



TG Industry Engagement Session: Upcoming Changes to Licence Renewal Conditions



Passion
Made
Possible



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Agenda

1. TGs' Licence Renewal Framework

- a. Introduction to **LEARN + DO**
 - i. Guidance on LEARN + DO activities
 - ii. Submission and Validation process
 - iii. Submission requirements
- b. Timeline

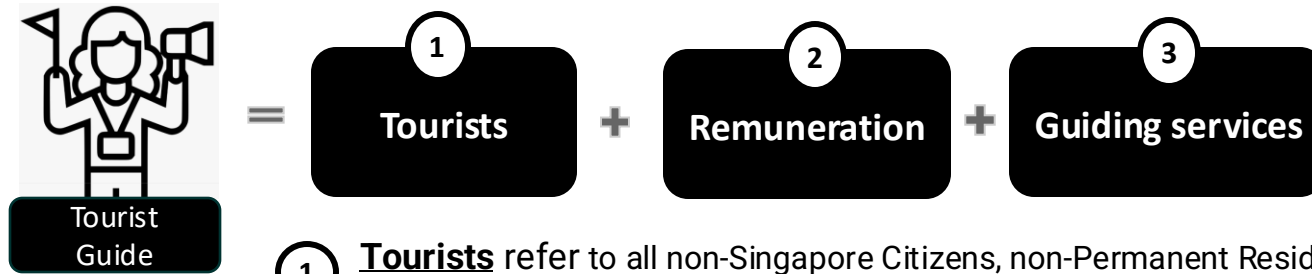
2. Other Updates

- a. TRUST 2.0
- b. Displaying of TG Badge whilst guiding

Definition of a Tourist Guide

Definition of a Tourist Guide

Under the STB Act* - a “Tourist Guide” refers to an individual that provides guiding services to a tourist for remuneration.



- ① **Tourists** refer to all non-Singapore Citizens, non-Permanent Residents and non-pass holders.
- ② **Remuneration** includes tips, any payment received from the tourist / platforms / employer (e.g. inbound DMC, tour operator) for guiding-related work

Exemption [s21(2)]: Owner or operator of a place or point of interest who himself, or any person who is employed or engaged by them, guides tourists at that place or point e.g. docents hired by various museums do not need a tourist guide license.

1. TGs' Licence Renewal Framework

Current Licence Renewal Conditions for TGs

All Tourist Guides must renew their licence **every 3 years** and fulfil the following licence renewal conditions:

1. Pass the **Mandatory Refresher Course** with a 70% passing score on the assessment
2. Complete 21 hours of **Professional Development Courses**
3. Fulfil Medisave contributions as a self-employed individual
4. Submit a medical report (for those aged 65 and above)
5. Upload a valid workpass document (for workpass holders)
6. Upload a recent photograph (at age 30 or 55)

Not required
since 1 June
2025

In 2023 and 2024, STB conducted multiple engagement sessions with TGs to identify gaps in the current licence renewal framework.

Identified Areas for Improvement

FORMAT

- Structured 7-hour blocks for PDCs which limits the depth of content offered
- STB qualifies PDCs which is a tedious process for training providers and therefore a barrier to entry for many

CONTENT

- Limited variety of content offerings
 - Limited number of courses available for TGs to take
 - TGs repeat courses due to limited variety
 - Structured content which may not be relevant for all TGs
- Today, MRC and PDC content can be self-sourced online
 - Most updated and verifiable info easily available



TGs are learning beyond MRC/PDCs

- Growing interest in skills-based courses/learning opportunities
- TGs have diverse areas of interest (build niche areas)
- New industry trends and topics of interest (e.g., digitalisation, social media marketing, storytelling, personal branding)

Future of Guiding 2.0 (FOG 2.0) Vision

“A vibrant community of Tourist Guides from

Innovative and always evolving,
responding to trends

different professions, of different ages, presenting

TGs from different occupations/
backgrounds with **different experiences**

Wide age range of TGs to cater
to diverse spectrum of tours

Different **modes**: Storytelling,
Acting, Music, VR / AR

different facets of the Singapore story”

Offering **differentiated, unique and compelling** experiences that showcase the
authenticity of Singapore through one's own style and stories

