

TRAVEL AGENTS AND TOURIST GUIDES INDUSTRY FORUM 2026

Innovation for Impact

23 July 2026

Ms Annie Chang

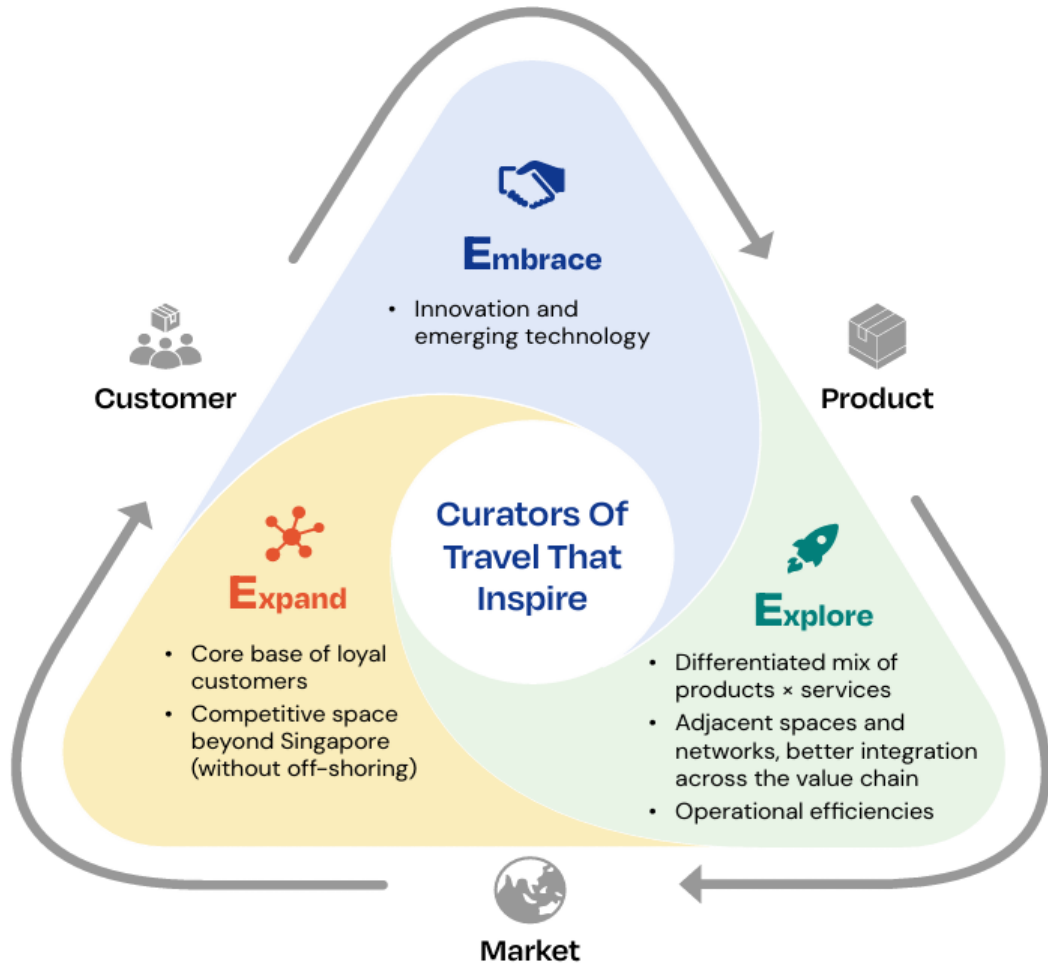
Executive Director, Travel Agents and Tourist Guides Division



Curators of Travel That Inspire and Authentic Storytellers



TA Vision



TG Vision

Future of Guiding (FOG 2.0)

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



**Tourist
Guides**



**Travel
Agents**

Revised Tourist Guide Training Programme (TGTP)



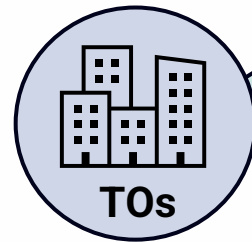
IMPLEMENTED JUNE 2024

- Empowers ATOs to adapt courses to market needs **with greater industry involvement**.
 - Address existing gaps and incorporate emerging trends such as AI and technology.
- Manage the pace of new guide entrants into the market, **ensuring that growth is sustainable**.



