

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

TSC Category	Business Management					
TSC	Content Writing and Editing					
TSC Description	Articulate, proofread and conduct readability tests on key messages written using appropriate content ideas and writing styles					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		TOU-SNM-2006-1.1-1	TOU-SNM-3006-1.1-1	TOU-SNM-4006-1.1-1		
		Draft content using established writing and communication principles appropriate to target customers	Edit content with reference to audience needs, evaluate effectiveness of messages as well as review and provide inputs for improvements	Develop guidelines for content development and copyright clearances, and manage styles or themes appropriate to the publications or types of communication materials		
Knowledge		<ul style="list-style-type: none"> • Writing and communication principles for relevant mediums • Writing and presentation techniques for relevant mediums • Sound knowledge of grammar and punctuation • Criteria for writing project objectives and requirements • Criteria for defining digital platforms for publishing content • Spelling and typographical mistakes, including commonly misspelled words • Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses • Correct use of adverbs, adjectives and other modifiers • Techniques to rewrite phrases and sentences such that they are 	<ul style="list-style-type: none"> • Writing and communication principles for relevant mediums • Writing and presentation techniques for relevant mediums • Sound knowledge of grammar and punctuation • Criteria for writing project objectives and requirements • Criteria for defining digital platforms for publishing content • Spelling and typographical mistakes, including commonly misspelled words • Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses • Techniques to rewrite phrases and sentences such that they are semantically and grammatically correct 	<ul style="list-style-type: none"> • Writing and communication principles for relevant mediums • Writing and presentation techniques for relevant mediums • Sound knowledge of grammar and punctuation • Copyright clearance procedures • Criteria for writing project objectives and requirements • Criteria for defining digital platforms for publishing content • Spelling and typographical mistakes, including commonly misspelled words • Characteristics pertaining to inconsistencies in subject-verb agreement and use of tenses • Techniques to rewrite phrases and sentences such that they are 		

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		<p>semantically and grammatically correct</p> <ul style="list-style-type: none"> • Legal and regulatory requirements relating to publishing and intellectual property 	<ul style="list-style-type: none"> • Types of stylistic and literary devices for creative writing 	<p>semantically and grammatically correct</p>		
Abilities		<ul style="list-style-type: none"> • Conduct research to support drafting of content • Draft content based on target audience, digital platforms where content are to be published and writing project objectives • Draft content based on writing and communication principles • Draft content based on writing techniques appropriate to purpose of the content • Apply presentation techniques to enhance readability • Create content with accurate punctuation • Write using correct use of grammar and syntax 	<ul style="list-style-type: none"> • Identify purposes of content • Identify factors that may have implications on the way content will be written • Classify, structure and sequence content so that it is easy to read or navigate • Edit content based on target audience, digital platforms where content are to be published, writing project objectives and requirements • Edit content based on writing techniques appropriate to purposes of the content • Proofread content and assess readability • Incorporate feedback and finalise content • Propose changes to texts using clear language and applying logical structure • Produce text content according to tone that is consistent with established themes 	<ul style="list-style-type: none"> • Generate a range of ideas in alignment to writing project objectives and requirements • Consult with relevant stakeholders to evaluate and select most appropriate content ideas and writing styles • Review and proofread written content using manual and automated systems • Utilise a range of additional resources to find information where there are perceived gaps in text-based content • Manage copyright clearances as required • Edit copies to maintain consistency with the publishing house styles 		