



TECHNICAL REPORT

ON

**STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME
(S.I.W.E.S)**

HELD AT

ZAIN TRAVEL & TOUR

Fate Road, Ilorin, Kwara State

SUBMITTED BY

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ND/23/TMT/FT/0028

SUBMITTED TO:

**DEPARTMENT OF TOURISM MANAGEMENT TECHNOLOGY
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KWARA STATE POLYTECHNIC, ILORIN, KWARA STATE.**

**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE
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CERTIFICATION

This is to certify that the report was compiled by **Ahmed Arisekola Abdulazeer** with Matric Number **ND/23/TM/FT/0028** a student of Tourism Management Technology Department, Institute of Applied Science (IAS) Kwara State Polytechnic Ilorin, Kwara State on the completion of the Student Industrial Work Experience Scheme (SIWES)

SIWES COORDINATOR

DATE

HEAD OF DEPARTMENT

DATE

DEDICATION

This report is dedicated to Almighty Allah, who guided me and made the programme a successful one for me.

It also goes to my loving Parent, in person of **Mr. and Mrs. Arisekola** and to my wonderful mentors and friends, for their advice, encouragement and support both financially and morally. May God continue to bless you. (Amen)

ACKNOWLEDGEMENT

As such praise due to Almighty Allah for sparing my invincible life during my stay at Kwara State Polytechnic, Ilorin.

To the surprise of my one and only, my next point on call will definitely be my parent for their effort which upholds my success, in this regard, BIG THANKS to them **Mr. and Mrs. Arisekola**, what will I? If not for their financial moral, spiritual and parental support, my success would have been delayed. I will say vividly "Oh God, have mercy on them even as they nourished me in my childhood.

My appreciation goes to my noble SIWES based supervisor, for their support and impartation of knowledge.

It is mandated on me that the effort of the following toward my success must duly be recognized from lecturers within the institution; May the blessing of God continue to shower you all for contributing immensely on this programme.

PREFACE

This report contains the details of experience gained during the four-month students industrial work experience scheme (SIWES) programme at Zain Travel & Tour Limited various activities are also spelt out in the report. Also include the program encounter and recommendations for the improvement of the scheme.

CHAPTER ONE

1.0 INTRODUCTION

This chapter gives a brief history of SIWES, its aims and objectives, as well as a short narrative on my application and posting. It also introduces intelligent solution providers (ISP) of Computer, where I had my SIWES training.

ABOUT STUDENTS INDUSTRIAL WORK EXPERIENCE SCHEME

The student work experience scheme (SIWES) is a worldwide program practiced in countries like Japan, Australia, USA, Europe, and in African countries too. It is popularly known as co-operative education and referred to as sandwich in Europe. It is a six (6) months students industrial work experience scheme (SIWES) taken in the third year of the degree program, where the students go to various establishments related to their course of study.

The program was initially introduced in Nigeria by the Industrial Training Fund (I.T.F.) which was established under Decree 47 of 1972 by the Supreme Military Council, headed by General Yakubu Gowon. The Decree was billed to take effect from 31st March, 1974 and had as its core objective, the gradual reduction of the percentage of foreign participation in most of Nigeria's economic activities, accompanied by a systematic cooperation of locally oriented skilled manpower into the vast economic sector.

One of the key functions of the ITF is to work as cooperative body with industry and commerce where students in institutions of higher learning can undertake mid-career work experience attachment in industries which are compatible with student's area of study. The students Industrial Work Experience Scheme (SIWES) is a skill Training program designed to expose and prepare students for the Industrial work situation which they are likely to meet after graduation. Participation in SIWES has become a necessary pre-condition for the award of diploma and degree certificate in specific disciplines in most institutions of higher learning in the country in accordance with the education policy of government.

BRIEF HISTORY OF SIWES

The word SIWES (Student Industrial Work Experience Scheme) was introduced by the federal government in the year 1973 to develop the technological, physical and social skill of our nation, through this, adequate and intelligent students are provided the department involved the actual challenge various disciplines before they can be awarded as a National Diploma (ND) graduate.

AIMS AND OBJECTIVES OF SIWES

- Provide an avenue for students in institutions of higher learning to acquire industrial skills and experience in their approved course of study and also by interacting with people with more experience in the field under consideration.
- Prepare students for the industrial work situation which they are likely to meet after graduation.
- Expose students to work methods and techniques in handling equipment and machinery that are mostly not available in their various institutions.
- Provide students with an opportunity to apply their knowledge in real world situation thereby reducing the gap between theoretical knowledge and practical work.
- Enlist and strengthen employers' involvement in the entire educational process and prepare students for employment in Industry and Commerce.