Increased diversity

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



Future-ready TGs

*"The new graduates I met were **earnest and enthusiastic, consistently taking initiative to explore new concepts and deepen their understanding** beyond what was expected of them."*



Building confident guides

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

Updated Licence Renewal Framework



IMPLEMENTED MARCH 2026



2 LEARN

Every year of licence

+



2 DO

Activities validated by

Approved Training Organisations (ATOs)



Guidebooks



<https://go.gov.sg/learnanddoguidebook>

ENGLISH



<https://go.gov.sg/learnanddoguidebookm>

MANDARIN

95% of TGs surveyed were supportive

Quotes from Tourist Guides

*"Definitely an improvement from all angles. More flexible, **TGs take ownership** of own improvement."*

*"The new conditions **provide flexibility and many options** for us to further improve & update our knowledge."*

"Thank you for implementing the new initiatives to help the TGs own their career path."

LEARN Activities

Classroom Courses



WSQ HOSTING AND SPEAKING WITH CONFIDENCE

地标的语言：滨海湾花园雕塑背后的故事与文化 / STORIES AND CULTURE BEHIND SCULPTURES AT MARINA BARRAGE AND GARDENS BY THE BAY



培训导师：
赵敏
JACK ZHAO

1. 了解滨海堤坝、滨海湾花园里雕塑种类、位置、拍照攻略
2. 帮助导游熟悉主要雕塑的名称、艺术家、雕塑材质、雕塑的历史背景与核心故事
3. 有助于导游制作文化、艺术高端旅游路线与行程

Site-Specific Trainings

SINGAPORE PERANAKAN MANSION MUSEUM

DEEP DIVE INTO THE PERANAKAN WORLD – THE CRAZY RICH ASIANS



TRAINER:
CLARENCE CHIA

1. DEVELOP DEEP UNDERSTANDING OF THE DIFFERENT PARTS OF A TRADITIONAL PERANAKAN HOME
2. DEMONSTRATE UNDERSTANDING OF PERANAKAN TRADITIONS AND PRACTICES
3. CONNECT PERANAKAN ARTEFACTS TO CULTURAL MEANING AND STORIES

MARINA BAY CRUISE CENTRE SINGAPORE

ALL ABOARD! - MBCCS ESSENTIALS FOR TOURIST GUIDES



TRAINER:
MAY HUI

1. Understand how to navigate the Ground Transport Area (GTA) and accessibility zones at MBCCS
2. Be able to facilitate seamless check-ins for Pier 1 and Pier 2 passengers arriving at MBCCS and those departing from the Pier
3. Know the facilities available and where they are located at MBCCS

Physical/Virtual Lecture



A Librarian's World

Invisible Commodity, Luxurious Necessity: Salt and Singapore

By Samantha Chen, Librarian



Zooming up Abadun (Salt Production in Madurai) by Unknown, 1948.

Wed, 29 Jul 2026
7 pm – 8 pm

LAUNCH Programme Room, Level 7,
National Library Building



SAY IT BETTER, SPEAK IT STRONGER:

The Art of
IMPACTFUL COMMUNICATION

An evening of speeches, learning and connection.

WORKSHOP BY
MICHELL SHEYA WONG
Singapore National Champion for Public Speaking 2019
Public Speaking Strategist, Voice Coach, Mindfulness Trainer
Helping you use language better, speak stronger, and make every word count.

PREPARED SPEECHES by Toastmasters Members

30-MINUTE WORKSHOP The Art of Using Language Well

LEARN, LISTEN, CONNECT, GROW. Practical tips to communicate with clarity, confidence, and impact.

