

**SKILLS FRAMEWORK FOR TOURISM
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

TSC Category	Attractions Operations					
TSC	Attractions Programme Development					
TSC Description	Manage programmes catered for attractions visitor groups					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		TOU-ATO-2007-1.1	TOU-ATO-3007-1.1	TOU-ATO-4007-1.1		
		Support the development and delivery of programmes for visitor groups to the attractions	Develop programmes for visitor groups to the attractions	Oversee attractions programme development and delivery		
Knowledge		<ul style="list-style-type: none"> Resources needed for development and delivery of programmes Research techniques and methodologies Guidelines for programme development 	<ul style="list-style-type: none"> Components of holistic programme development Principles of pedagogies Age-group characteristics Customer segmentation Client requirements for programmes Relevant curricula of educational institutions 	<ul style="list-style-type: none"> Indicators for effectiveness of pedagogies Educational goals of various governmental agencies in Singapore related to attractions development Areas of synergy between the organisation, educational institutions and other related agencies 		
Abilities		<ul style="list-style-type: none"> Assist in performing programme research Provide administrative support to the education and programmes department Coordinate resources needed for programme delivery Address programme related queries Prepare resources needed for project delivery Support development of programmes 	<ul style="list-style-type: none"> Carry out programme research Develop robust and innovative programmes for the education of visitors and general public Determine resources needed for programme delivery Collaborate with content and experience development department to support the delivery of programmes Design programme collaterals 	<ul style="list-style-type: none"> Formulate strategies for education outreach Develop strategic partnerships with educational institutions and other related agencies Formulate organisational guidelines for programme development catering to visitor demographic groups Assess financial viability and success of programmes 		

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			<ul style="list-style-type: none"> • Develop scripts for programme delivery • Coach members of programme delivery team on teaching and audience engagement methods 	<ul style="list-style-type: none"> • Supervise delivery of programmes held within attractions sites • Review teaching and audience engagement methods 		
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