ROLES OF STUDENT

- Attend SIWES orientation programme before going on attachment.
- Comply with the establishment's rule and regulation.
- Arrange living accommodation during the period of attachment.
- Record all training activity done and other assignment in the log book.
- Complete SPEI from ITF, FORM 8 and get it endorsed by the employer for submission to the ITF.

1.5 OBJECTIVES OF THE REPORT

The objectives of the SIWES report are;

- To make thorough explanation of the work done during my four month industrial training.
- To fulfill the requirement for national diploma in computer science.

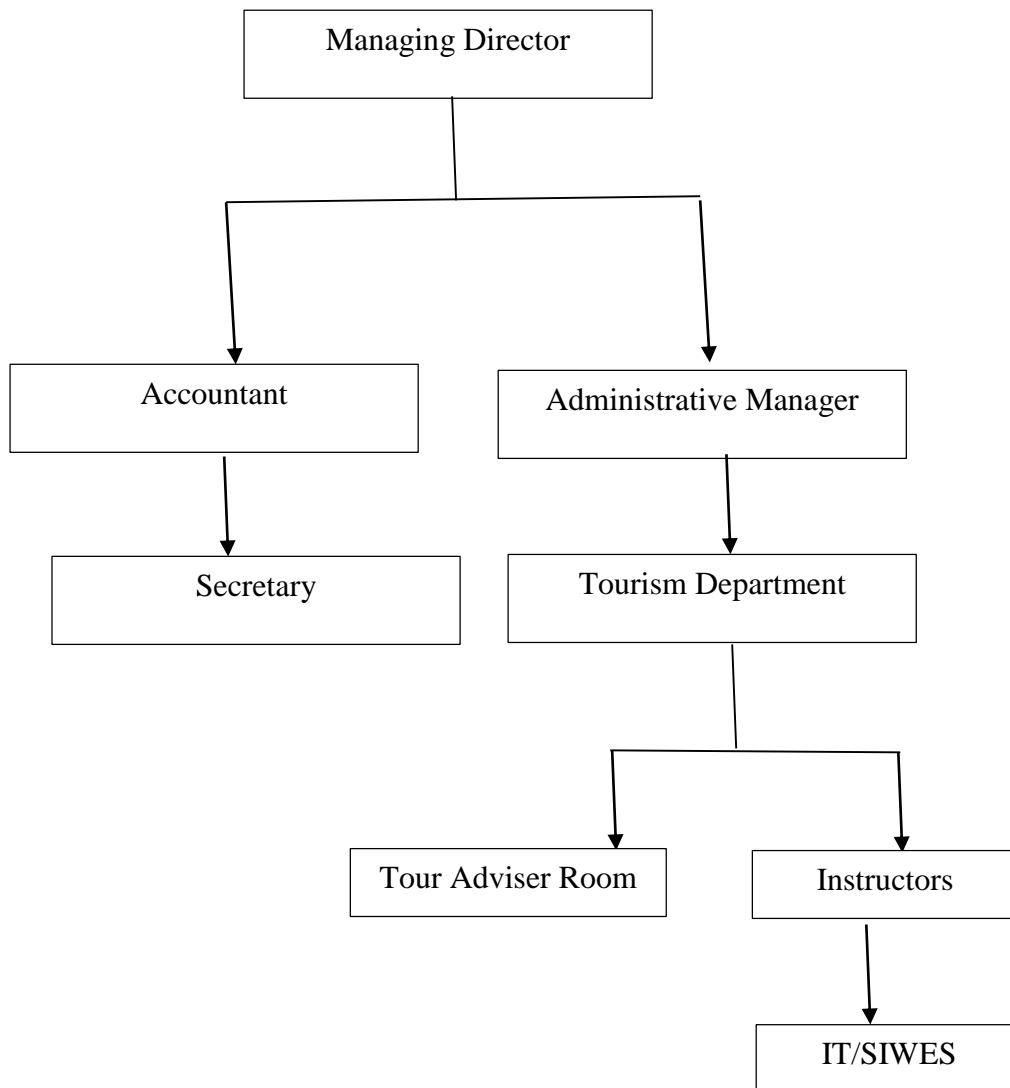
- To contribute to the body of knowledge and to enhance the understanding of the writer about a similar or same job.

THE LOGBOOK

The logbook issued to student on attachment by the institution was used to record all daily activities that took place during the period of attachment, and it was checked and endorsed by the industry based/institution based supervisors and ITF during supervision.

CHAPTER TWO

2.0 ORGANIZATIONS CHART OF REFRESH COMPUTER CONSULT



2.1 BRIEF HISTORY OF ZAIN TRAVEL & TOUR

It is a non-governmental organization in Kwara State They based on Tourism situated at Kwara State State.

