

Singapore Workforce Skills Qualifications

(WSQ) Competency Map

for

Tourism Industry

Singapore
Workforce Development Agency

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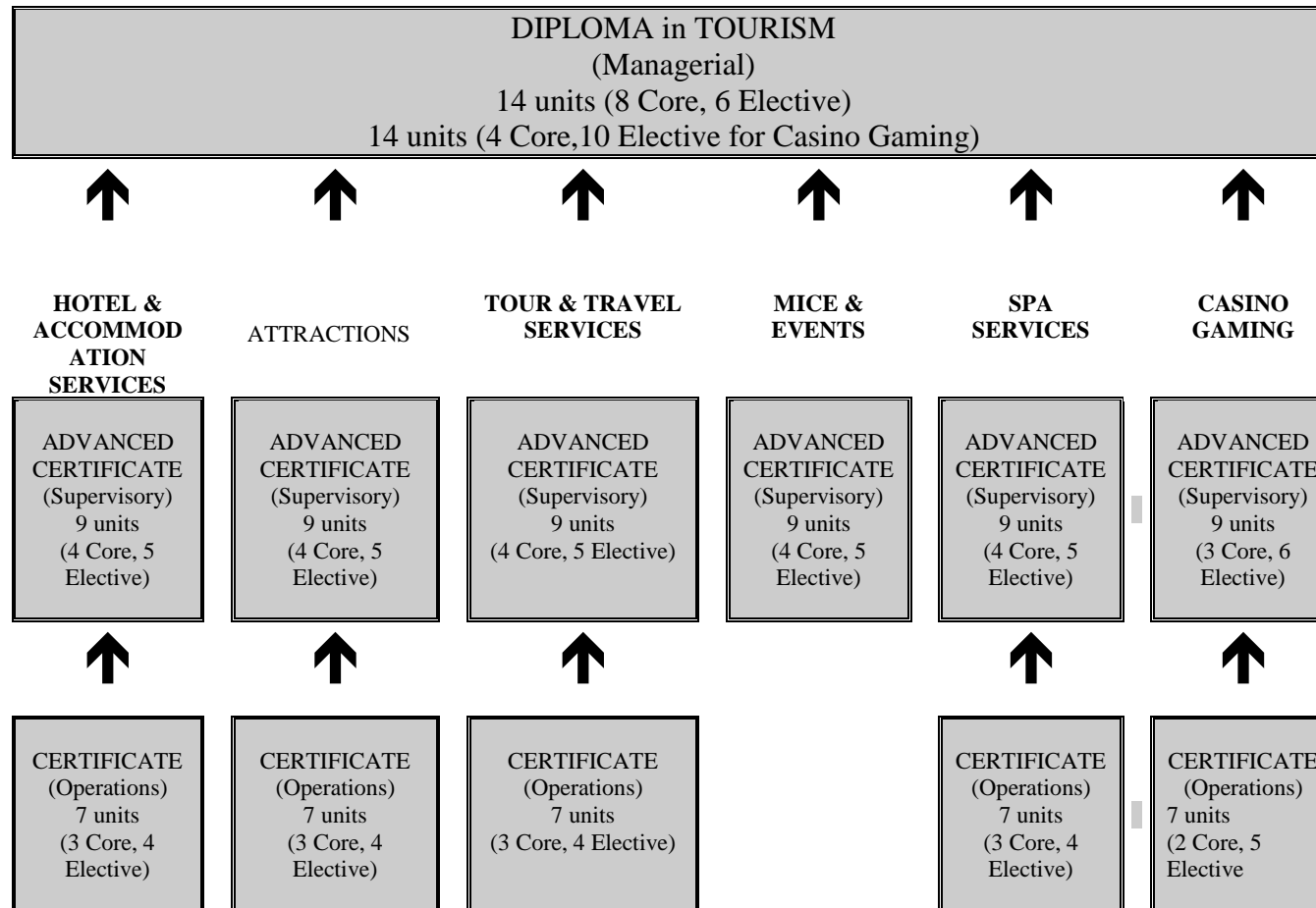
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TOURISM INDUSTRY: QUALIFICATION LEVELS AND TITLES



HOTEL & ACCOMMODATION SERVICES COMPETENCY MAP

INDUSTRY KEY PURPOSE

To meet customer needs and expectations through delivery of quality accommodation products and services delivered by a courteous, supported, well-trained and motivated workforce.

SUB SECTORS

- Hotels
- Serviced Apartments

SAMPLE JOB TITLE/LEVEL

MANAGERIAL LEVEL

- Front Desk Manager
- Director of Sales and Marketing
- Executive Housekeeper

SUPERVISORY LEVEL

- Housekeeping Supervisor
- Floor Supervisor
- Concierge
- Maintenance Supervisor

OPERATIONS LEVEL

- Bell Man
- Front Desk Agent
- Guest Services Attendant
- Laundry Attendant
- Public Area Cleaner
- Security Officer
- Telephone Operator
- Valet

HOTEL & ACCOMMODATION SERVICES COMPETENCY MAP

CERTIFICATE IN HOTEL & ACCOMMODATION SERVICES – 7 UNITS

Assumed Skills and Knowledge

Learners are expected to demonstrate competency at level 4 ES WSQ WPLN

3 Core Units

1. Interact with Guests * (16 hrs) [2]
2. Work Safely (12 hrs) [1]
3. Provide Safety and Security for Guests (12 hrs) [1]