FRIDAY 31ST JULY 2026

TIME 7:00PM – 10:00PM

VENUE LIFELONG LEARNING INSTITUTE EVENT HALL 2-1

OPEN TO TOASTMASTERS MEMBER & PUBLIC

**Tourist Guide Showcase | LEARN Booths
During Lunch & Elevate Zone**

AREU X STGS Collaboration



MOU signed Nov 2025



MOU Scope

- Guides will have membership benefits across both organisations:
 - Training and certification programmes
 - Information on available funding and resources



STGS' Activities for 2026-2028



Training & Capability Development

> 10 New workshops or programmes for TGs every year



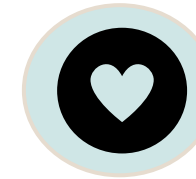
Digital Resources

STGS Portal Launch end-2026



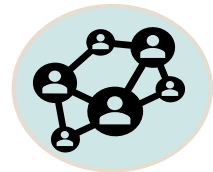
Industry Partnerships

New partnerships with multiple industry stakeholders to better support TGs



Resilience & Wellbeing

Community sessions for TGs



Industry Networking

1
Session
2026

2
Sessions
2027

3
Sessions
2028



New Guide Mentorship

Structured mentorship programme

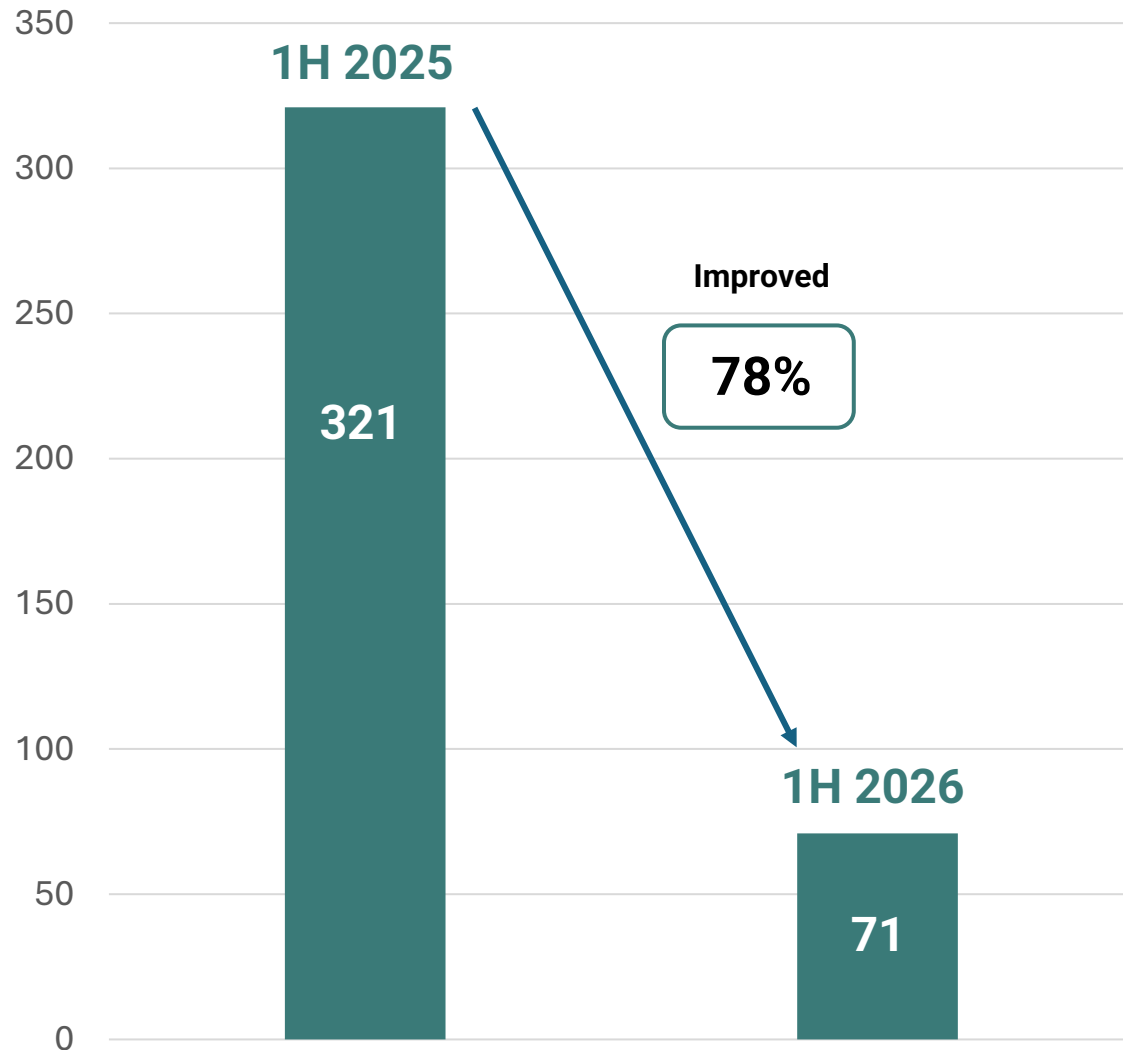
STGS Booth
During Lunch @ Elevate Zone

AI-Powered Bio Writing & Professional Headshots
During Lunch @ Elevate Zone

Compliance & Enforcement Efforts



No. of TGs not wearing badge



Conducted **11,000+** compliance checks in 2025

- **80%** cases of TGs not wearing badge
- Only **2%** involved unlicensed tourist guides (UTG)



Strengthened awareness on compliance & regulatory matters

- Issued advisories to Hotels, Attractions, online platforms (e.g. XiaoHongShu) on illegal TGs

