

## 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:  
Travel Account Executive

| 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        |
|  |   |   | Certificate in Customer Relationship Management          | Nanyang Polytechnic                     |
|  |   |   | Certificate in MICE Management                           | Nanyang Polytechnic                     |
|  |   |   | Certificate in Service Management                        | Nanyang Polytechnic                     |
|  |   |   | Certificate in Tourism Management                        | Nanyang Polytechnic                     |
|  |   |   | Customer Insights Begins with ME                         | National University of Singapore        |
|  |   |   | 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        |
|  |   |   | Customer Relationship Management                         | Singapore University of Social Sciences |
|  | Post-Diploma Certificate in Events Management       | Temasek Polytechnic                             |  |   |
|  | Post-Diploma Certificate in Tourism Operations      | Temasek Polytechnic                             |  |   |
|  | Customer Loyalty and Retention Strategy Formulation | 3   | Tourism Marketing  | Institute of Technical Education        |
|  |   |   | Tourism Service and Communication                        | Institute of Technical Education        |
|  |   |   | Certificate in Customer Relationship Management          | Nanyang Polytechnic                     |
|  |   |   | Certificate in MICE Management                           | Nanyang Polytechnic                     |
|  |   |   | Certificate in Service Management                        | Nanyang Polytechnic                     |
|  |   |   | Certificate in Tourism Management                        | Nanyang Polytechnic                     |
|  |   |   | 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        |
|  | Customer Relationship Management                    | Singapore University of Social Sciences         |  |   |
|  | Market Research                                     | 3   | Tourism Marketing  | Institute of Technical Education        |
|  |   |   | Travel Planning Services                                 | Institute of Technical Education        |
|  |   |   | Certificate in Customer Relationship Management          | Nanyang Polytechnic                     |
| Certificate in MICE Management                 |   |   | Nanyang Polytechnic                                      |   |
| Certificate in Service Management              |   |   | Nanyang Polytechnic                                      |   |
| Certificate in Tourism Management              |   |   | Nanyang Polytechnic                                      |   |
| 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                         |   |
| Marketing Analytics                            |   |   | National University of Singapore                         |   |
| Statistics                                     | Singapore University of Social Sciences             |   |  |   |
| Post-Diploma Certificate in Events Management  | Temasek Polytechnic                                 |   |  |   |
| Post-Diploma Certificate in Tourism Operations | Temasek Polytechnic                                 |   |  |   |
| Sales Closure                                  | 3   | Certificate in Customer Relationship Management | Nanyang Polytechnic                                      |   |
|  |   | Certificate in MICE Management                  | Nanyang Polytechnic                                      |   |
|  |   | Certificate in Service Management               | Nanyang Polytechnic                                      |   |
|  |   | Certificate in Tourism Management               | Nanyang Polytechnic                                      |   |
| Sales Target Management                        | 3   | Certificate in Customer Relationship Management | Nanyang Polytechnic                                      |   |
|  |   | Certificate in MICE Management                  | Nanyang Polytechnic                                      |   |
|  |   | Certificate in Service Management               | Nanyang Polytechnic                                      |   |
|  |   | Certificate in Tourism Management               | Nanyang Polytechnic                                      |   |
|  | Budgeting   | 3   | Certificate in Customer Relationship Management          | Nanyang Polytechnic                     |
|  |   |   | Certificate in MICE Management                           | Nanyang Polytechnic                     |
|  |   |   | Certificate in Service Management                        | Nanyang Polytechnic                     |
|  |   |   | Certificate in Tourism Management                        | Nanyang Polytechnic                     |
|  |   |   | Financial Analysis and Business for Non-finance Managers | National University of Singapore        |
|  |   |   | Certificate in Customer Relationship Management          | Nanyang Polytechnic                     |
|  |   |   | Certificate in MICE Management                           | Nanyang Polytechnic                     |
|  |   |   | Certificate in Service Management                        | Nanyang Polytechnic                     |

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|--|---|--|---|---|
