

## NITEC IN TRAVEL & TOURISM SERVICES

### CERTIFICATION

Credits required for certification:

Core Modules	: 50
Life Skills Modules	: 9
Elective Modules	: 6
<u>Total</u>	<u>: 65</u>

### COURSE STRUCTURE

Module Title	Credits
<b>CORE MODULES</b>	
Business Communication	5
Customer Relationship & System	5
Introduction to Tourism	6
Personal Branding & Professional Image	4
Introduction to Data Analytics & Cyber-security	4
Tour Operation & Services	6
Attractions Operation & Services	6
Event Promotion & Operations	6
Industry Attachment	8
<b>ELECTIVES (INTER-DISCIPLINARY)</b>	
Introduction to Hospitality Guest Services	3
Entrepreneurship Essentials	3
Social Media Marketing	3
Robotic Process Automation for Business	3
<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

#### Core Modules

##### Business Communication

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

##### Customer Relationship & System

On completion of the module, students should be able to understand the concept of Customer Relationship Management (CRM), identify customer needs through data patterns, suggest timely products and/or services to build customer loyalty and increase organisational profitability.

##### Introduction to Tourism

On completion of the module, students should be able to provide an overview of the tourism industry, explain the economic, social and cultural impacts of tourism, differentiate between physical and human geography and appreciate the tourist appeal of major tourist destinations.

##### Personal Branding & Professional Image

On completion of the module, students should be able to project a positive and personal brand.

### Introduction to Data Analytics & Cyber-security

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.

### Tour Operation & Services

On completion of the module, students should be able to propose and sell tour packages, make tour arrangements, and handle inbound and outbound tours.

### Attractions Operation & Services

On completion of the module, students should be able to provide warm and personalised visitor services, handle basic ride operations, perform attractions hosting and guiding, control crowds and provide assistance to visitors in distressed and emergency situations.

### Event Promotion & Operations

On completion of the module, students should be able to prepare for private and corporate functions in an attraction establishment, coordinate and carry out event-day as well as end-of-event activities.

### Industry Attachment

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

## Electives (Inter-disciplinary)

### Introduction to Hospitality Guest Services

On completion of this module, students should be able to provide various guest services in the hospitality industry, specifically concierge and bell services.

### Entrepreneurship Essentials

On completion of the module, students should be able to source new information from multiple sources, brainstorm ideas to find novel approaches to draft out a business plan through identifying business opportunities and applying marketing mix strategies with sound financial analysis.

### Social Media Marketing

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

### 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.

## Electives (General) and Life Skills Modules

For details, click [here](#).