Updated Licence Renewal Conditions: Continual Learning Principles

1 FLEXIBILITY

Greater flexibility in learning (in terms of format, duration, content)

2 OWNERSHIP

Greater ownership over personal/career development

3 REGULAR

Updated skills and knowledge every year

Key benefits for TGs

- ✓ Wider variety of options available for learning
- ✓ TG-initiated vs STB-prescribed
- ✓ Personalised learning roadmap to cater to own interests and niche areas
- ✓ Keep updated on the latest trends and topics relevant for guiding



1a. Introduction to LEARN + DO

Updated Licence Renewal Framework: LEARN + DO

To raise the standard of guiding by allowing varied formats & levels of training; and ensuring all TGs are practitioners of their trade.



LEARN

TGs to take ownership of their learning and development

2 LEARN activities per year; choose from different activity buckets

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



DO

TGs to stay relevant and self-assured in guiding through regular practice

2 guiding assignments per year

- Tours conducted for **tourists with remuneration** received.

Updated Licence Renewal Framework: LEARN + DO

1. Guidance on LEARN + DO activities

- What are LEARN activities
- What are DO activities

2. Licence Renewal Process (Submission and Validation process)

- How to renew your licence
- How to submit your LEARN + DO activities

3. Submission requirements

- What TGs need to submit for activity validation

Guidance on LEARN Activities



LEARN

NOTE

2 LEARN activities per year. Choose from **different activity buckets**. In each year, you cannot have 2 LEARN activities from the same bucket.

Activity buckets:

- 1 Classroom Courses
- 2 Physical/Virtual Lectures
- 3 Site-specific Training
- 4 T2AG Product & Event Updates/TATGIF

LEARN activities must be **tourist-guiding related** and within these **5 learning categories**:

1. **Content knowledge** (e.g., Architecture, Food, Nature, Arts, Culture & Heritage, Singapore History, Policies and Development)
2. **Tour guiding skills** (e.g., storytelling, tour curation and commentary, language, situational skills, religious and cultural sensitivities, safety protocols)
3. **Personal branding and communications** (e.g., public speaking)
4. **Social media marketing**
5. **Tech adoption and digitalisation**

Guidance on LEARN Activities



LEARN

2 LEARN activities per year.
Choose from different activity buckets. In each year, you cannot have 2 LEARN activities from the same bucket.

Activity buckets:

- 1 Classroom Courses
- 2 Physical/Virtual Lectures
- 3 Site-specific Training
- 4 T2AG Product & Event Updates/TATGIF

CLASSROOM COURSES

- Knowledge-based or skills-based courses
- Conducted by IHLs, professional training providers/qualified trainers*
- Courses can be physical, virtual, hybrid or delivered as e-learning modules.
- No duration requirement

** For all private courses in Singapore, trainers must have ACTA/ACLP certification.*

Examples



Personal branding course organised by NTUC LearningHub



First Aid course by Singapore First Aid Training Centre



AI-related online Coursera course

PHYSICAL/VIRTUAL LECTURES

- Topical lectures by subject matter experts
- Knowledge-based or skills-based

Examples



National Gallery online lectures/talks



Social media marketing webinar on Eventbrite



Panel session on heritage content creation by NLB

Guidance on LEARN Activities



LEARN

2 LEARN activities per year. Choose from **different activity buckets**. In each year, you cannot have 2 LEARN activities from the same bucket.

Activity buckets:

- 1 Classroom Courses
- 2 Physical/Virtual Lectures
- 3 Site-specific Training
- 4 T2AG Product & Event Updates/TATGIF

SITE-SPECIFIC TRAINING

- Organised or endorsed by site/attraction/event owners or operators

Examples



MBCCS training conducted by STGS endorsed by MBCCS



National Gallery training for docents



Rainforest Asia pre-opening familiarisation visit by Mandai

T2AG PRODUCT & EVENT UPDATES/TATGIF

- T2AG - Organised by STB 3 times a year
- TATGIF - Organised by STB once a year

Guidance on LEARN Activities



LEARN

2 LEARN activities per year. Choose from **different activity buckets**. In each year, you cannot have 2 LEARN activities from the same bucket.