* Interact with Guests - is crossed recognised with Provide GEMs Service

Choose 4 Elective Units

Sales and Marketing

1. Promote Tourism (16 hrs) [2]
2. Maintain Displays (16 hrs) [2]
3. Sell Products and Services (16 hrs) [2]

Food Service

1. Provide Room Services (24 hrs) [3]

Risk Management

1. Provide On-site Security (32 hrs) [3]
2. Demonstrate First Aid/Cardio-Pulmonary Resuscitation (CPR) Skills (24 hrs) [3]

Site and Equipment Management

1. Maintain Site/Outlet Components (20 hrs) [2]
2. Maintain Equipment (40 hrs) [4]

HOTEL & ACCOMMODATION SERVICES COMPETENCY MAP

CERTIFICATE IN HOTEL & ACCOMMODATION SERVICES Cont'd – 4 UNITS

Front Office/Guest Services

1. Handle Guest/Resident Arrival (28 hrs) [3]
2. Provide Resident Services (40 hrs) [4]
3. Provide Bell Services (36 hrs) [4]
4. Provide Switchboard Services (24 hrs) [3]
5. Maintain Guest/Resident Accounts (40 hrs) [4]
6. Provide Lobby Safe Deposit Box and Foreign Exchange Services (8 hrs) [1]
7. Handle Guest/Resident Departures (24 hrs) [3]
8. Provide Valet Parking Services (16 hrs) [2]
9. Provide Concierge Services (40 hrs) [4]
10. Provide Business Centre Services (16 hrs) [2]
11. Provide Reservation Services (40 hrs) [4]
12. Monitor Concierge Services (36 hrs) [4]
13. Monitor Bell Services (16 hrs) [2]

Service Excellence

1. Implement Operations for Service Excellence (16 hrs) [2]

Housekeeping Operations

1. Service Guest Rooms (40 hrs) [4]
2. Service Resident Apartments (40 hrs) [4]
3. Service Balconies/Patios, Kitchens/Yard Areas (24 hrs) [3]
4. Carry Out Thorough Cleaning (24 hrs) [3]
5. Service Public Toilets, Showers and Change Rooms (24 hrs) [3]
6. Service Other Public Areas and Back of House (16 hrs) [2]
7. Carry Out Thorough Cleaning of Public Areas (24 hrs) [3]
8. Maintain Service in Linen and Uniform Room (15 hrs) [2]
9. Provide Laundry Room Services (15 hrs) [2]
10. Provide Laundry Valet Services (40 hrs) [4]

HOTEL & ACCOMMODATION SERVICES COMPETENCY MAP

ADVANCED CERTIFICATE IN HOTEL & ACCOMMODATION SERVICES – 9 UNITS

Assumed Skills and Knowledge

Competency in Hotel & Accommodation Services Certificate level knowledge and skills and/or two (2) years work experience at the operations level in the Tourism sector and/or level 6 for ES WSQ WPLN

To receive the Hotel & Accommodation Services Advanced Certificate, an individual must complete 9 units and attain at least 21 credits of which 80% of the total credit values must be from Tourism Units, source code TH-xxx-xxxx-x

4 Core Units

1. Conduct Orientation and Training (32 hours) [3]
2. Supervise Staff (40 hrs) [4]
3. Monitor Income and Expenses (24 hrs) [3]
4. Implement Loss Prevention (10 hrs) [1]

Choose 5 Elective Units

Sales and Marketing

1. Implement Marketing Strategies (40 hrs) [4]
2. Implement Media Activities (20 hrs) [2]
3. Develop Sales Proposal (40 hrs) [4]
4. Sell Banquets/Catering Events (40 hrs) [4]
5. Develop Product Knowledge (10 hrs) [1]
6. Monitor Customer Service Standards (30 hrs) [3]
7. Write Proposal (20 hrs) [2]

Food Service

1. Supervise Room Service (24 hrs) [3]

Risk Management

1. Implement Risk Management Plans (24 hrs) [3]

HOTEL & ACCOMMODATION SERVICES COMPETENCY MAP

ADVANCED CERTIFICATE IN HOTEL & ACCOMMODATION SERVICES Cont'd – 5 UNITS

Front Office/Guest Services

1. Monitor Front Office/Guest Services Operations (36 hrs) [4]
2. Monitor Reservation Services (24 hrs) [3]
3. Monitor Switchboard Operations (16 hrs) [2]
4. Manage Handling of Guest/Resident Accounts (24 hrs) [3]
5. Monitor Valet Parking Services (16 hrs) [2]
6. Monitor Concierge Services (36 hrs) [4]
7. Monitor Bell Services (16 hrs) [2]
8. Monitor Business Centre Operations (16 hrs) [2]

Service Excellence

(Trainee can complete up to 1 unit from this category leading to 2 credits)

1. Manage Service Performance (16 hrs) [2]
2. Coach for Service Performance (16 hrs) [2]
3. Manage Operations for Service Excellence (16 hrs) [2]
4. Establish Relationships for Customer Confidence (16 hrs) [2]

Business/Finance

1. Maintain Inventories (16 hrs) [2]

Housekeeping Operations

1. Co-ordinate Housekeeping Operations (20 hrs) [2]
2. Supervise Housekeeping Operations (32 hrs) [3]
3. Supervise Public Area Cleaning and Servicing (32 hrs) [3]
4. Supervise Linen/Uniform Room Operations (32 hrs) [3]
5. Supervise Laundry Valet Services (48 hrs) [5]

