leisure & Tourism
On completion of the module, students should be able to provide an overview of the tourism industry, identify the economic, social and cultural impacts of tourism, establish the leisure preferences of travellers, and provide information on destinations and travel time.

Tourism Service & Communication
On completion of the module, students should be able to apply communication skills in speaking, listening, interpreting and responding face-to-face, over the telephone and in writing in a tourism setting, build rapport with customers, sell tourism products and services as well as handle service breakdown and recovery.

Elementary Business Analytics & Cyber-security
On completion of the module, students should be able to analyse multiple sources of data to improve organisation's processes and achieve strategic objectives through data-driven decision-making concepts and theories. Students will also gain awareness on the importance of data confidentiality and data security.

Digital Marketing for Tourism
On completion of the module, students should be able to research the internal and external factors that impact tourism, profile a target market and carry out service digital marketing to promote a tourist destination.

Travel Planning & Services
On completion of the module, students should be able to prepare a tour proposal, draw up tour itineraries to cater to the needs of special interest tour groups, make travel and tour arrangements, and lead a tour group.

Meetings, Conventions & Exhibition Planning
On completion of the module, students should be able to plan for events, coordinate event logistics and services and manage event logistics throughout the event.

Sales & Sponsorship
On completion of the module, students should be able to apply techniques to generate sales and sponsorship leads, recommend a range of products and services, close prospects, and create repeat sales.

Industry Attachment
Students are provided with the opportunity to work in a leisure or travel setting for 6 months.

Electives (Course Specific)

Introduction to Amusement and Theme Park Operations
On completion of the module, students should be able to handle ticketing, ride operations, custodial and retail services at amusement and theme parks.

Electives (Inter-disciplinary)

Fundamentals of Customer Relationship Management
On completion of this module, students should be able to appreciate and carry out CRM effectively in a company's operation.

Digital Storytelling
On completion of the module, students should be able to create various Electronic Direct Mailers (EDMs) to sell a product or service with an associated story tagline.

Engaging Customers in the Digital Age
On completion of the module, students should be able to handle customers' needs effectively for a company's operation through a Customer Relationship Management (CRM) system.

Electives (General) and Life Skills Modules

For details, click here.