

TRAVEL AGENTS AND TOURIST GUIDES INDUSTRY FORUM 2025



NAVIGATING THE FUTURE OF TOURISM THROUGH INNOVATION

Ms Annie Chang
Executive Director, Travel Agents and Tourist Guides Division





**Tourist
Guides**

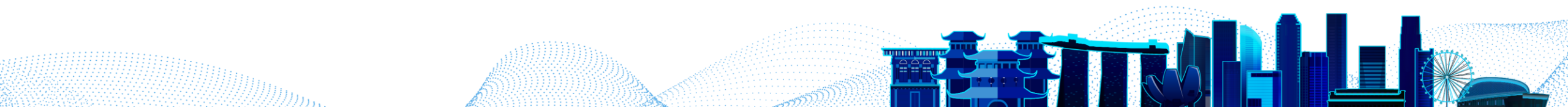


**Travel
Agents**



Future of Guiding 2.0

“A vibrant community of Tourist Guides from different professions, of different ages, presenting different facets of the Singapore story”



Revised Tourist Guides Training Program (TGTP)

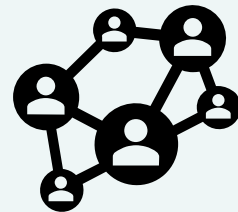
- More stringent pre-course candidate screening process
- Approved Training Organisations (ATOs) are empowered to adapt courses promptly in response to dynamic market needs and trainee feedback



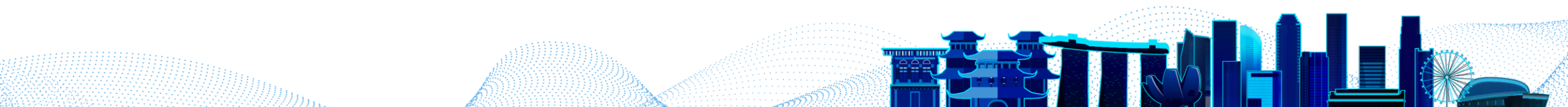
More compact, but higher skillsets



Focus on practical guiding, independent research and storytelling skills



Enjoy greater industry connections



Revised Tourist Guides Training Program (TGTP)

"We have **more candidates and new TGs from varied backgrounds**, including CEOs, teachers, an actor/host, civil servants, university students and media professionals."



"The course duration was ideal with sufficient time for performing research, **allowing everyone to develop our own styles and focus.**"



"The course **balances theory and hands-on experience**, building knowledge and confidence in engaging audiences effectively."

"The course is **very demanding** and takes considerable time and effort to meet the passing standard. One must be very sure before they enroll in this course."

"It's an **interesting and well-run program**, I never studied so hard in my life"

"The graduate I met was **well-connected** in the heritage scene, **offered fresh perspectives**, and was a strong team player."



Revised Licence Renewal Conditions

- Encourage **greater ownership** of learning and ensure guides **gain practical experience**
- **Greater course flexibility**, allowing better alignment to personal career development

LEARN x 2

- Classroom courses: Refreshed content and new formats
- Site-specific training: back-of-house access, in-depth tours for TGs
- Virtual lectures: specialist and personal sharing
- T2AG Product / Event Updates

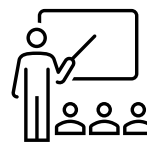
CONTINUOUS LEARNING

+

DO x 2

- Guiding assignments conducted for tourists with remuneration received.

