

## 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:  
Membership Crew

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	1	Customer Service and Communication	Institute of Technical Education
			Introduction to Attractions and Theme Park Operations	Institute of Technical Education
			Customer Relationship Management	Singapore University of Social Sciences
			Provide Visitor Information (SFw)	Tourism Management Institute of Singapore
Attractions Membership, Admission and Ticketing	1	Attractions Operations and Services	Institute of Technical Education	
		Introduction to Attractions and Theme Park Operations	Institute of Technical Education	
Business Development, Sales and Marketing	Sales Closure	2	Attractions Operations and Services	Institute of Technical Education
			Sales Management	Singapore University of Social Sciences
Business Management	Business Performance Management	2	Customer Service and Communication	Institute of Technical Education
			Tourism Service and Communication	Institute of Technical Education
			Business Excellence	Singapore University of Social Sciences
	Financial Planning and Analysis	2	Financial Analysis and Business for Non-finance Managers	National University of Singapore
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
	Productivity Improvement	2	Lean Six Sigma	Singapore University of Social Sciences
			Operations Management	Singapore University of Social Sciences
	Resource Management	2	Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
	Service Excellence	2	Customer Service and Communication	Institute of Technical Education
			Introduction to Attractions and Theme Park Operations	Institute of Technical Education
			Tourism Service and Communication	Institute of Technical Education
			Business Excellence	Singapore University of Social Sciences
			MKT363 Services Marketing	Singapore University of Social Sciences
			WSQ Create Customer Experience (SFw)	Tourism Management Institute of Singapore
	WSQ Conduct Professional Correspondence (SFw)	Tourism Management Institute of Singapore		
Stakeholder Management	2	Tourism Service and Communication	Institute of Technical Education	
		Future-Proof Leadership Begins with ME	National University of Singapore	
		Post-Diploma Certificate in Events Management	Temasek Polytechnic	
Tourism and Economic Development	2	Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic	
		Introduction to Leisure and Tourism	Institute of Technical Education	
		Introduction to Tourism	Institute of Technical Education	
		Doing Business with China	Singapore University of Social Sciences	
		International Economics	Singapore University of Social Sciences	
		Managerial Economics	Singapore University of Social Sciences	
		Political Economy of Asia	Singapore University of Social Sciences	
Post-Diploma Certificate in Events Management	Temasek Polytechnic			
Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic			
Workplace Safety and Health Performance Management	2	Introduction to Leisure and Tourism	Institute of Technical Education	
		Introduction to Tourism	Institute of Technical Education	
Enterprise Risk Management	Accident and Incident Response Management	2	Post-Diploma Certificate in Events Management	Temasek Polytechnic
	Risk Management and Administration	2	Post-Diploma Certificate in Events Management	Temasek Polytechnic
Human Resource Management	Learning and Development	2	HR Analytics	National University of Singapore
			Workplace Coaching Begins with Me	National University of Singapore
Infocomm Technology Management	Technology Application	2	IT-enabled Business Transformation	Singapore University of Social Sciences
			Post-Diploma Certificate in Events Management	Temasek Polytechnic
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
	Technology Scanning	2	Customer Service and Communication	Institute of Technical Education
			Post-Diploma Certificate in Events Management	Temasek Polytechnic
Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic			