HIGHER NITEC IN TOURISM (2 YEARS)

CERTIFICATION

Credits required for certification:

Core Modules	:	27
Specialisation Modules	:	20
Life Skills Modules	:	9
Cross Disciplinary Core Modules	:	6
Elective Modules	:	6
Total	:	68

COURSE STRUCTURE

Module Title	Credits
CORE MODULES	
Fundamentals of Business Operations	3
Sales Techniques & Engagement	3
Destination Geography	3
Professional Image & Business Etiquette	3
Digital Marketing in 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
Industry Attachment	8
SPECIALISATION MODULES (ATTRACTION OPERATIONS)	
Attraction Operations & Services	3
Ticketing & Admission	3
Resort Management	3
Attraction Rides Operation & Safety	3
Industry Attachment	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.

Industry Attachment
On completion of the module, students should be able to apply the skills and knowledge acquired to take on a range of job scopes at the company.

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.

Industry Attachment
On completion of the module, students should be able to apply the skills and knowledge acquired to take on a range of job scopes at the company.

Cross-Disciplinary Core

Robotic Process Automation for Business
On completion of the module, students should be able to appreciate the applications of Robotic Process Automation (RPA) and be equipped with RPA skills to automate repetitive business processes and operations.

Design Thinking for Business Services
On completion of the module, students should be able to develop innovative solutions in a business environment via transdisciplinary thinking approach that meets stakeholders' needs.

Food Sustainability
On completion of the module, students should be able to gain an overview of food security system and the importance of sustainable food supply in Singapore. Students should also be able to understand the different types of sustainable farming and food production for plant, animal and aquaculture and the technologies applied.

Basics of Supply Chain Management

On completion of the module, students should be able to identify and explain the purpose and value of the different components of a supply chain, produce a supply chain map of an industry, identify the order fulfilment process and outline the emerging trends and technologies.

Blockchain in Business Application

On completion of the module, students should be able to gain an overview of blockchain, its importance and the development of blockchain technology in Singapore. Students will also identify blockchain opportunities in business and demonstrate the use of common blockchain applications.

Basic Data Management & UX Design

On completion of the module, students should be able to customise system settings to suit the needs of the business while controlling the access to data using point and click security tools, and be able to visualise key business metrics in real-time.

Advanced Data Management & UX Design

On completion of the module, students should be able to review the organisation's security design requirements, control user access to data and update the security design.

Digital Design Principles

On completion of the module, students should be able to apply design elements and principles onto digital designs.

Electives (Inter-disciplinary)

Effective Business Networking

On completion of the module, students should be able to manage their professional image and build effective relationships with others.

Customer Experience Design

On completion of the module, students should be able to appreciate and understand how customers think, behave, share, and consume products/services from a customer journey perspective. This in turn will help students better understand how they can design better customer experiences to increase customer loyalty and generate more revenue.

ASEAN Business Basics

On completion of the module, students should be able to research and provide credible and relevant information on ASEAN country's business culture and business operations.

Introduction to Green & Sustainable Finance

On completion of the module, students should be able to explain sustainability and sustainable development goals. Students should also be able to identify approaches and suitable strategies to address Green House Gases (GHG) emissions as well as plan, implement and evaluate a sustainability project.

Country Club Management

On completion of the module, students should be able to assist in club operations, including, membership, food and beverage golf, sports and recreation, social and entertainment, and other administrative and supporting functions.

Cruise Operations & Experience

On completion of the module, students should be able to curate cruise products and service information, plan and prepare a cruise itinerary and market a cruise departure.

Electives (General) and Life Skills Modules

For details, click here.