

HIGHER NITEC IN LEISURE & TRAVEL OPERATIONS

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.