Tourism Star for Tourist Guiding



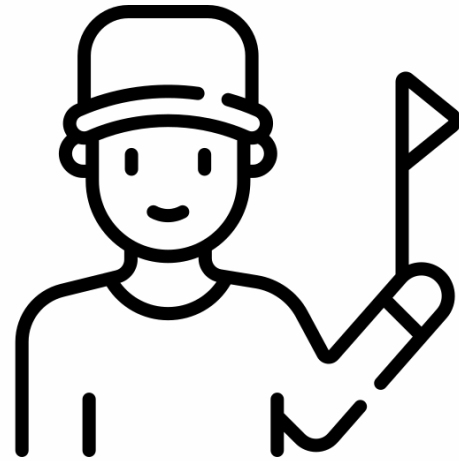
Outstanding Tour Experience





Outstanding Tourism Entrepreneur

Woopa Group's Byron and TY



**Tourist
Guides**



**Travel
Agents**



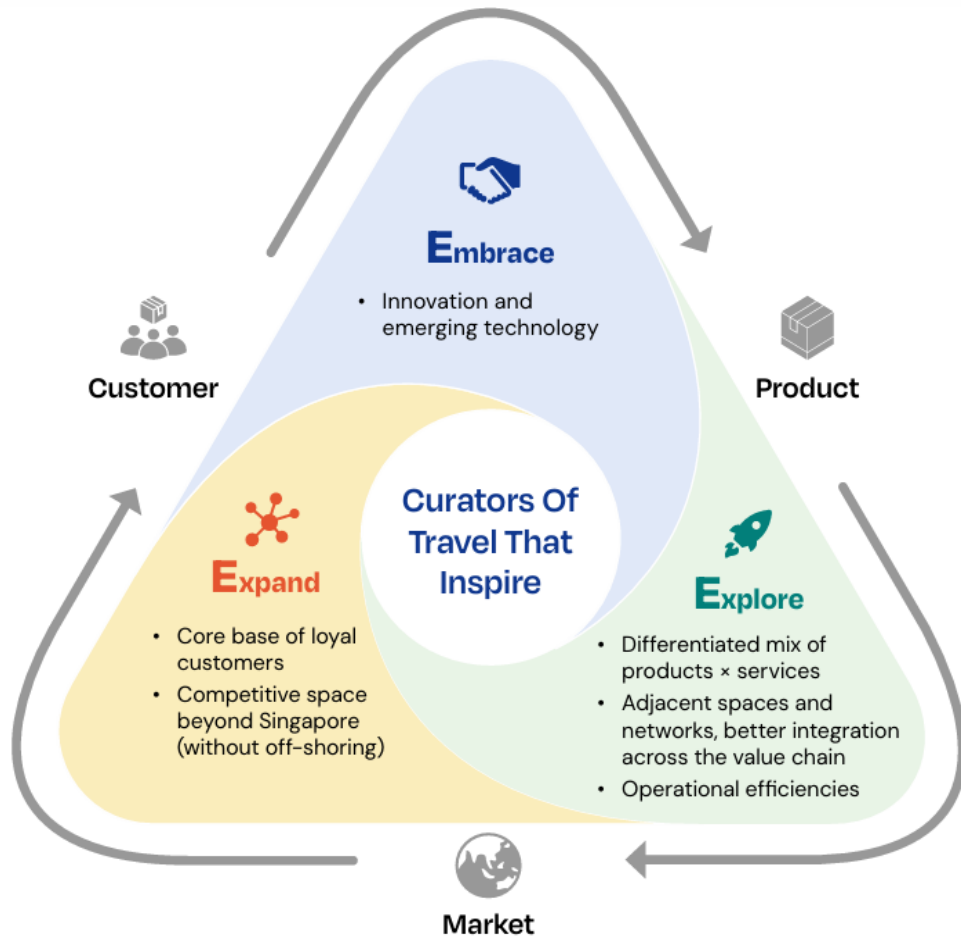


T2040 Vision

A **world class destination** with diverse, unique and inspiring experiences;

A **vibrant and endearing home** that Singaporeans and residents can proudly advocate for;

A **global hub of innovative and productive tourism enterprises**, where companies and talents co-create sustainable tourism growth.



Making Digital Adoption Accessible: The TA Industry Digital Plan (IDP)

TA IDP



An initiative by:



SMEs GO DIGITAL

Travel Management System (TMS) as a key solution

An average of **60% in man-hour savings** has been observed through TMS adoption.

- >50% of the industry has yet to adopt a TMS.
- 60% of those indicated interest

Time-limited enhanced grant support (August 2026 to July 2027)

- For **SMEs**, 50% support under **Business Improvement Fund**.

Industry Digital Plan
Travel Agent

Table of Contents

Operations & E-Commerce Management

Customer Relations

Marketing Operations

Data, Risk & Intelligence Management

Travel Management

Fragmented manual travel management processes result > in low productivity and complexity in managing itinerary changes.

Knowledge Management

Disorganised, fragmented, and inconsistent document storage lead to inefficiencies.

Accounting

Manual financial reconciliation may increase > audit risks and delay access to important business information and insights.

Assessing Needs, Choosing Wisely and Implementing Successfully for a Tech Adoption
Breakout Session: A1

TA Showcase: Technology Solutions
During Lunch @ Elevate Zone

The AI Journey: Where Are We Now?



- AI tools help businesses automate routine tasks and personalize customer interactions.
- By 2030, **30%** of travel bookings will be executed by AI agents (International Data Corporation).

The question is not whether AI will reshape our industry.
Are you prepared to make the most of it?

"Harnesses well, AI will be a strategic advantage for Singapore."