| Business Management                                      | Business Data Analysis                  | 3  | Certificate in Tourism Management               | Nanyang Polytechnic                     |
|  |   |  | Business Agility                                | National University of Singapore        |
|  |   |  | 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        |
|  |   |  | HR Analytics                                    | National University of Singapore        |
|  |   |  | Marketing Analytics                             | National University of Singapore        |
|  |   |  | Multivariate Analysis                           | Singapore University of Social Sciences |
|  | Statistics                              | Singapore University of Social Sciences                  |   |   |
|  | Business Performance Management         | 3  | Certificate in Customer Relationship Management | Nanyang Polytechnic                     |
|  |   |  | Certificate in MICE Management                  | Nanyang Polytechnic                     |
|  |   |  | Certificate in Service Management               | Nanyang Polytechnic                     |
|  |   |  | Certificate in Tourism Management               | Nanyang Polytechnic                     |
|  |   |  | Data Visualisation Begins with Me               | National University of Singapore        |
| Financial Analysis and Business for Non-finance Managers |   |  | National University of Singapore                |   |
| HR Analytics   |   |  | National University of Singapore                |   |
| LEAN Six Sigma Foundation (Yellow)                       |   |  | National University of Singapore                |   |
| Business Excellence                                      | Singapore University of Social Sciences |  |   |   |
| Contract Development and Management                      | 3                                       | Certificate in Customer Relationship Management          | Nanyang Polytechnic                             |   |
|  |   | Certificate in MICE Management                           | Nanyang Polytechnic                             |   |
|  |   | Certificate in Service Management                        | Nanyang Polytechnic                             |   |
|  |   | Certificate in Tourism Management                        | Nanyang Polytechnic                             |   |
|  |   | Contract & Agency Law                                    | Singapore University of Social Sciences         |   |
|  |   | Post-Diploma Certificate in Events Management            | Temasek Polytechnic                             |   |
| Customer Relationship Management                         | 3                                       | Certificate in Customer Relationship Management          | Nanyang Polytechnic                             |   |
|  |   | Certificate in MICE Management                           | Nanyang Polytechnic                             |   |
|  |   | Certificate in Service Management                        | Nanyang Polytechnic                             |   |
|  |   | Certificate in Tourism Management                        | Nanyang Polytechnic                             |   |
|  |   | 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                |   |
| Customer Relationship Management                         | Singapore University of Social Sciences |  |   |   |
| Financial Planning and Analysis                          | 3                                       | Certificate in Customer Relationship Management          | Nanyang Polytechnic                             |   |
|  |   | Certificate in MICE Management                           | Nanyang Polytechnic                             |   |
|  |   | Certificate in Service Management                        | Nanyang Polytechnic                             |   |
|  |   | Certificate in Tourism Management                        | Nanyang Polytechnic                             |   |
|  |   | Financial Analysis and Business for Non-finance Managers | National University of Singapore                |   |
|  |   | Post-Diploma Certificate in Tourism Operations           | Temasek Polytechnic                             |   |
| Proposal Writing   | 3                                       | Tourism Service and Communication                        | Institute of Technical Education                |   |
|  |   | Certificate in Customer Relationship Management          | Nanyang Polytechnic                             |   |
|  |   | Certificate in MICE Management                           | Nanyang Polytechnic                             |   |
|  |   | Certificate in Service Management                        | Nanyang Polytechnic                             |   |
|  |   | Certificate in Tourism Management                        | Nanyang Polytechnic                             |   |
|  |   | Post-Diploma Certificate in Events Management            | Temasek Polytechnic                             |   |
| Service Excellence                                       | 3                                       | Tourism Service and Communication                        | Institute of Technical Education                |   |
|  |   | Certificate in Customer Relationship Management          | Nanyang Polytechnic                             |   |
|  |   | Certificate in MICE Management                           | Nanyang Polytechnic                             |   |