Site and Equipment Management

1. Implement Site/Outlet and Equipment Maintenance Plans (32 hrs) [3]

MICE & Events Operations

1. Co-ordinate Site Layout and Look (25 hrs) [3]
2. Co-ordinate Entertainment and Food & Beverage Services (40 hrs) [4]
3. Co-ordinate Site Services (40 hrs) [4]
4. Co-ordinate Support Services (32 hrs) [3]

HOTEL & ACCOMMODATION SERVICES COMPETENCY MAP

ADVANCED CERTIFICATE IN HOTEL & ACCOMMODATION SERVICES Cont'd – 5 UNITS

Communications

1. Identify and Establish Internal and External Stakeholder Relationships (10 hrs) [1]]
2. Write Reports (20 hrs) [2]

Finance

1. Prepare Budget for the Business Unit (30 hrs) [3]
2. Prepare Cash Flow Report for the Business Unit (20 hrs) [2]]
3. Conduct Financial Analysis Calculations for the Business Unit (20 hrs) [2]

Accounting

1. Analysis Financial Statements (40 hrs) [4]

Innovation Management

1. Contribute to Innovation process within Own Scope of Work on Business Units (30 hrs) [3]

Project Management

1. Apply Project Cost Management Techniques (20 hrs) [2]
2. Apply Project Quality Control Procedures (20 hrs) [2]

Personal Effectiveness

1. Develop Self (40 hrs) [4]

Drive Change

1. Implement Changes (30 hrs) [3]

Develop People

1. Encourage People (30 hrs) [3]

ATTRACTIONS COMPETENCY MAP

INDUSTRY KEY PURPOSE

To provide customers with an educational and/or entertainment experience that meets or exceeds their expectations. This experience is provided by a courteous, knowledgeable, supported, well-trained and motivated workforce.

SUB SECTORS

- Museums
- Cultural Centres
- Zoos
- Amusement Parks
- Riverboats
- Outdoor Attractions
- Leisure Centres

SAMPLE JOB TITLE / LEVEL

MANAGERIAL LEVEL

- Curator
- Attraction Director
- Sales and Marketing Manager
- Development Manager

SUPERVISORY LEVEL

- Public Programmer
- Conservator
- Archivist
- Display Designer
- Customer Service Supervisor
- Operations Supervisor

OPERATIONS LEVEL

- Docent
- Guest Relations Officer
- Visitor Centre Information
- Security Officer
- Driver/Bus Captain
- Conductor
- Costumed Actor/Mascot
- Guest Service Associate
- Operator
- Ticket Agent
- Tour Host
- Keeper
- Service Crew

ATTRACTIONS COMPETENCY MAP

CERTIFICATE IN ATTRACTIONS – 7 UNITS

Assumed Skills and Knowledge
Learners are expected to demonstrate competency at level 4 for ES WSQ WPLN

3 Core Units

1. **Interact with Guests * (16 hrs) [2]**
2. **Work Safely (12 hrs) [1]**
3. **Provide Safety and Security for Guests (12 hrs) [1]**

* Interact with Guests - is crossed recognised with Provide GEMs Service

Choose 4 Elective Units

Sales and Marketing

1. Promote Tourism (16 hrs) [2]
2. Sell Products and Services (16 hrs) [2]
3. Maintain Displays (16 hrs) [1]

Risk Management

1. Provide On-site Security (32 hrs) [3]
2. Demonstrate First Aid /Cardio-Pulmonary Resuscitation Skills (24 hrs) [3]

Programme Development

1. Feed Animals (40 hrs) [4]
2. Clean Enclosures and Maintain Exhibits (40 hrs) [4]
3. Implement Behavioural Enrichment Programmes for Animals (40 hrs) [4]
4. Use Basic Zookeepers' Knowledge (40 hrs) [4]
5. Train and Handle Animals (40 hrs) [4]

Transportation Operations

1. Provide Customer Services (16 hrs) [2]
2. Operate Vehicle (24 hrs) [3]
3. Conduct Revenue Checks (15 hrs) [2]

ATTRACTIONS COMPETENCY MAP

CERTIFICATE IN ATTRACTIONS Cont'd – 4 UNITS

Programme Delivery

1. Deliver Public Programmes (32 hrs) [3]
2. Provide Visitor Information (24 hrs) [3]
3. Deliver Tours (40 hrs) [4]
4. Operate Amusement Rides (24 hrs) [3]
5. Deliver Trained Animal Programmes (24 hrs) [3]
6. Deliver Costumed Character/Mascot Programmes (40 hrs) [4]

Service Excellence

1. Implement Operations for Service Excellence (16 hrs) [2]

Site and Equipment Management

1. Maintain Site/Outlet Components (20 hrs) [2]
2. Maintain Equipment (40 hrs) [4]

Horse Care

1. Handle Horses (20 hrs) [2]
2. Care for Horses (50 hrs) [5]
3. Transport Horses (20 hrs) [2]
4. Ride Horses for Exercises (40 hrs) [4]

ATTRACTIONS COMPETENCY MAP

ADVANCED CERTIFICATE IN ATTRACTIONS – 9 UNITS

Assumed Skills and Knowledge

Competency in Attractions Certificate level knowledge and skills and/or two (2) years work experience at the operations level in the Tourism sector and/or level 6 for ES WSQ WPLN

To receive the Attractions Advanced Certificate, an individual must complete 9 units and attain at least 21 credits, of which 80% of the total credit values must be from Tourism Units, source code TH-xxx-xxxx-x

4 Core Units

1. Conduct Orientation and Training (32 hrs) [3]
2. Supervise Staff (40 hrs) [4]
3. Monitor Income and Expenses (24 hrs) [3]
4. Implement Loss Prevention (10 hrs) [1]