ACTIVE PRACTICE

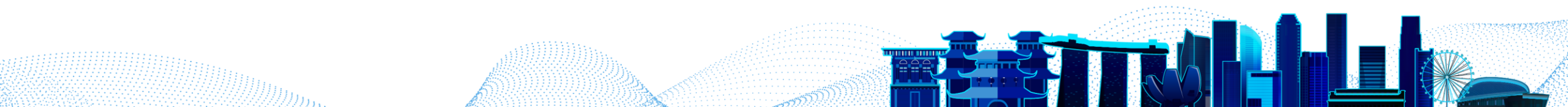


Validated
by ATOs

BREAKOUT SESSION C

Updates for TGs: Upcoming Changes & Licence Renewal Conditions

Future of Guiding 2.0

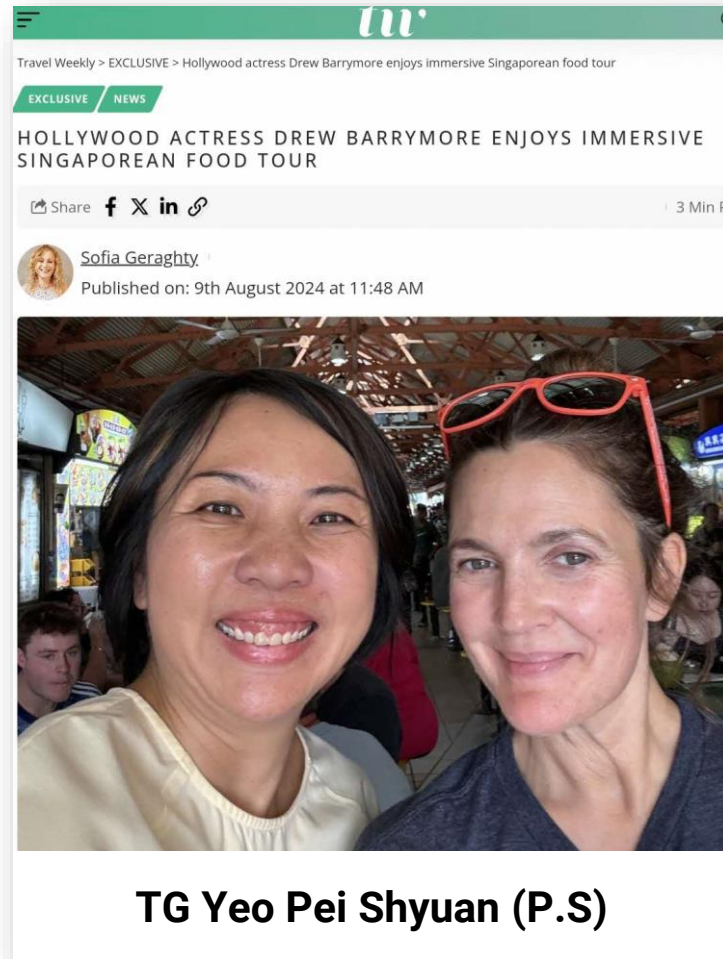


Telling our Tale: Media Highlights



The screenshot shows a CNA Lifestyle article titled "The former gang member who now leads Chinatown tours around his old haunts: 'I'm giving myself a chance'". The article is categorized under "LIVING". The text describes how ex-offender Alvin Chiong uses his life story to talk about Singapore's history during his tours around Chinatown's heritage areas. Below the text is a photo of Alvin Chiong, a man wearing a hat and a floral shirt, holding a yellow folder.

TG Alvin Chiong



The screenshot shows a Travel Weekly article titled "HOLLYWOOD ACTRESS DREW BARRYMORE ENJOYS IMMERSIVE SINGAPOREAN FOOD TOUR". The article is categorized under "EXCLUSIVE" and "NEWS". It includes a photo of Yeo Pei Shyuan and Drew Barrymore smiling together. The article was published on 9th August 2024 at 11:48 AM.

TG Yeo Pei Shyuan (P.S)




The screenshot shows a The Straits Times article titled "BookTalk: Urban heritage expert Ho Yong Min reads 30 minutes every night after 10pm". The article features a photo of Ho Yong Min, a man wearing glasses and a white shirt, sitting on a couch and reading a book.

TG Ho Yong Min

LUNCH x ELEVATE ZONE: HEADSHOTS AND POLISHED BIOS

Get your professional shots taken and craft attractive biographies using AI tools today!





Gourmaze



Ready to Enter the Maze? 🗺️

**The Fortune Teller's Legacy:
Tales & Tastes of Chinatown**

by Gourmaze



Glow Kayak Night Tour
by Fever Kayak Adventures

Experience Singapore: Vibrant Tours Landscape

Tours Compendium



One-stop resource on tour information



Features top tours, tour planning know-how and offer tour operator / DMC recommendations