|  |   | Certificate in Service Management                        | Nanyang Polytechnic                             |   |
|  |   | Certificate in Tourism Management                        | Nanyang Polytechnic                             |   |
|  |   | Organisational Culture Change Begins with ME             | National University of Singapore                |   |
|  |   | Business Excellence                                      | Singapore University of Social Sciences         |   |
| MKT363 Services Marketing                                | Singapore University of Social Sciences |  |   |   |
| Stakeholder Management                                   | 3                                       | Certificate in Customer Relationship Management          | Nanyang Polytechnic                             |   |
|  |   | Certificate in MICE Management                           | Nanyang Polytechnic                             |   |
|  |   | Certificate in Service Management                        | Nanyang Polytechnic                             |   |
|  |   | Certificate in Tourism Management                        | Nanyang Polytechnic                             |   |
|  |   | 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                             |   |
| Strategy Implementation                                  | 3                                       | Certificate in Customer Relationship Management          | Nanyang Polytechnic                             |   |
|  |   | Certificate in MICE Management                           | Nanyang Polytechnic                             |   |
|  |   | Certificate in Service Management                        | Nanyang Polytechnic                             |   |
|  |   | Certificate in Tourism Management                        | Nanyang Polytechnic                             |   |
|  |   | Introduction to Leisure and Tourism                      | Institute of Technical Education                |   |
|  |   | Tourism Marketing  | Institute of Technical Education                |   |
|  |   | Travel Planning Services                                 | Institute of Technical Education                |   |
|  |   | Certificate in Customer Relationship Management          | Nanyang Polytechnic                             |   |
|  |   | Certificate in MICE Management                           | Nanyang Polytechnic                             |   |

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|--------------------------------|----------------------------------|---|---|---|--|--|---|---|
|                                | Tourism and Economic Development | 3 | Certificate in Service Management<br>Certificate in Tourism Management<br>Doing Business with China<br>International Economics<br>Managerial Economics<br>Political Economy of Asia<br>Post-Diploma Certificate in Events Management<br>Post-Diploma Certificate in Tourism Operations  | Nanyang Polytechnic<br>Nanyang Polytechnic<br>Singapore University of Social Sciences<br>Singapore University of Social Sciences<br>Singapore University of Social Sciences<br>Singapore University of Social Sciences<br>Temasek Polytechnic<br>Temasek Polytechnic  |  |  |   |   |
| Infocomm Technology Management | Technology Application           | 3 | Certificate in Customer Relationship Management<br>Certificate in MICE Management<br>Certificate in Service Management<br>Certificate in Tourism Management<br>Business Agility<br>Data Analytics for Managers<br>Financial Analysis and Business for Non-finance Managers<br>Future-Proof Leadership Begins with ME<br>Managing Disruption with Future-proof Workplace Communication Skills<br>Organisational Culture Change Begins with ME<br>IT-enabled Business Transformation<br>Post-Diploma Certificate in Events Management<br>Post-Diploma Certificate in Tourism Operations | Nanyang Polytechnic<br>Nanyang Polytechnic<br>Nanyang Polytechnic<br>Nanyang Polytechnic<br>National University of Singapore<br>National University of Singapore<br>National University of Singapore<br>National University of Singapore<br>National University of Singapore<br>National University of Singapore<br>Singapore University of Social Sciences<br>Temasek Polytechnic<br>Temasek Polytechnic |  |  |   |   |
|                                |                                  |   | Technology Scanning   | 3   | Certificate in Customer Relationship Management<br>Certificate in MICE Management<br>Certificate in Service Management<br>Certificate in Tourism Management<br>Post-Diploma Certificate in Events Management<br>Post-Diploma Certificate in Tourism Operations | Nanyang Polytechnic<br>Nanyang Polytechnic<br>Nanyang Polytechnic<br>Nanyang Polytechnic<br>Temasek Polytechnic<br>Temasek Polytechnic |   |   |
|                                |                                  |   |   |   | Tour and Travel Services Product and Experience Development and Delivery   | 3  | Tourism Marketing<br>Travel Planning Services<br>Certificate in Customer Relationship Management<br>Certificate in MICE Management<br>Certificate in Service Management<br>Certificate in Tourism Management<br>MKT363 Services Marketing | Institute of Technical Education<br>Institute of Technical Education<br>Nanyang Polytechnic<br>Nanyang Polytechnic<br>Nanyang Polytechnic<br>Nanyang Polytechnic<br>Singapore University of Social Sciences |