Choose 5 Elective Units

Sales and Marketing

1. Implement Marketing Strategies (40 hrs) [4]
2. Implement Media Activities (20 hrs) [2]
3. Develop Sales Proposal (40 hrs) [4]

Transportation Operations

1. Supervise Transportation Services (16 hrs) [2]
2. Supervise Terminal Operations (16 hrs) [2]
3. Supervise Customer Services (16 hrs) [2]

Business/Finance

1. Maintain Inventories (16 hrs) [2]

Programme Development

1. Develop Public Programmes (40 hrs) [4]
2. Maintain Exhibits (24 hrs) [3]
3. Develop Public Tours (24 hrs) [3]
4. Monitor Animal Training and Handling (24 hrs) [3]

ATTRACTIONS COMPETENCY MAP

ADVANCED CERTIFICATE IN ATTRACTIONS Cont'd – 5 UNITS

Programme Delivery

1. Monitor Tour Services (16 hrs) [2]
2. Monitor Programme Delivery (16 hrs) [2]
3. Monitor Amusement Rides (16 hrs) [2]
4. Monitor Trained Animal Programmes (16 hrs) [2]
5. Monitor Costumed Character/Mascot Programmes (16 hrs) [2]
6. Supervise Information Services (16 hrs) [2]

Service Excellence

(Trainee can complete up to 1 unit from this category leading to 2 credits)

1. Manage Service Performance (16 hrs) [2]
2. Coach for Service Performance (16 hrs) [2]
3. Manage Operations for Service Excellence (16 hrs) [2]
4. Establish Relationships for Customer Confidence (16 hrs) [2]

Site and Equipment Management

1. Implement Site/Outlet and Equipment Maintenance Plans (32 hrs) [3]

MICE & Events Operations

1. Co-ordinate Site Layout and Look (25 hrs) [3]
2. Co-ordinate Entertainment and Food & Beverage Services (40 hrs) [4]
3. Co-ordinate Site Services (40 hrs) [4]
4. Co-ordinate Support Services (32 hrs) [3]

Horse Care

1. Assist Horse Trainers/Coaches/Instructors (80 hrs) [8]
2. Supervise Grooms (60 hrs) [7]
3. Manage Horses for Event (60 hrs) [6]

ATTRACTIONS COMPETENCY MAP

ADVANCED CERTIFICATE IN ATTRACTIONS Cont'd – 5 UNITS

Risk Management

1. Implement Risk Management Plans (24 hrs) [3]

Communications

1. Identify and Establish Internal and External Stakeholder Relationships (10 hrs) [1]
2. Write Reports (20 hrs) [2]

Accounting

1. Analysis Financial Statements (40 hrs) [4]

Project Management

1. Apply Project Cost Management Techniques (20 hrs) [2]
2. Apply Project Quality Control Procedures (20 hrs) [2]

Drive Change

1. Implement Changes (30 hrs) [3]

Finance

4. Prepare Budget for the Business Unit (30 hrs) [3]
5. Prepare Cash Flow Report for the Business Unit (20 hrs) [2]
6. Conduct Financial Analysis Calculations for the Business Unit (20 hrs) [2]

Innovation Management

1. Contribute to Innovation process within Own Scope of Work on Business Units (30 hrs) [3]

Personal Effectiveness

1. Develop Self (40 hrs) [4]

Develop People

1. Encourage People (30 hrs) [3]

TOUR & TRAVEL SERVICES COMPETENCY MAP

INDUSTRY KEY PURPOSE

To provide customers with an educational and/or entertaining tour experience that meets or exceeds their expectations. This experience is provided by a courteous, knowledgeable, supported, well-trained and motivated workforce.

SUB SECTORS

- Travel Agencies, e.g., MICE, Inbound Leisure, Outbound Leisure, Corporate
- Tour Operators

SAMPLE JOB TITLE/LEVEL

MANAGERIAL LEVEL

- Tour Operations Manager
- Ticketing/Travel Operations Manager
- Branch Manager
- Finance/Admin/ Human Resources Manager

SUPERVISORY LEVEL

- Travel Services Supervisor
- Tour Operations Supervisor
- Ticketing Supervisor

OPERATIONS LEVEL

- Tour Guide
- Tour Leader
- Customer Service Agent
- Cruise Consultant
- Travel Consultant
- Tour Consultant

TOUR & TRAVEL SERVICES COMPETENCY MAP

CERTIFICATE IN TOUR & TRAVEL SERVICES – 7 UNITS

Assumed Skills and Knowledge
Learners are expected to demonstrate competency at level 4 for ES WSQ WPLN

3 Core Units

1. **Interact with Guests * (16 hrs) [2]**
2. **Work Safely (12 hrs) [1]**
3. **Provide Safety and Security for Guests (12 hrs) [1]**

* Interact with Guests – is crossed recognized with Provide GEMs Service

Choose 4 Elective Units

* Interact with GEMs Service

Sales and Marketing

1. Promote Tourism (16 hrs) [2]
2. Sell Products and Services (16 hrs) [2]
3. Maintain Displays (16 hrs) [2]

Risk Management

1. Provide On-site Security (32 hrs) [3]
2. Demonstrate First Aid/Cardio-Pulmonary Resuscitation (CPR) Skills (24 hrs) [3]