<https://go.gov.sg/tourscompendium-2025>





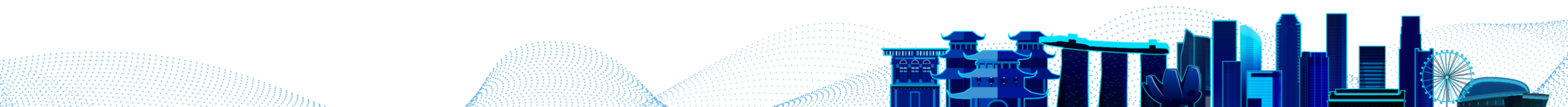
**Tourist
Guides**



**Travel
Agents**



Travel Agents Roadmap

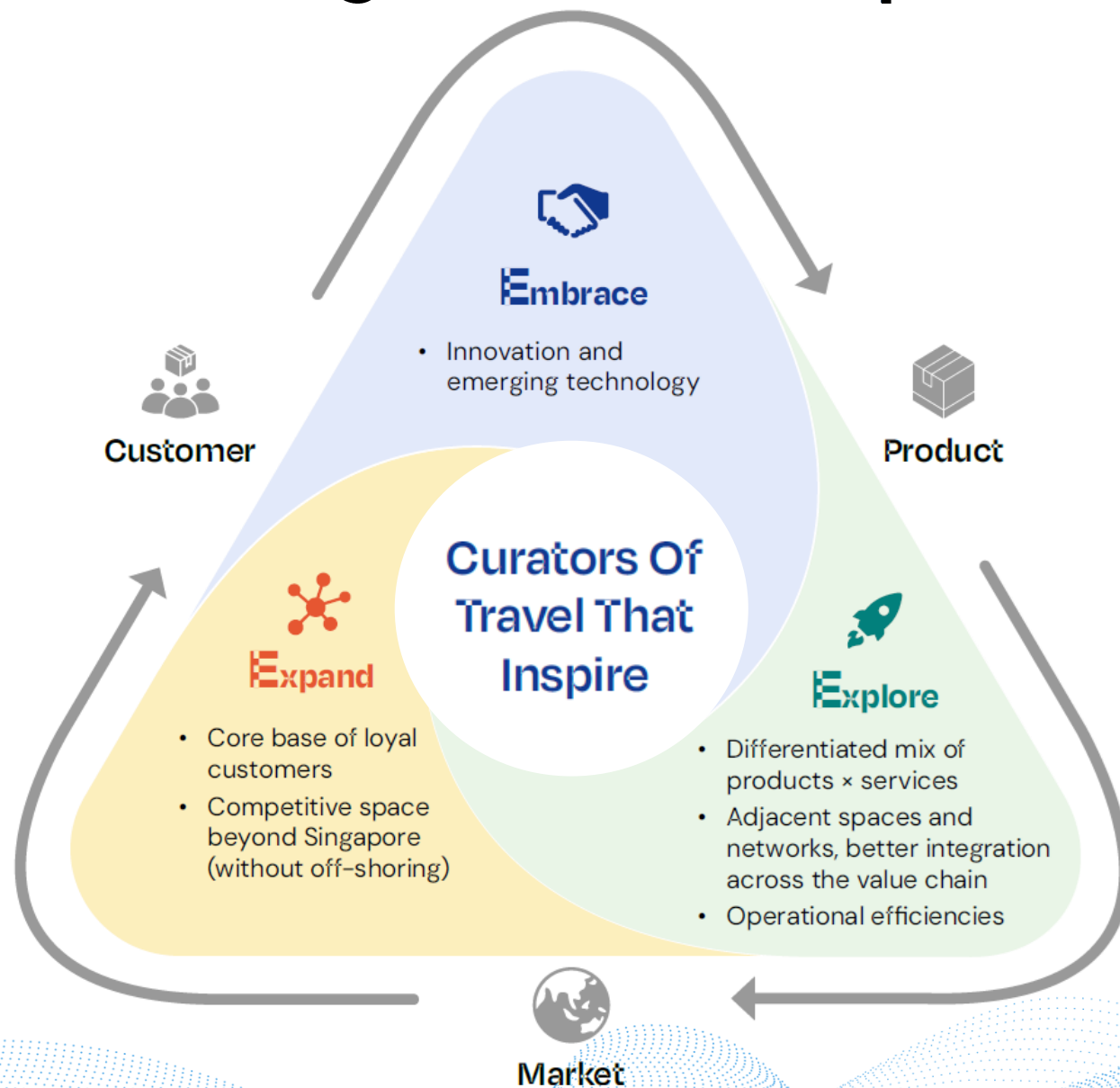


The background is a solid teal color. In the top left, there is a horizontal cyan bar and a white circle. On the right side, there is a large yellow triangle pointing downwards. A light blue airplane is flying from left to right in the middle right section. The text 'DO WE STILL NEED' is written in a white, outlined, sans-serif font.

