

Skills Framework for Tourism

Programmes that broaden or deepen specific skills and knowledge for the various job roles in the sector

Attractions Management and Operations

Job Role:
Head Horticulturist

Full Qualification Programmes	Providers
Specialist Diploma in MICE & Events Management	Temasek Polytechnic

Technical Skills and Competencies (TSC)				
Category	Title	Proficiency Level	Modular Programmes	Providers
Attractions Operations	Attractions Guest Relations Management	3	Data Analytics Begins with ME	National University of Singapore
			Data Analytics for Managers	National University of Singapore
Data Visualisation Begins with Me			National University of Singapore	
Data-driven Customer Experience			National University of Singapore	
Marketing Analytics			National University of Singapore	
Attractions Programme Development	4	Customer Relationship Management	Singapore University of Social Sciences	
Business Management	Contract Development and Management	4	Financial Analysis and Business for Non-finance Managers	National University of Singapore
	Corporate Governance	4	Contract & Agency Law	Singapore University of Social Sciences
			Project Management	Singapore University of Social Sciences
	Organisational Vision, Mission and Values Formulation	4	Company & Tort Law	Singapore University of Social Sciences
			Marketing Analytics	National University of Singapore
			Leading a Service Centric Culture	Singapore Management University
			Middle Managers' Role in Strategy Implementation - The Lynchpin of Success	Singapore Management University
			NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence	Singapore Management University
	Service Excellence	4	LEAN Six Sigma Foundation (Yellow)	National University of Singapore
			Creating a Service Centric Culture Through Change Management	Singapore Management University
			Designing An Exceptional Customer Experience	Singapore Management University
			Harnessing Data for Quality Service Delivery, Value Enhancement & Outcomes	Singapore Management University
			Innovating to Achieve High Service Performance	Singapore Management University
			Leading a Service Centric Culture	Singapore Management University
			Turning Strategy into Service Operations	Singapore Management University
			Business Excellence	Singapore University of Social Sciences
			MKT363 Services Marketing	Singapore University of Social Sciences
	WSQ Lead with Vision (SFw)	Tourism Management Institute of Singapore		
	Stakeholder Management	4	Future-Proof Leadership Begins with ME	National University of Singapore
			Advanced Communication Strategies: Using Strategic Persuasion To Get What You Want	Singapore Management University
International HRM Series: Global Trends, Mobility Management and Rewards Strategy			Singapore Management University	
Middle Managers' Role in Strategy Implementation - The Lynchpin of Success			Singapore Management University	
NextGen Leadership Series: Personal Effectiveness, Team Efficacy and Business Excellence			Singapore Management University	
Strategy Implementation	4	Business Essentials: Strategies for Growth	Singapore Management University	
		Lean Six Sigma Black Belt Certification	Singapore Management University	
Strategy Planning	4	Business Essentials: Strategies for Growth	Singapore Management University	
		Lean Six Sigma Black Belt Certification	Singapore Management University	
		Starting and Managing a Business	Singapore University of Social Sciences	
Enterprise Risk Management	Accident and Incident Response Management	4	WSQ Develop and Implement Business Strategies (SFw)	Tourism Management Institute of Singapore
			WSQ Manage Crisis Situation (SFw)	Tourism Management Institute of Singapore
	Crowd Control and Planning	4	Accident and Incident Response Management	Singapore Chinese Chamber Institute of Business
	Risk Management and Administration	4	Crowd Control and Planning	Singapore Chinese Chamber Institute of Business
Human Resource Management	Learning and Development	4	The Financial Potential and Risks of New Business Ideas	Singapore Management University
			WSQ Develop Risk Management Plan (SFw)	Tourism Management Institute of Singapore
			Manage Training	Avanta Academy Pte Ltd
			HR Analytics	National University of Singapore
			Workplace Coaching Begins with Me	National University of Singapore
			Business Essentials: Evidence-Based Talent Management	Singapore Management University
			Business Essentials: Human Capital and Business Success	Singapore Management University
			International HRM Series: Global Trends, Mobility Management and Rewards Strategy	Singapore Management University
			Middle Managers' Role in Strategy Implementation - The Lynchpin of Success	Singapore Management University
WSQ Manage Training (SFw)	Tourism Management Institute of Singapore			

	Manpower Planning	4	HR Analytics	National University of Singapore
			Selected Topics in Management	Singapore University of Social Sciences
	Succession Planning	4	Business Essentials: Evidence-Based Talent Management	Singapore Management University
			Business Essentials: Human Capital and Business Success	Singapore Management University
			International HRM Series: Global Trends, Mobility Management and Rewards Strategy	Singapore Management University
			Selected Topics in Management	Singapore University of Social Sciences
Infocomm Technology Management	Technology Application	4	Starting and Managing a Business	Singapore University of Social Sciences
			Managing Disruption with Future-proof Workplace Communication Skills	National University of Singapore
			Digital Business: Technologies and Transformation	Singapore Management University
	Technology Scanning	4	IT-enabled Business Transformation	Singapore University of Social Sciences
			Digital Business: Technologies and Transformation	Singapore Management University
			Digital:Works	Singapore Management University