Service Excellence

1. Implement Operations for Service Excellence (16 hrs) [2]

Tour Operations

1. Handle Arrival of Visitors (16 hrs) [2]
2. Prepare for Tour (24 hrs) [3]
3. Conduct Tour (40 hrs) [4]
4. Handle Departure of Visitors (16 hrs) [2]
5. Co-ordinate Regional Tour (24 hrs) [3]
6. Apply Tourism Knowledge (90 hrs) [9]

Travel Services

1. Acquire Travel Industry Knowledge (20 hrs) [2]
2. Handle Air Ticketing Reservations (40 hrs) [4]
3. Make Land/Ferry Transportation and Accommodation Reservations (16 hrs) [2]
4. Provide Inbound Travel Packages, Products and Services (24 hrs) [3]
5. Provide Outbound Travel Packages, Products and Services (24 hrs) [3]
6. Handle Outbound Cruise Package (24 hrs) [3]
7. Handle Inbound Cruise Package (24 hrs) [3]

TOUR & TRAVEL SERVICES COMPETENCY MAP

ADVANCED CERTIFICATE IN TOUR & TRAVEL SERVICES – 9 UNITS

Assumed Skills and Knowledge

Competency in Tour & Travel Services Certificate level knowledge and skills and/or two (2) years work experience at the operations level in the Tourism sector and/or level 6 for ES WSQ WPLN

To receive the Tour & Travel Services Advanced Certificate, an individual must complete 9 units and attain at least 23 credits, of which 80% of the total credit values must be from Tourism Units, source code TH-xxx-xxxx-x

4 Core Units

1. Conduct Orientation and Training (32 hrs) [3]
2. Supervise Staff (40 hrs) [4]
3. Monitor Income and Expenses (24 hrs) [3]
4. Implement Loss Prevention (10 hrs) [1]

Choose 5 Elective Units

Sales and Marketing

1. Implement Marketing Strategies (40 hrs) [4]
2. Implement Media Activities (20 hrs) [2]
3. Develop Sales Proposal (40 hrs) [4]

Tour Operations

1. Co-ordinate Tour Operations (16 hrs) [2]

Risk Management

1. Implement Risk Management Plans (24 hrs) [3]

Business/Finance

1. Maintain Inventories (16 hrs) [2]

Travel Services

1. Co-ordinate Outbound Travel Services (40 hrs) [4]
2. Co-ordinate Inbound Travel Services (24 hrs) [3]
3. Organise Outbound Incentive Travel (24 hrs) [3]
4. Organise Inbound Incentive Travel (24 hrs) [3]

TOUR & TRAVEL SERVICES COMPETENCY MAP

ADVANCED CERTIFICATE IN TOUR & TRAVEL SERVICES Cont'd – 5 UNITS

Service Excellence

(Trainee can complete up to 1 unit from this category leading to 2 credits)

1. Manage Service Performance (16 hrs) [2]
2. Coach for Service Performance (16 hrs) [2]
3. Manage Operations for Service Excellence (16 hrs) [2]
4. Establish Relationships for Customer Confidence (16 hrs) [2]

Communications

1. Identify and Establish Internal and External Stakeholder Relationships (10 hrs) [1]
2. Write Reports (20 hrs) [2]

Accounting

1. Analysis Financial Statements (40 hrs) [4]

Drive Change

1. Implement Changes (30 hrs) [3]

Develop People

1. Encourage People (30 hrs) [3]

Project Management

1. Apply Project Cost Management Techniques (20 hrs) [2]
2. Apply Project Quality Control Procedures (20 hrs) [2]

Finance

1. Prepare Budget for the Business Unit (30 hrs) [3]
2. Prepare Cash Flow Report for the Business Unit (20 hrs) [2]
3. Conduct Financial Analysis Calculations for the Business Unit (20 hrs) [2]

Innovation Management

1. Contribute to Innovation process within Own Scope of Work on Business Units (30 hrs) [3]

Personal Effectiveness

1. Develop Self (40 hrs) [4]

MEETINGS, INCENTIVES, CONVENTIONS, EXHIBITIONS (MICE) & EVENTS COMPETENCY MAP

**INDUSTRY
KEY PURPOSE**

To meet the needs and expectations of guests, hosts and participants at meetings, incentives, conventions, exhibitions and events.

SUB SECTORS

- Meetings
- Incentives
- Conventions
- Exhibitions
- Events

SAMPLE JOB TITLE/LEVEL

MANAGERIAL LEVEL

- Meeting Manager
- Event Manager
- Operations Manager
- Conference Manager
- Event Marketer
- Business Development Manager
- Sports Business Manager

SUPERVISORY / EXECUTIVE LEVEL

- Client Relations Supervisor
- Event Co-ordinator
- Creative Services Coordinator
- Executive (Business Development)
- Executive (Client Services)
- Executive / Senior Executive (Event Management)
- Project Executive
- Sales Executive
- Account Executive

MEETINGS, INCENTIVES, CONVENTIONS, EXHIBITIONS (MICE) & EVENTS COMPETENCY MAP

ADVANCED CERTIFICATE IN MICE & EVENTS – 9 UNITS

Assumed Skills and Knowledge

Learners are expected to demonstrate competency at level 6 for ES WSQ WPLN

To receive the MICE and Events Advanced Certificate, an individual must complete 9 units and attain at least 24 credits, of which 80% of the total credit values must be from Tourism Units, source code TH-xxx-xxxx-x

4 Core Units

1. Monitor Income and Expenses (24 hrs) [3]
2. Implement Loss Prevention (10 hrs) [1]
3. Conduct Orientation and Training (32 hrs) [3]
4. Supervise Staff (40 hrs) [4]