DO WE STILL NEED

TRAVEL AGENTS?

Travel Agents Roadmap



Digitalisation & Productivity

Innovation & Sustainability

Jobs & Skills



Travel Agent Industry Toolkit



**Digitalisation &
Productivity**

**Innovation &
Sustainability**

Jobs & Skills

Knowledge on industry trends, case studies, and resources to get you started!

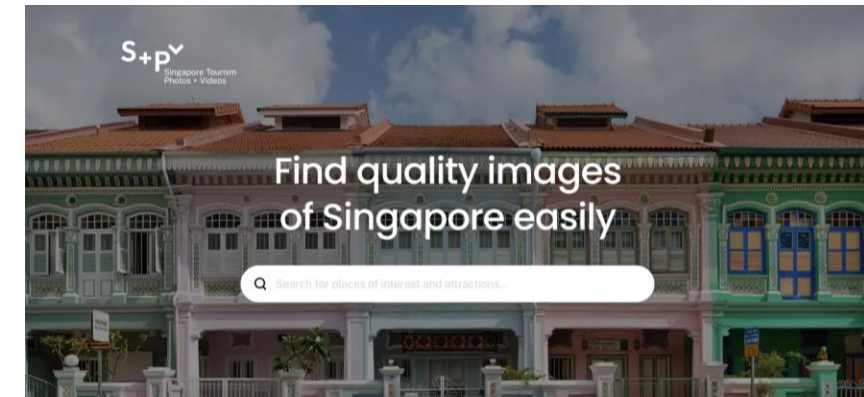
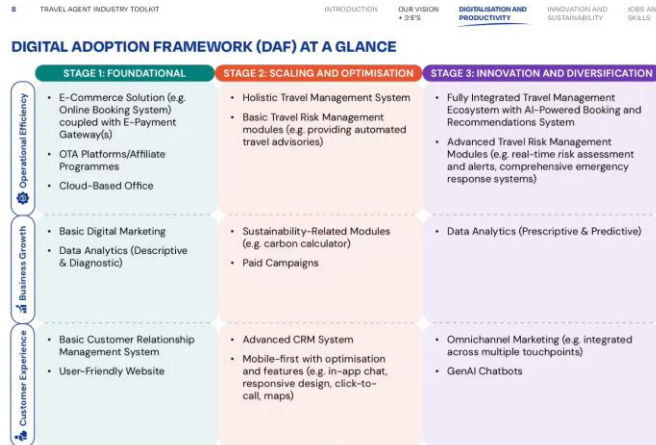


<https://go.gov.sg/travel-agent-industry-toolkit>

BREAKOUT SESSION – TA ROADMAP

Discover how you can shape the future of the industry!

Digitalisation & Productivity



Accelerate your digital growth through diverse industry solutions with the **Digital Adoption Framework**

- Assess your digital maturity
- Explore suitable solutions
- Tap into relevant support schemes, including grants