PM Lawrence Wong, Budget, Feb 2026



The Next Frontier: From Generative AI to Agentic AI



Predictive AI

AI that analyses & forecasts

- Demand forecasting
- Basic recommendation engines

Generative AI

AI that creates & converses

- Itinerary drafting & content creation
- AI chatbots for customer queries

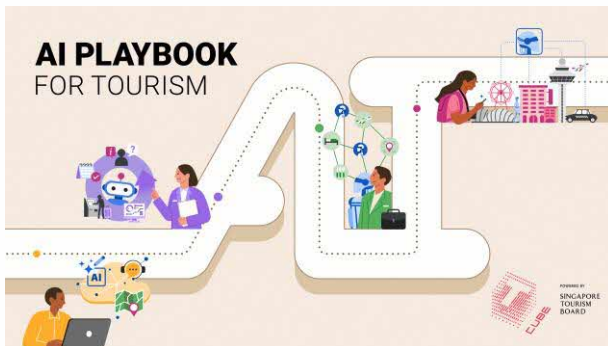
NOW

Agentic AI

AI that acts & decides autonomously

- Book flights, hotels, etc. on behalf of customers without human input

AI Playbook



Assessing Needs, Choosing Wisely and Implementing Successfully for a Tech Adoption
Breakout Session: A1

OpenAI Workshop (10% of seats RESERVED for TAs!)



GENERATIVE AI WORKSHOP

EMPOWER YOUR TOURISM BUSINESS WITH GENAI: FROM INSPIRATION TO ACTION



ABOUT THE WORKSHOP

The tourism landscape is evolving rapidly, and this intensive workshop is designed to take you from theory to execution. Tailored for the travel and hospitality sector, you'll explore real-world GenAI case studies across the traveller journey and build practical customer service workflows.

SESSION 1

29 July 2026, Wednesday | 2pm to 4.30pm

[Register Now!](#)

Registration closes: 24 July 2026, Friday

SESSION 2

14 August 2026, Friday | 2pm to 4.30pm

[Register Now!](#)

Registration closes: 10 August 2026, Monday

 **Lorong AI @ One-North, 69 Ayer Rajah Cres., Level 3 Vidacity, Singapore 139961**

**Seats are limited and capped at 2 persons per organisation - register now to secure your spot!*

WHAT YOU'LL WALK AWAY WITH

- A clearer understanding of how GenAI is reshaping the traveller journey
- A hands-on experience to build practical customer service workflows

WHO SHOULD ATTEND

Tourism and hospitality professionals in **Customer Service, Guest Relations, Tech Operations, or Product Development** role(s) looking to harness AI in their work.

**Basic familiarity with ChatGPT is helpful but not required.*

ABOUT THE SPEAKER



Albert Issa, AI Success Engineer at OpenAI

Albert Issa is an AI Success Engineer at OpenAI, helping organisations turn AI strategy into practical deployment and adoption. He brings 18 years of experience across product, technology, design, and engineering, and has led multidisciplinary teams to launch AI products across APAC.



Prefer a Marketing Focus?

If your priority is branding and content creation rather than customer service, look out for our **upcoming GenAI workshop focusing on Marketing this September.**



POWERED BY
SINGAPORE
TOURISM
BOARD

Register Now!

Session 1

29 July 2026,
Wed

2pm to 4:30pm



Session 2

14 August 2026,
Fri

2pm to 4:30pm



Innovation in Action: What Your Peers Are Already Doing



WONDERGOLANDER

Perplexity Enterprise

- Subscribed to Perplexity's Enterprise plan for the whole team to speed up delivery.

TMiS

AI Automation

- Using AI to attempt automating LEARN + DO validations to save processing time and reduce admin workload.



eu 欧美假期[®]
holidays

Travel Management System | GenAI Solutions

- Adopted a TMS & GenAI to streamline booking and itinerary workflows across the business, resulting in 40% sales growth and 50% productivity gains.



Integrated AI Platform (Claude Code)

- Built a customer review management tracker with an interactive dashboard that provides an overview of reports and trends across various platforms

Learning Together: The In Conversation Series

Photo Credits: Expedia Group

Join at
#5371 248

Canv
AI agent

A photograph of three people on a stage. On the left, a woman with dark hair, wearing a white top, is seen from the side, holding a microphone. In the center, a woman with long dark hair, wearing a black blazer over a pink patterned top, is smiling and holding a microphone. On the right, a man with short dark hair, wearing a dark blue blazer over a white shirt and a blue lanyard, is looking towards the center woman. A large screen in the background displays the text 'Join at #5371 248' and 'Canv AI agent'.