5 Elective Units

Sales and Marketing

1. Implement Marketing Strategies (40 hrs) [4]
2. Implement Media Activities (20 hrs) [2]
3. Develop Sales Proposal (40 hrs) [4]
4. Originate and Develop Ideas and Concepts (24 hrs) [3]

Service Excellence (Trainee can complete up to 1 unit from this category leading to 2 credits)

1. Manage Service Performance (16 hrs) [2]
2. Coach for Service Performance (16 hrs) [2]
3. Manage Operations for Service Excellence (16 hrs) [2]
4. Establish Relationships for Customer Confidence (16 hrs) [2]

MICE & Events Operations

1. Co-ordinate Site Layout and Look (25 hrs) [3]
2. Co-ordinate Entertainment and Food & Beverage Services (40 hrs) [4]
3. Co-ordinate Site Services (40 hrs) [4]
4. Co-ordinate Support Services (32 hrs) [3]
5. Manage Volunteers (16 hrs) [2]
6. Plan and Implement Catering Services (16 hrs) [2]
7. Define MICE & Events Industry (16 hrs) [2]

Risks Management

1. Implement Risk Management Plans (24 hrs) [3]

Project Management

1. Communicate with Stakeholders (16 hrs) [2]
2. Manage Project (32 hrs) [3]
3. Apply Project Cost Management Techniques (20 hrs) [2]
4. Apply Project Quality Control Procedures (20 hrs) [2]

Business / Finance

1. Maintain Inventories (16 hrs) [2]
2. Manage Budget (24 hrs) [3]
3. Implement Purchasing and Receiving Procedures (16 hrs) [2]

MEETINGS, INCENTIVES, CONVENTIONS, EXHIBITIONS (MICE) & EVENTS COMPETENCY MAP

ADVANCED CERTIFICATE IN MICE & EVENTS Cont'd – 5 UNITS

Communications

1. Identify and Establish Internal and External Stakeholder Relationships (10 hrs) [1]
2. Write Reports (20 hrs) [2]

Finance

1. Prepare Budget for the Business Unit (30 hrs) [3]
2. Prepare Cash Flow Report for the Business Unit (20 hrs) [2]
3. Conduct Financial Analysis Calculations for the Business Unit (20 hrs) [2]

Accounting

1. Analysis Financial Statements (40 hrs) [4]

Innovation Management

1. Contribute to Innovation process within Own Scope of Work on Business Units (30 hrs) [3]

Drive Change

1. Implement Changes (30 hrs) [3]

Personal Effectiveness

1. Contribute to Innovation process within Own Scope of Work on Business Units (30 hrs) [3]

Develop People

1. Encourage People (30 hrs) [3]

SPA SERVICES COMPETENCY MAP

INDUSTRY KEY PURPOSE

To meet or exceed customer needs and expectations for body wellness and aesthetics through the provision of suitable products and quality services delivered by a professionally trained workforce.

SUB SECTORS

- City Spa (Day Spa, Fitness Spa, Health Spa, Mobile Spa, Wellness Spa)
- Destination Spa (Club Spa, Cruise Spa, Hotel Spa, Resort Spa)
- Related Spa (Dental Spa, Medical Spa, Nail Spa)

SAMPLE JOB TITLE/LEVEL

MANAGERIAL LEVEL

- Spa Director
- Branch Manager
- Spa Manager

SUPERVISORY LEVEL

- Spa Consultant
- Spa Supervisor
- Head Therapist
- Senior Therapist
- Spa Co-ordinator

OPERATIONS LEVEL

- Spa Therapist
- Beauty Therapist
- Body Therapist
- Massage Therapist
- Make-up Artist
- Nail Technician
- Manicurist

SPA SERVICES COMPETENCY MAP

CERTIFICATE IN SPA SERVICES – 7 UNITS

Assumed Skills and Knowledge
Learners are expected to demonstrate competency at level 3 for ES WSQ WPLN

3 Core Units

1. Interact with Guests* (16 hrs) [2]
2. Work Safely (12 hrs) [1]
3. Provide Safety and Security for Guests (12 hrs) [1]

* Interact with Guests – is crossed recognised with Provide GEMs Service

Choose 4 Elective Units of which at least 3 of the 4 units must be from Beauty / Body / Spa category

Sales and Marketing

1. Promote Tourism (16 hrs) [2]
2. Maintain Displays (16 hrs) [2]
3. Sell Products and Services (16 hrs) [2]

Risk Management

1. Demonstrate First Aid/Cardio-Pulmonary Resuscitation (CPR) Skills (24 hrs) [3]

Service Excellence

1. Implement Operations for Service Excellence (16 hrs) [2]

Site/Outlet and Equipment Management

1. Maintain Equipment (40 hrs) [4]

Beauty Therapy

1. Provide Facial Treatment (70 hrs) [7]
2. Provide Manicure and Pedicure (70 hrs) [7]
3. Provide Basic Make-up (20 hrs) [2]
4. Provide Face and Body Waxing(30 hrs) [3]

Spa Therapy

1. Provide Body Scrub and Wrap (25 hrs) [3]
2. Provide Thermal Therapy (10 hrs) [1]
3. Provide Water Therapy (15 hrs) [2]

Body Therapy

1. Provide Indian Head Massage (25 hrs) [3]
2. Provide Swedish Massage (70 hrs) [7]
3. Provide Full-Body Massage With Oil (70 hrs) [7]
4. Provide Full-Body Massage Without Oil (70 hrs) [7]
5. Provide Basic Chinese Massage (70 hrs) [7]
6. Provide Body Contouring (20 hrs) [2]
7. Provide Body Electrical Treatment (25 hrs) [3]
8. Provide Hand and Foot Reflexology (60 hrs) [6]
9. Provide Javanese Massage (70 hrs) [7]
10. Provide Seated Chair Massage (40 hrs) [4]
11. Provide Thai Massage (70 hrs) [7]