Activity buckets:

- 1 Classroom Courses
- 2 Physical/Virtual Lectures
- 3 Site-specific Training
- 4 T2AG Product & Event Updates/TATGIF

NON-PERMITTED ACTIVITIES

- **Non-tourist guiding related** activities (not within the 5 learning categories)

Examples



Baking workshop for personal interest



Virtual lecture for personal training tips

- Learning activities by **non-qualified providers**

Examples



Classroom course provided by a local trainer without an ACTA/ACLP certification



Tour/site visit to the Zoo organised without the endorsement from the Zoo

- **Self-initiated** site-visits or tours

Examples



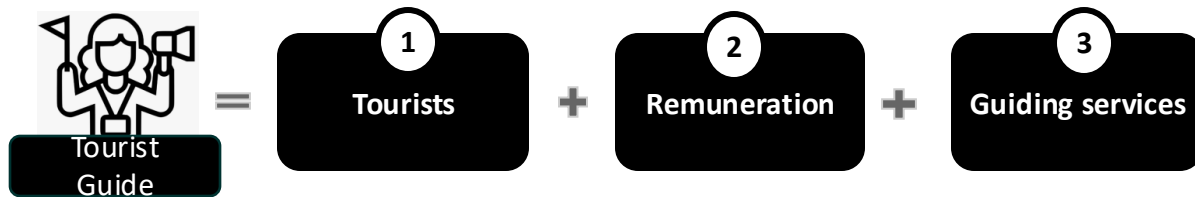
Personal visit/tour around Changi Airport



Community tour around Chinatown

Guidance on DO Activities

Under the STB Act* - a "Tourist Guide" refers to an individual that provides **guiding services** to a **tourist** for **remuneration**.



DO

2 guiding assignments per year

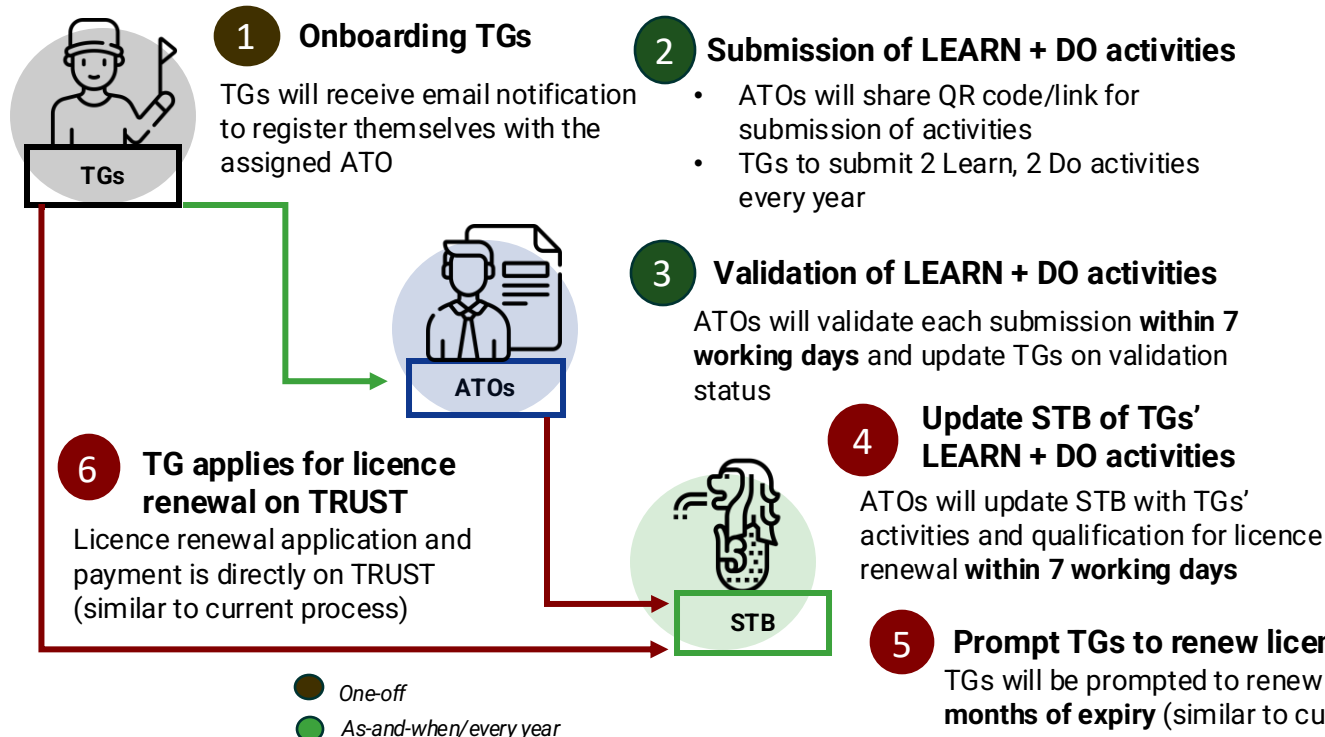
- ✓ Tours conducted for **tourists with remuneration** received