**OptiMICE! Exploring Growth Opportunities in MICE for
Travel Agents and Tour Operators**
Breakout Session: A2

SKILL UP

- A field-based training programme by TripSchool to strengthen participants' capabilities in guiding, storytelling, and experiential product design.

SCALE UP

- A programme curated with Arival 360, providing exposure to global tourism trends, emerging technologies, AI developments and leading industry practices.



Tourist Guide Peer Learning: Storytelling & Tech Skills
Breakout Sessions: D1 and D2



Sustainability in Singapore



- GSTC-Destination re-certified (Jan 2026)
- Sustainability becoming a commercial imperative.
- 7 TAs achieve GSTC-certification
- Grant to support sustainability certification (up to 70% funding)



TRUST

Travel Agents and Tourist Guides Licensing System

Search for Licensed Travel Agents/Tourist Guides, articles,...

 Search Tourist Guides

System Enhancement

- Simplified Forms
- Data Pre-Populated with User Consent
- Enhanced User Guidance
- User-friendly Dashboard

TRUST Helpdesk & Training

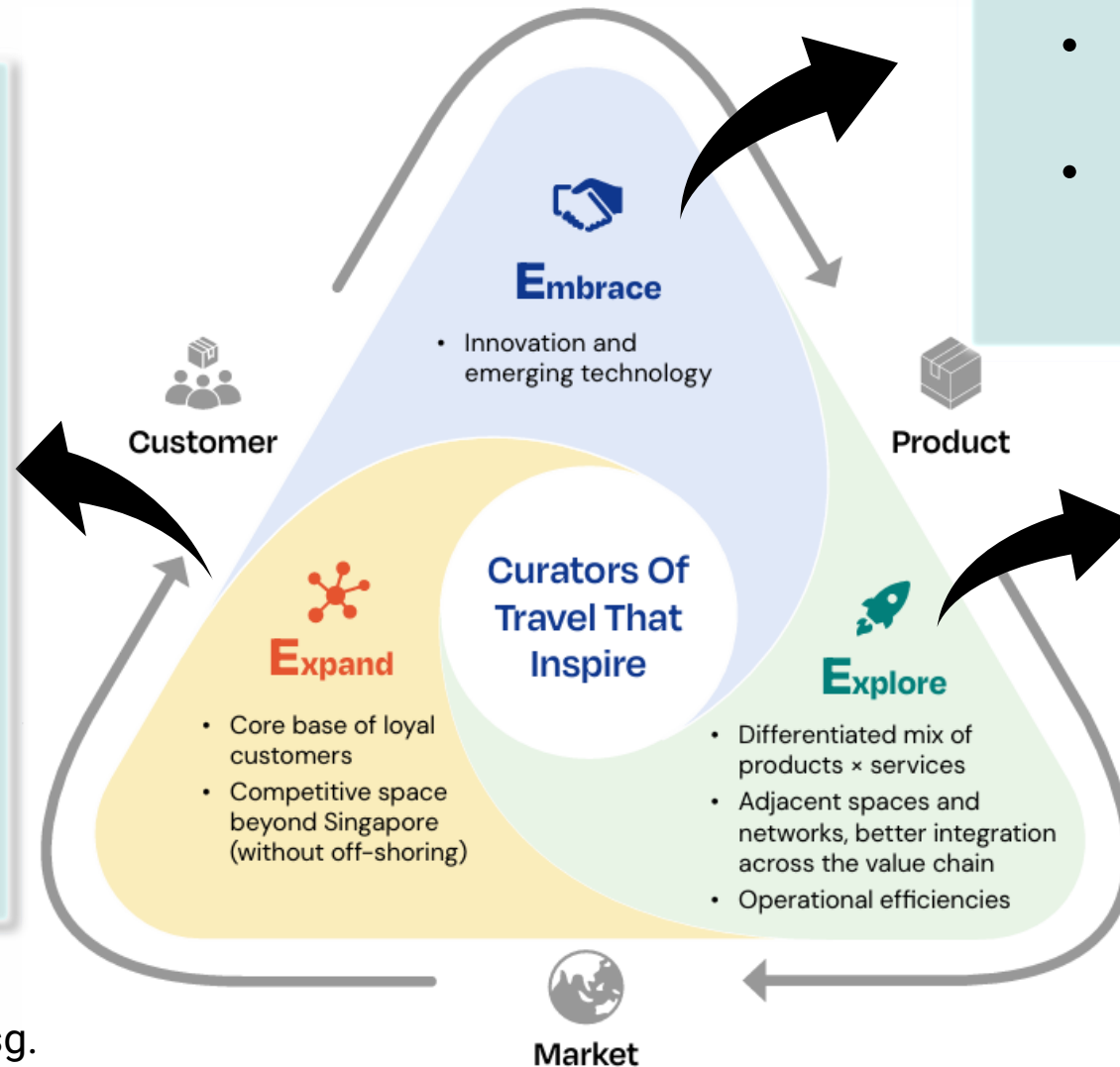
During Lunch & Elevate Zone + Breakout Sessions B&C