SPA SERVICES COMPETENCY MAP

ADVANCED CERTIFICATE IN SPA SERVICES – 9 UNITS

Assumed Skills and Knowledge

Competency in Spa Services Certificate level knowledge and skills and/or two (2) years work experience at the operations level in the Tourism/Spa sector and/or level 4 for ES WSQ WPLN

To receive the Spa Services Advanced Certificate, an individual must complete 9 units and attain at least 21 credits, of which 80% of the total credit values must be from Tourism Units, source code TH-xxx-xxxx-x

4 Core Units

1. Conduct Orientation and Training (32 hrs) [3]
2. Supervise Staff (40 hrs) [4]
3. Monitor Income and Expenses (24 hrs) [3]
4. Implement Loss Prevention (10 hrs) [1]

Choose 5 Elective Units of which at least 2 of the 5 units must be from Beauty / Body / Spa category

Sales and Marketing

1. Implement Marketing Strategies (40 hrs) [4]
2. Implement Media Activities (20 hrs) [2]
3. Develop Sales Proposal (20 hrs) [2]

Business Planning and Finance

1. Maintain Inventories (16 hrs) [2]

Body Therapy

1. Provide Hot Stone Massage (30 hrs) [3]
2. Provide Post-Natal Massage (50 hrs) [5]
3. Provide Aromatherapy (70 hrs) [7]
4. Provide Infant Massage (15 hrs) [[2]
5. Provide Manual Lymphatic Drainage Massage (50 hrs) [5]
6. Provide Pre-Natal Massage (50 hrs) [5]
7. Provide Shiatsu (70 hrs) [7]
8. Provide Sports Massage (70 hrs) [7]
9. Provide Trigger Point Therapy (70 hrs) [7]

Site/Outlet and Equipment Management

1. Implement Site/Outlet and Equipment Maintenance Plans (32 hrs) [3]

Beauty Therapy

1. Provide Microdermabrasion (20 hrs) [2]
2. Provide Electrical Epilation (25 hrs) [3]
3. Provide Facial Electrical Treatment (30 hrs) [3]
4. Provide Facial Toning (40 hrs) [4]
5. Provide Nail Art (20 hrs) [2]
6. Provide Facial Exfoliation (35 hrs) [4]

SPA SERVICES COMPETENCY MAP

ADVANCED CERTIFICATE IN SPA SERVICES Cont'd – 5 UNITS

Service Excellence Training Approach (Trainee can complete up to 1 unit from this category leading to 2 credits)

1. Manage Service Performance (16 hrs) [2]
2. Coach for Service Performance (16 hrs) [2]
3. Manage Operations for Service Excellence (16 hrs) [2]
4. Establish Relationships for Customer Confidence (16 hrs) [2]

Communications

1. Identify and Establish Internal and External Stakeholder Relationships (10 hrs) [1]]
2. Write Reports (20 hrs) [2]

Accounting

1. Analysis Financial Statements (40 hrs) [4]

Project Management

1. Apply Project Cost Management Techniques (20 hrs) [2]
2. Apply Project Quality Control Procedures (20 hrs) [2]

Drive Change

1. Implement Changes (30 hrs) [3]

Personal Effectiveness

1. Contribute to Innovation process within Own Scope of Work on Business Units (30 hrs) [3]

Develop People

1. Encourage People (30 hrs) [3]

Finance

1. Prepare Budget for the Business Unit (30 hrs) [3]
2. Prepare Cash Flow Report for the Business Unit (20 hrs) [2]]
3. Conduct Financial Analysis Calculations for the Business Unit (20 hrs) [2]

Innovation Management

1. Contribute to Innovation process within Own Scope of Work on Business Units (30 hrs) [3]

Risk Management

1. Implement Risk Management Plans (24 hrs) [3]

Spa Therapy

1. Provide Underwater Massage (25 hrs) [3]
2. Provide Watsu Therapy (40 hrs) [4]

DIPLOMA IN TOURISM COMPETENCY MAP

DIPLOMA IN TOURISM - 14 UNITS

Assumed Skills and Knowledge

Competency in Advanced Certificate level knowledge and skills and/or two (2) years work experience at the supervisory level in the Tourism/ sector and/or level 6 for ES WSQ WPLN

To receive the Tourism Diploma, an individual must complete 14 units and attain at least 33 credits of which 80% of the total credit values must be from Tourism Units. source code TH-xxx-xxx-x

Choose 8 Core Units

1. Develop and Implement Business Strategies (40 hrs) [4]
2. Comply with Legal Requirements (12 hrs) [1]
3. Develop and Implement Budget (40 hrs) [4]
4. Manage Training (24 hrs) [3]
5. Hire Staff (24 hrs) [3]
6. Appraise /Evaluate Staff (16 hrs) [2]
7. Handle Terminations, Dismissals and Resignations (24 hrs) [3]
8. Manage Loss Prevention (10 hrs) [1]
9. Conduct Situational Analysis (35 hrs) [4]

Choose 6 Elective Units

HR Management

1. Establish HR Management Plan (32 hrs) [3]
2. Manage Human Resources in Union Environment (15 hrs) [2]
3. 3. Manage Meeting (16 hrs) [2]