Tourism academic for training and skill acquisitions in nearly every aspect of Tourism, guidance, visa and ticket to any countries of your choice and administrative manager next to him followed by the Tourism Adviser.

CHAPTER THREE

SKILL ACQUIRED

Tourism Technology Applications

Tourism technology applications are pivotal in streamlining operations, enhancing customer experiences, and promoting destinations in the modern travel industry. These tools integrate digital solutions to manage reservations, bookings, and logistics efficiently. Property Management Systems (PMS) and Global Distribution Systems (GDS) like Amadeus or Sabre enable seamless hotel and flight bookings, while online platforms such as Booking.com and Airbnb simplify access for travelers.

Geographic Information Systems (GIS) map tourist attractions, aiding in route planning and destination marketing. Customer Relationship Management (CRM) software helps businesses track client preferences, enabling personalized services and targeted promotions. Digital marketing tools, including social media analytics and search engine optimization (SEO), amplify destination visibility, while virtual reality (VR) and augmented reality (AR) offer immersive previews of sites. Sustainable tourism is also supported through eco-friendly apps that monitor carbon footprints or promote local heritage. Emerging technologies like artificial intelligence (AI) chatbots provide 24/7 customer support, while big data analytics forecast travel trends and optimize pricing.

Mobile apps for e-ticketing, navigation, and multilingual guides further enhance tourist convenience. These innovations not only boost operational efficiency but also cater to evolving traveler demands for speed, customization, and sustainability. As the sector evolves, tourism technology bridges the gap between traditional practices and digital transformation, ensuring competitiveness in a dynamic global market while balancing automation with human-centric service delivery.

Tour Operations and Logistics

Tour operations and logistics involve the meticulous planning, coordination, and execution of travel itineraries to ensure seamless experiences for tourists. This process begins with designing tour packages tailored to client preferences, budget, and destination highlights.

Logistics management includes securing transportation (flights, buses, or private transfers), accommodation bookings, and activity scheduling while adhering to time constraints and safety protocols. Technology plays a vital role, with tools like **"Tourplan"** or **"Travefy"** streamlining itinerary creation, vendor communication, and real-time updates. Coordination with local guides, restaurants, and attraction managers is critical to avoid overlaps or delays. During peak seasons, managing large groups requires balancing flexibility and structure to address unforeseen disruptions, such as weather changes or cancellations. Logistics also extends to risk management, including emergency protocols and travel insurance coordination.

Sustainability practices, like partnering with eco-friendly vendors or minimizing single-use plastics during tours, are increasingly prioritized. Effective communication across multilingual teams and tourists ensures clarity, while post-tour feedback analysis helps refine future operations. Successful logistics hinge on attention to detail, adaptability, and leveraging digital tools to enhance efficiency, ultimately ensuring tourists enjoy hassle-free, memorable journeys that align with their expectations and the destination's cultural or environmental preservation goals.

Sustainable Tourism Practices

Sustainable tourism practices prioritize minimizing environmental impact, preserving cultural heritage, and supporting local communities while meeting traveler demands. Key strategies include promoting eco-friendly accommodations that utilize renewable energy, reduce water waste, and implement recycling programs.

Tour operators collaborate with local artisans and businesses to ensure economic benefits remain within communities, fostering cultural authenticity and equitable growth. Initiatives like plastic-free campaigns, carbon offset programs, and wildlife conservation projects mitigate ecological harm, while educational tours raise tourist awareness about environmental stewardship. Technology aids sustainability through digital ticketing to reduce paper use, apps that track carbon footprints, and virtual reality experiences that limit overcrowding at fragile heritage sites.

Certification programs (e.g., Green Globe, EarthCheck) encourage adherence to global standards, while community-based tourism models empower indigenous groups to manage resources and share traditions responsibly. Sustainable logistics involve eco-conscious transportation (electric vehicles, cycling tours) and partnerships with suppliers committed to ethical practices. Crisis management plans address overtourism by diversifying destinations or implementing visitor quotas. By balancing economic viability with ecological and socio-cultural preservation, sustainable tourism ensures destinations thrive long-term without compromising their integrity. These practices not only attract environmentally conscious travelers but also align with global agendas like the UN Sustainable Development Goals, positioning tourism as a force for positive change.

Marketing and Promotion in Tourism

Marketing and promotion in tourism focus on attracting travelers, building destination appeal, and driving bookings through strategic communication. Digital platforms dominate modern strategies, with social media campaigns (Instagram Reels, TikTok travelogues) showcasing destinations visually to engage global audiences. Search engine optimization (SEO) ensures tourism websites rank highly for keywords like “eco-tourism in Nigeria” or “cultural festivals,” while targeted ads on Google and Meta reach specific demographics. Content marketing, including blogs, vlogs, and email newsletters, educates potential tourists about unique experiences, from adventure tours to culinary trails.