- 1 **Tourists** refer to all non-Singapore Citizens, non-Permanent Residents and non-pass holders.
- 2 **Remuneration** includes tips, any payment received from the tourist / platforms / employer (e.g. inbound DMC, tour operator) for guiding-related work

NON-PERMITTED ACTIVITIES

- ✗ Tours conducted only for locals
- ✗ Free tours without any form of remuneration

Updated Licence Renewal Process



7 Audit

STB will do **random audit** checks on TGs and ATOs

- TGs will be audited on the submission records
- ATOs will be audited on their verification process and qualification rigor

Submission documentation must be kept for the entire renewal cycle + 1 year post-renewal (i.e., up to 4 years)

LEARN + DO Submission Requirements



LEARN

2 LEARN activities per year.
Choose from **different activity buckets**. In each year, you cannot have 2 LEARN activities from the same bucket.

Activity buckets:

- 1 Classroom Courses
- 2 Physical/Virtual Lectures
- 3 Site-specific Training
- 4 T2AG Product & Event Updates/TATGIF



DO

2 guiding assignments per year

- ✓ Tours conducted for **tourists with remuneration** received.

IMPORTANT

TGs must keep a record/documentary proof of LEARN + DO activities for each renewal cycle + 1 year post-renewal (i.e., up to 4 years)

LEARN + DO Submission Requirements



LEARN

2 LEARN activities per year.
Choose from **different activity buckets**. In each year, you cannot have 2 LEARN activities from the same bucket.

Activity buckets:

- 1 Classroom Courses
- 2 Physical/Virtual Lectures
- 3 Site-specific Training
- 4 T2AG Product & Event Updates/TATGIF

Declaration

TGs must declare that the submission is accurate. Submissions are subject to audit checks by STB. If found to have submitted a false record, TG's licence will be revoked.

Basic Activity Information

- Date of Activity
- Name of Activity
- Type of Activity (Activity Bucket)
- Learn Category (5 Learn Categories)
 - If outside of the 5 categories, to include justification for how the Activity will support your guiding offerings

LEARN + DO Submission Requirements



LEARN

2 LEARN activities per year.
Choose from different activity buckets. In each year, you cannot have 2 LEARN activities from the same bucket.

Activity buckets:

- 1 Classroom Courses
- 2 Physical/Virtual Lectures
- 3 Site-specific Training
- 4 T2AG Product & Event Updates/TATGIF

Activity Credentials

- Activity Provider
- **(For Classroom Courses)** Indicate whether the trainer has an ACTA/ACLP certification.
 - If no, to attach screenshot of course providers' credentials
- **(For Physical/Virtual Lectures)** Attach screenshot(s) with the activity information which must include the speakers' credentials.
- **(For Site-specific Training)** Attach screenshot(s) with the training information which must include proof that the activity is organised/endorsed by the site/attraction/event owner or operator.

Proof of Participation

- Declaration of participation in Activity
- Attach screenshot(s) as proof of participation (e.g., certification of participation, attendance confirmation, payment receipt etc.)

LEARN + DO Submission Requirements



LEARN

2 LEARN activities per year.
Choose from **different activity buckets**. In each year, you cannot have 2 LEARN activities from the same bucket.