Programme Development

1. Manage Programme Development (16 hrs) [2]
2. Manage Exhibits (24 hrs) [3]

Front Office / Guest Operations

1. Manage Front Office / Guests Services Operations (40 hrs) [4]

Travel Services

1. Manage Travel Operations (24 hrs) [3]

Transportation Operations

1. Manage Transportation Operations (16 hrs) [2]

Housekeeping Operations

1. Manage Housekeeping Operations (60 hrs) [6]

DIPLOMA IN TOURISM COMPETENCY MAP

DIPLOMA IN TOURISM Cont'd – 6 UNITS

MICE & EVENTS SECTOR		Business Continuity Management
<u>MICE & Events Operations</u> <ol style="list-style-type: none"> 1. Develop Management Strategy (24 hrs) [3] 2. Manage Logistics (24 hrs) [3] 3. Develop Implementation Strategy (24 hrs) [3] 	<u>Exhibitions, Meetings & Conventions, Special Events and Incentive Travels</u> <ol style="list-style-type: none"> 1. Describe MICE & Events Industry and Its Impact on Economy (16 hrs) [2] 2. Improve Work Practices to become Environmentally Sustainable (16 hrs) [2] 3. Develop, Implement and Evaluate Communication Management Plan and Activities (16 hrs) [2] 	<ol style="list-style-type: none"> 1. Develop and Implement Training Roadmap for Crisis Situations (10 hrs) [1] 2. Manage Crisis Situations (20 hrs) [2] 3. Develop and Maintain Continuity Strategies, Policies and Guidelines (10 hrs) [1]
<u>Exhibitions</u> <ol style="list-style-type: none"> 1. Plan and Develop Proposal for Exhibition Event (24 hrs) [3] 2. Sell Exhibition Space (16 hrs) [2] 3. Manage Exhibition Events (32 hrs) [3] 	<u>Meetings & Conventions</u> <ol style="list-style-type: none"> 1. Plan and Develop Proposal for Incentive Travel Event (24 hrs) [3] 2. Manage Meetings & Convention Events (32 hrs) [3] 	Business / Finance <ol style="list-style-type: none"> 1. Administer Purchasing and Receiving Procedures (16 hrs) [2] 2. Manage Insurance Services (16 hrs) [2] 3. Seek Sponsorship (32 hrs) [3] 4. Manage Contracts with External Suppliers (32 hrs) [3] 5. Manage Pricing and Revenue (32 hrs) [3]
<u>Special Events</u> <ol style="list-style-type: none"> 1. Plan and Develop Proposal for Special Events (24 hrs) [3] 2. Manage Special Events (32 hrs) [3] 3. Oversee Management of Volunteers (24 hrs) [3] 	<u>Exhibitions and Special Events</u> <ol style="list-style-type: none"> 1. Develop Crowd Control Plans and Procedures (16 hrs) [2] 	
<u>Incentive Travel</u> <ol style="list-style-type: none"> 1. Plan and Develop Proposal for Meeting & Convention Event (24 hrs) [3] 2. Manage Meetings & Convention Events (32 hrs) [3] 		
Programme Delivery <ol style="list-style-type: none"> 1. Manage Programme Delivery (16 hrs) [2] 2. Manage Visitor Services (16 hrs) [2] 	Risk Management <ol style="list-style-type: none"> 1. Develop Risk Management Plans (24 hrs) [3] 2. Manage Risk in the Business Unit (40 hrs) [4] 	Service Excellence <ol style="list-style-type: none"> 1. Develop Service Operations (16 hrs) [2] 2. Drive Service Quality and Customer Satisfaction (16 hrs) [2]

DIPLOMA IN TOURISM COMPETENCY MAP

DIPLOMA IN TOURISM Cont'd – 6 UNITS

Communications

1. Manage Meetings (10 hrs) [1]

Project Management

1. Manage Project Team (20 hrs) [2]

Develop People

1. Engage People (30 hrs) [3]

Strategy Planning & Implementation

1. Research and Analyse Business Opportunities (20 hrs) [2]
2. Manage Resource Planning (10 hrs) [1]
3. Manage External Service Providers (20 hrs) [2]

Drive Change

1. Manage Change (30 hrs) [3]
2. Lead Change (20 hrs) [2]

Personal Effectiveness

1. Manage Self (30 hrs) [3]

Lead with Vision

1. Lead Team (30 hrs) [3]

Tour Operations

1. Manage Tour Guide Services (16 hrs) [2]

Sales and Marketing

1. Develop Marketing Strategies (40 hrs) [4]
2. Monitor Marketing Strategies (40 hrs) [4]
3. Develop Relationships with New Corporate Clients (25 hrs) [3]
4. Optimise Sales (24 hrs) [3]
5. Direct Media Activities (16 hrs) [2]
6. Develop and Monitor Public Relations Strategies (30 hrs) [3]
7. Develop and Manage Sponsorship Programmes (32 hrs) [3]
8. Promote Creativity (24 hrs) [3]
9. Identify New Sales and Marketing Opportunities (20 hrs) [2]
10. Manage Marketing Campaigns (20 hrs) [2]
11. Manage Relationship with Customers (20 hrs) [2]
12. Respond to a Request for Proposal (10 hrs) [1]
13. Manage Social Media Platforms (20 hrs) [2]
14. Develop Social Media Strategies (20 hrs) [2]
15. Direct Organisational Sales and Marketing Strategies and Business Targets (10 hrs) [1]

Site and Equipment Management

1. Manage Site/Outlet and Equipment Maintenance (40 hrs) [4]