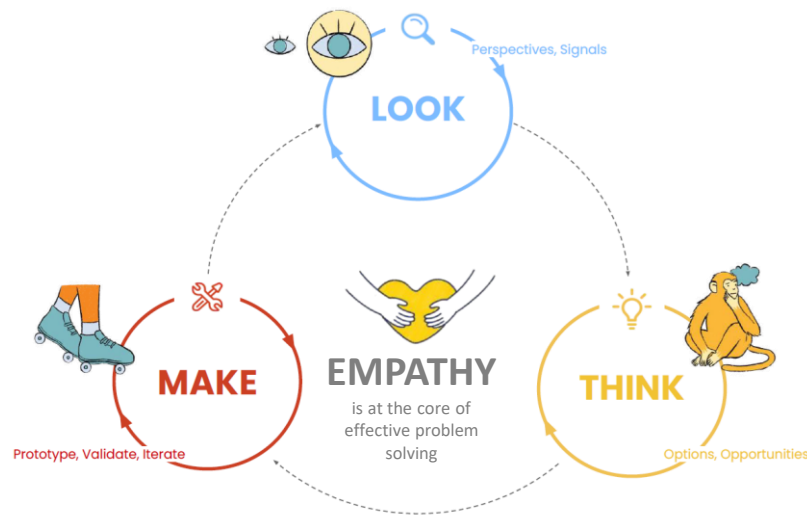
Hub@NATAS

One-stop portal offering non-IATA agencies access to travel content in real time

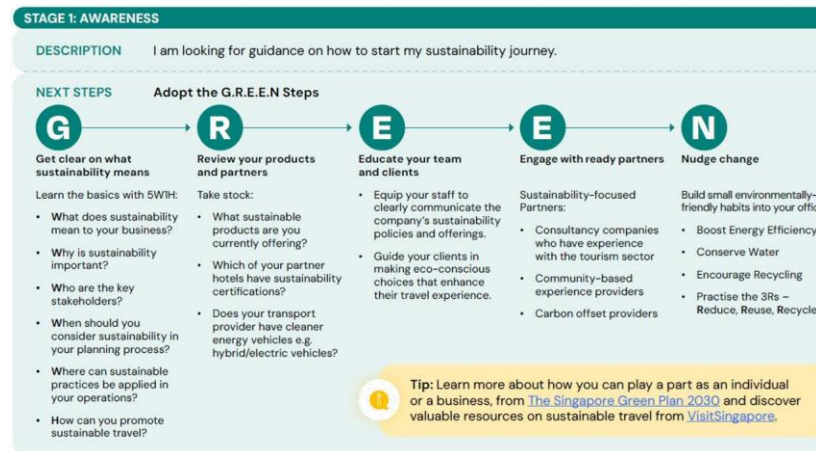
New public repository for STB-owned destination images at **Singapore Tourism Photos & Videos**

LUNCH x ELEVATE ZONE: TECHNOLOGY SHOWCASE
Hear directly from solution vendors today!

Innovation & Sustainability



Unlock new growth pathways
and **create value for customers**
through innovation



City in Nature, where
Large Experiences
come with **Small**
Footprints



Embark on your green journey
today, with available support
for **sustainability initiatives,**
certification and courses

Explore **Tourism Sustainability**
Programme, your one-stop
resource hub on tourism
roadmaps and support
schemes

LUNCH x ELEVATE ZONE: SUSTAINABILITY SHOWCASE
Consult sustainability experts on international certifications!

Jobs & Skills

Invest in capability building to **RETAIN** employees



Upskill with specialised courses developed by NTUC LearningHub in partnership with NATAS under the **Certified Travel Professional (CTP) Programme**

Course Directory For Business

Investing in your team's skills is an investment in your business's future. Explore the Course Directory for Business and unlock your business's full potential. All courses in the Directory are SkillsFuture Singapore supported courses.

Q. What would you like to learn? Include " " for better search results, e.g. "data security" Search

<p>SINGAPORE UNIVERSITY OF SOCIAL SCIENCES</p> <p>Customer Service Excellence</p> <p>★★★★☆ 3.5 (40 ratings)</p> <p>Upcoming Course Date : 27 Jun 2025</p> <p>SkillsFuture Enterprise Credit (SFEC)</p> <p>Classroom 8 hours 1 day</p>	<p>Full course fee ⓘ</p> <p>\$S\$700.00</p> <p>After subsidy ⓘ</p> <p>From \$S\$210.00</p> <p>After SFEC From \$S\$21.00 ⓘ</p> <p><small>All fees are exclusive of GST. Please check with the training provider on the final fee applicable.</small></p>
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Tap on **SkillsFuture Singapore-supported courses** or tailor in-house leadership development programs with **Training Industry Professionals in Tourism (TIP-iT)**

GROOM high potential leaders



Next run in Oct 2025!



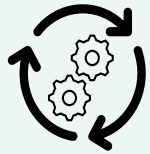
For business owners and leaders, navigate trends and disruptions through **Tourism Leadership Excellence and Advancement Programme (T-LEAP)**

LUNCH X ELEVATE ZONE: CAPABILITY BUILDING
Discover training programmes and opportunities!

TRUST 2.0 – Enhanced Travel Agents and Tourist Guides Licensing System



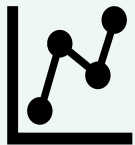
TRUST 2.0 is going live in Q1 2026!



Streamlined and automated workflows



Real-time data sharing with other systems



User-friendly interface with intuitive dashboard



on AA and ABPR submission



on form filling



Thank You

