

**List of Competencies for On-the-Job Training (OJT)
Work-Study Diploma in Tourism Management**

Note: LOC is subject to changes due to curriculum review/ development

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
1	Determine customer/ stakeholder communication requirements	
2	Implement customer/ stakeholder communication strategy	
3	Collaborate in work environment	
4	Evaluate customer/ stakeholder communication strategy	
5	Determine product or service problem area	
6	Perform customer journey mapping	
7	Propose product or service offers	
8	Perform manpower and resource planning	
9	Manage team diversity	
10	Manage team performance	
11	Handle inter-team collaboration	
12	Determine digital marketing plan	
13	Implement digital marketing plan	
14	Conduct digital marketing plan evaluation	
15	Establish area of service experience improvement	
16	Determine digital technologies	
17	Prepare digital content	
18	Evaluate effectiveness of digital outreach plan	
19	Conduct tourism sustainability activities	
20	Promote sustainable tourism practices at workplace	
21	Review work processes to include sustainable tourism practices	
Option 1: Travel Track		
22	Develop travel / tour packages	
23	Promote travel / tour packages	
24	Handle travel / tour operations	
25	Provide after-sales services	

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
Or Option 2: Attractions Track		
22	Manage attraction / resort guest experience	
23	Manage attraction operations	
24	Manage attraction safety and security	
25	Manage tourism events	
	Sub-total of Competencies (Standard)	
List of Competencies (Company-specific)		
1		
2		
3		
4		
5		
6		
7		
	Sub-total of Competencies (Company-specific)	

Note:

- a) Company must be able to provide OJT for at least **75%** of the List of Competencies (Standard).
- b) If company is unable to meet the 75%, please propose alternate **course-related** competencies which are unique to company operations. Alternate competencies are capped at 25%.
[i.e. 50% of the list of competencies (standard) + 25% alternate competencies (Company-specific)].
- c) All alternate competencies (Company-specific) must be reviewed and endorsed by ITE.
- d) Trainees must receive OJT and be assessed for **All** competencies selected in this List.

Total no. of competencies selected by company for OJT

Total no. of competencies listed (*standard & company specific*)

Percentage of selected competencies

Completed By:

Name

Company

Designation

Date

For ITE's Completion			
Reviewed by CED / College <i>(For Company-specific Competencies)</i>			Verified by IBT Officer
Name:			Name
Designation:		Date:	& Date:

Version: Dec'23

WORK-STUDY DIPLOMA IN TOURISM MANAGEMENT

Module Objectives

Module Title	Module Synopsis
Travel & Tour Management	On completion of this module, trainees should be able to manage operations in a tour and travel establishment, ascertain the profile of travellers and impact of global events on travel.
Attractions & Resort Management	On completion of this module, trainees should be able to manage crowds, ride operations, manage events and handle safety and hygiene aspects of an attraction or a resort.
Customer Behaviour Analytics [^]	On completion of this module, trainees should be able to perform customer behavioural analysis with customer relationship management (CRM) tools and techniques. Trainees should also be able to formulate and present action plans to close performance gaps and create better customer satisfaction.
Customer Service Communication [^]	On completion of this module, trainees should be able to manage communication with customers and communicate effectively with the organisation's stakeholders.
Team & Resource Management	On completion of this module, trainees should be able to manage team diversity and application of team-building strategies for increased performance, productivity and optimization of resources.
Tourism Digital Marketing	On completion of this module, trainees should be able to curate digital contents and manage social media outreach that complement product and service branding.
Digital Commentary Curation & Service Experiences	On completion of this module, trainees should be able to create content, leverage on technologies and create contactless customer experience for attractions, resorts, travel and tour operators.
Sustainable Tourism Management	On completion of this module, trainees should be able to identify areas for improvement and propose sustainable solutions or practices for attractions, resorts, travel and tour operators in areas of circular economy, preserving local cultures and traditions, the protection and conservation of travel and attractions destination.

[^] Common module with WSDip in Customer Experience Management

Training Pattern for WSDip in Tourism Management

Hybrid Release

**Off-JT must be a paid working day, included in employment contract*

Training Patterns (Hybrid Release) for WSDip in Tourism Management (2025 intake)

Yr 1	Term 1 (2025)																									Term 2 (2025 - 2026)																																		
Month	Apr					May					Jun					Jul					Aug					Sep					Oct					Nov					Dec					Jan					Feb					Mar				
Week No	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52								
Schedule	Block Training					Training (1day/wk)										Training (1day/wk)					EXAM										Training (1day/wk)										Training (1day/wk)					EXAM														
Yr 2	Term 3 (2026)																									Term 4 (2026 - 2027)																																		
Month	Apr					May					Jun					Jul					Aug					Sep					Oct					Nov					Dec					Jan					Feb					Mar				
Week No	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52								
Schedule	Block Training					Training (1day/wk)										Training (1day/wk)					EXAM										Block Training					Training (1day/wk)										Training (1day/wk)					EXAM									
Yr 3	Term 5 (2027)																																																											
Month	Apr					May					Jun					Jul					Aug					Sep																																		
Week No	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26																																		
Schedule	Block Training					Training (1day/wk)										Training (1day/wk)					EXAM																																							

Legend	
Block Training	Trainees fully on campus
Wed Training (1day/wk)	Trainees will spent one day on campus per week
	Trainees fully with company