Influencer partnerships amplify authenticity, leveraging travel bloggers or local ambassadors to build trust. Data analytics tools track campaign performance, optimizing budgets based on user behavior and conversion rates. Destination Management Organizations (DMOs) collaborate with airlines, hotels, and governments for joint promotions, offering bundled packages or seasonal discounts.

Virtual reality previews and 360-degree videos allow immersive exploration of attractions, enticing bookings. Sustainability is woven into messaging, highlighting eco-certified lodges or community-led tours to appeal to conscious travelers.

Crisis communication plans address negative reviews or geopolitical issues, preserving brand reputation. By blending storytelling, technology, and data-driven insights, tourism marketing transforms interest into action, ensuring destinations remain competitive while celebrating their cultural, natural, and experiential uniqueness.

Cultural Heritage Management

Cultural heritage management involves preserving, interpreting, and promoting tangible and intangible cultural assets, from historical sites to traditional practices, to ensure their survival for future generations. In tourism, this balances accessibility for visitors with conservation needs. Strategies include documenting heritage sites through 3D scanning or digital archiving to prevent data loss, while physical preservation employs techniques like restoration of monuments using climate-resilient materials. Collaboration with local communities is vital; integrating indigenous knowledge into guided tours or craft workshops empowers residents and maintains authenticity.

Technology plays a dual role: apps with augmented reality (AR) overlay historical context onto ruins, while virtual museums reduce overcrowding at fragile sites. Legal frameworks, such as UNESCO World Heritage designations, enforce protection standards, while education campaigns discourage vandalism or unsustainable behaviors.

Ethical tourism models prioritize low-impact visits, such as timed entry systems or guided group limits. Challenges include mitigating overtourism's strain on heritage sites and addressing commercialization that dilutes cultural significance. Successful management fosters pride among locals, educates tourists on respectful engagement, and leverages partnerships between governments, NGOs, and tech innovators. By aligning preservation with responsible tourism, cultural heritage becomes a dynamic tool for education, economic growth, and intercultural dialogue, enriching both travelers and host communities while safeguarding global heritage.

CHAPTER FOUR

KNOWLEDGE GAINED DURING THE SIWES

The SIWES program equipped me with diverse technical and soft skills critical for tourism management. Technically, I gained proficiency in *Property Management Systems (PMS)* for hotel bookings and *Geographic Information Systems (GIS)* to map tourist attractions, enhancing destination planning. I mastered *Customer Relationship Management (CRM)* tools to analyze client data and personalize services, alongside online booking platforms like Amadeus for flight and tour reservations. Digitally, I designed social media campaigns using Canva and tracked performance via Google Analytics, refining my digital marketing expertise.

Operationally, I honed logistics coordination—scheduling tours, managing transport, and resolving disruptions like weather delays—while ensuring compliance with safety protocols. Soft skills included cross-cultural communication to engage international tourists, teamwork during peak-season event planning, and problem-solving to address last-minute itinerary changes. Sustainability practices deepened my understanding of eco-certification standards and community-based tourism models, while heritage management taught artifact digitization and ethical visitor engagement. Industry insights into Nigeria’s tourism policies, global trends like post-pandemic travel recovery, and crisis management strategies further broadened my perspective. These competencies, blending technology, sustainability, and human-centric service, prepared me to navigate the dynamic tourism sector, balancing innovation with cultural and environmental stewardship to deliver memorable, responsible travel experiences.

CHAPTER FIVE

5.0 CONCLUSION

The SIWES program expected to be undergone by all students in the school of applied science in all tertiary institution in Nigeria.

I therefore deeply appreciate the industrial training of my school (Kwara State Polytechnic, Ilorin) for involving themselves in such a worldwide program. The importance of this training cannot be over emphasized industrial training by some operations carried out during the program.

5.1 RECOMMENDATION

I like to use this medium to explore the federal Government at all stage to take this SIWES program more seriously seen by the students of applied science as a virtual improvement in future of technology in our nature.

Government should also ensure a proper supervision of SIWES student so that the purpose of the programme will be achieved.

The federal Government should make adequate provision in the annual budget for proper funding of SIWES in view of the potential of the scheme to contribute to enhancing the quality of the pool to technical skill available to the economy.

A comprehensive and detail directory of employer who accept students for SIWES is urgently required to facilitate placement of student in industry.

In order to guarantee quality assurance of institution and the ITF. The ITF should ensure that the backlog in payment of student's allowance is cleared urgently to remove the negative image being created for SIWES.