Embrace, Explore, and Expand



Expand

- **Market Access Fund (MAF)**
- Funding to develop new business opportunities in **emerging markets and secondary cities**



Embrace

- TA Industry Digital Plan (TMS, Agentic AI)
- AI Playbook Toolkit

Explore

- Skill Up & Scale Up
- In Conversation Series
- Sustainability Certification



TATG Insider

Quarterly Newsletter for Singapore's Travel Agents and Tourist Guides

Issue
01

June 2026

TATG Newsletter



INDUSTRY SPOTLIGHT

Key Announcements at Tourism Industry Conference

2025 was a record year of Tourism Receipts



16.9 million
international visitors
2024: 16.5 million

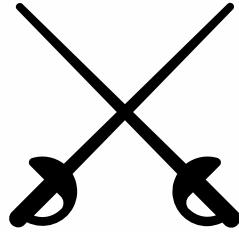


\$32.8 billion
in tourism receipts
2024: \$29.8 billion

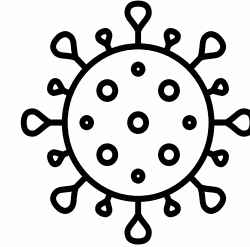
The Challenges in the World Today



**Ageing
Population**



**Geopolitical
Tension**



Pandemics



**Climate
Change**



**Technological
Disruption**

STB remains committed to supporting our industry.



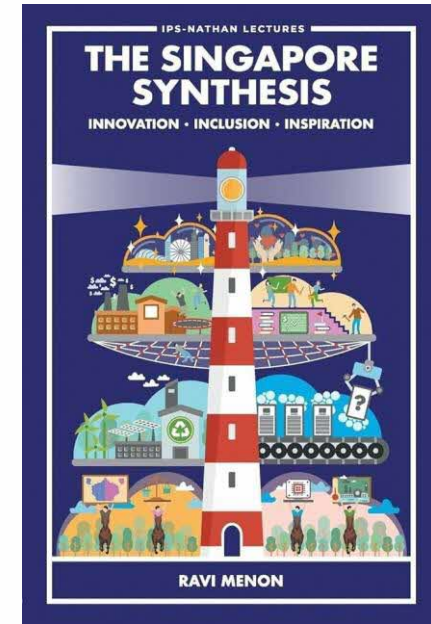
Progress is impossible without change, and those who cannot change their minds cannot change anything. It is hard to have meaningful discussion if we are not open to the possibility of changing our views. If we are not open to changing our views, then **let us at least be open to learning from the other points of view.**



Innovation is ultimately about optimism and hope for the future. It requires a certain restlessness of spirit, a sense of adventure, and a daringness to take calculated risks. It is not about technology or rocket science. **It is a passion of continuous improvement in everything we do.**



Ravi Menon, *The Singapore Synthesis*



TRAVEL AGENTS AND TOURIST GUIDES INDUSTRY FORUM

2026 Innovation for Impact
23 July 2026



Thank you

