

Course Structure and Synopsis of Proposed Modules for Work-Study Diploma in Tourism Management

S/N	Module Title	Module Synopsis	Hours
1.	Customer Behaviour Analytics #	On completion of this module, trainees should be able to perform customer behavioural analysis with customer relationship management (CRM) tools and techniques. Trainees should also be able to formulate and present action plans to close performance gaps and create better customer satisfaction.	100
2.	Customer Service Communication #	On completion of this module, trainees should be able to manage communication with customers and communicate effectively with the organisation's stakeholders.	80
3.	Travel & Tour Management	On completion of this module, trainees should be able to manage operations in a tour and travel establishment, ascertain the profile of travellers and impact of global events on travel.	100
4.	Attractions & Resort Management	On completion of this module, trainees should be able to manage crowds, ride operations, manage events and handle safety and hygiene aspects of an attraction or a resort.	100
5.	Team & Resource Management	On completion of this module, trainees should be able to manage team diversity and application of team-building strategies for increased performance, productivity and optimization of resources.	80
6.	Tourism Digital Marketing	On completion of this module, trainees should be able to curate digital contents and manage social media outreach that complement product and service branding.	100
7.	Digital Commentary Curation & Service Experiences	On completion of this module, trainees should be able to create content, leverage on technologies and create contactless customer experience for attractions, resorts, travel and tour operators.	80
8.	Sustainable Tourism Management	On completion of this module, trainees should be able to identify areas for improvement and propose sustainable solutions or practices for attractions, resorts, travel and tour operators in areas of circular economy, preserving local cultures and traditions, the protection and conservation of travel and attractions destination.	80
9.	Company Project	On completion of the module, trainees should have applied their acquired competencies in an authentic project (tourism services) that would value-add to the company.	80
10.	On-the-Job Training	On completion of the module, trainees should be able to apply the skills and knowledge acquired at ITE College and workplace to take on the full job scope, including supervisory function where appropriate, at the company.	3,200
		On-Campus	800
		On-the-Job	3,200
		Total	4,000

Common module with WSDip in Customer Experience Management