

## Skills Framework for Tourism

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

### Travel Management and Operations

**Job Role:**  
Assistant Customer Support Executive/ Assistant Travel Consultant (Customer Support)

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

Technical Skills and Competencies (TSC)				
Category	Title	Proficiency Level	Modular Programmes	Providers
Business Development, Sales and Marketing	Customer Behaviour Analysis	3	Tourism Marketing	Institute of Technical Education
			Data Analytics Begins with ME	National University of Singapore
			Data-driven Customer Experience	National University of Singapore
			Marketing Analytics	National University of Singapore
			Customer Relationship Management	Singapore University of Social Sciences
			Post-Diploma Certificate in Events Management	Temasek Polytechnic
	Market Research	2	Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
			Tour Operations and Ticketing	Institute of Technical Education
			Tourism Marketing	Institute of Technical Education
			Data Analytics Begins with ME	National University of Singapore
			Marketing Analytics	National University of Singapore
			Statistics	Singapore University of Social Sciences
Sales Closure	2	Post-Diploma Certificate in Events Management	Temasek Polytechnic	
		Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic	
		Attractions Operations and Services	Institute of Technical Education	
Business Management	Budgeting	2	Leisure, Clubs and Resorts	Institute of Technical Education
			Travel Planning Services	Institute of Technical Education
	Business Performance Management	2	Financial Analysis and Business for Non-finance Managers	National University of Singapore
			Customer Service and Communication	Institute of Technical Education
			Tourism Service and Communication	Institute of Technical Education
			Travel Planning Services	Institute of Technical Education
			Customer Insights 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
			Business Excellence	Singapore University of Social Sciences
	Customer Relationship Management	2	Data Analytics Begins with ME	National University of Singapore
			Marketing Analytics	National University of Singapore
			Customer Relationship Management	Singapore University of Social Sciences
	Data Mining and Modelling	2	Selected Topics in Management	Singapore University of Social Sciences
			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
	Productivity Improvement	2	Multivariate Analysis	Singapore University of Social Sciences
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
			LEAN Six Sigma Foundation (Yellow)	National University of Singapore
			Lean Six Sigma	Singapore University of Social Sciences
			Operations Management	Singapore University of Social Sciences
Service Excellence	2	Total Quality Management	Singapore University of Social Sciences	
		Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic	
		Customer Service and Communication	Institute of Technical Education	
		Tourism Service and Communication	Institute of Technical Education	
		Travel Planning Services	Institute of Technical Education	
		Business Excellence	Singapore University of Social Sciences	
Stakeholder Management	2	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	
		Tourism Service and Communication	Institute of Technical Education	
Tourism and Economic Development	2	Future-Proof Leadership Begins with ME	National University of Singapore	
		Post-Diploma Certificate in Events Management	Temasek Polytechnic	
		Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic	
		Introduction to Leisure and Tourism	Institute of Technical Education	
		Introduction to Tourism	Institute of Technical Education	
		Tourism Marketing	Institute of Technical Education	
		Travel Planning Services	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
Infocomm Technology Management	Technology Application	2	Data Visualisation Begins with Me	National University of Singapore
			Managing Disruption with Future-proof Workplace Communication Skills	National University of Singapore
			IT-enabled Business Transformation	Singapore University of Social Sciences
			Post-Diploma Certificate in Events Management	Temasek Polytechnic
	Technology Scanning	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
			Travel Planning Services	Institute of Technical Education
Tour and Travel Services Operations	Tour and Travel Coordination, Ticketing and Reservations Management	1	Post-Diploma Certificate in Events Management	Temasek Polytechnic
			Post-Diploma Certificate in Tourism Operations	Temasek Polytechnic
			Introduction to Leisure and Tourism	Institute of Technical Education
			Tour Operations and Ticketing	Institute of Technical Education
			Travel Planning Services	Institute of Technical Education