Activity buckets:

- 1 Classroom Courses
- 2 Physical/Virtual Lectures
- 3 Site-specific Training
- 4 T2AG Product & Event Updates/TATGIF



OVERSEAS CLASSROOM COURSE

Instructor

Instructor ratings 4.8 (1,104 ratings)



Matthew A. Koschmann, PhD

University of Colorado Boulder

3 Courses • 236,328 learners

Offered by



University of Colorado Boulder

[Learn more](#)

About this event

Everything you've always wanted to know about AI but were too afraid to ask

Join us for an engaging and insightful webinar with [Dr. Kobi Leins](#), a global expert in AI, international law, and governance. Dr. Leins brings extensive experience from academia, corporate environments, and global enterprises, offering strategic insights into AI governance, risk management, and the evolving legal landscape.

A basic intro to AI and automation that will leave you equipped to ask questions, understand that no individual has all the answers, and be aware of the implications of not asking (including liability for individuals and for Boards, and also potential harms):

- Be curious
- Understand that you don't need to understand everything
- Always align your tools with your company strategy, values and risk appetite
- Bring your questions that you have been too afraid to ask
- Leave understanding the profound implications for women and other minoritised groups in not asking these questions and managing your AI

experts! www.infosphereeducation.com

Marc Wood

After graduating in 1988 from Central Saint Martins, Marc Wood worked at the UK's top agencies and consultancies including: Gary Rowlands Associates, Lewis Mobley, Michael Peters Group, Coley Porter Bell, Peter Saville Associates, Pentagram, Conran Design, Luxon-Carra and Contra, where he was creative director of a 110 people-strong global integrated creative agency.

Since 2004, Marc Wood has been running a small boutique brand consultancy specialising in brand identity creation, implementation and brand management. In the course of his career, Marc Wood has designed and managed branding and design projects for a large variety of international clients, in various fields of industry from commercial brands to cultural bodies and corporate institutions including, to name just a few: Nokia, Nokia Siemens Networks, Bosch-Siemens, Aer Lingus, EMI Classical, Marks & Spencers, Philips, Sega, Alessi, Bowers & Wilkins, Thermos, Smithline-Beecham, Cummins, Wärtsilä, M-Real, Kone, Coopers & Lybrand, Picher Herdman, Brut & Parker, Factory communications, (French) Ministère de la Culture, Storm Model Agency, Wagamama, Warner Chappell, Warner Music, Yohji Yamamoto, London Fashion Week, Jill Sander, SCP London Designer Show, Native Design.

Marc Wood's approach centres around the creation of unique brand languages, original brand realms which convey the essence, express the personality and communicate the values and vision of the clients' brands, be they products or institutions. Marc Wood's practice strives to discover new ways to communicate identity, applying branding concepts on an array of media and touch-points to engage audiences, and exploring the new interactive possibilities of new technology to keep the conversation going.

Marc Wood has also been a senior Associate Lecturer at Central Saint Martin's, University of the Arts London, since 1995. In his teaching, Marc's focus lies in re-appraising and questioning the nature and experience of visual identity and branding, and in pushing the boundaries of branding beyond its current remit of practice.

Course overview

This personal branding course aims to not only investigate theoretical aspects of self-presentation and self-promotion but will also provide practical advice on how to create a strong and authentic brand identity, and how to build a personal branding strategy, to take control, manage and optimise your online presence and branding for career success.

Personal branding, once the remit of the Kardashians and Beckhams, has grown to become an essential aspect of every successful career. With the growing importance of social media presence, the freelance workforce and the gig economy, a strong personal branding has become an imperative for almost any ambitious future.

What is personal branding? Jeff Bezos, the founder of Amazon, famously said: your brand is what people say about you when you have left the room. Personal branding uses all kinds of design and marketing disciplines, techniques and tools for creation, consistent growth and management of a curated self-image in the minds of dedicated audience- not only your skills and experiences, but what you stand for, your personal vision, authentic voice and what differentiates you from other professionals.

LEARN + DO Submission Requirements



LEARN

2 LEARN activities per year.
Choose from **different activity buckets**. In each year, you cannot have 2 LEARN activities from the same bucket.

Activity buckets:

- 1 Classroom Courses
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PHYSICAL LECTURE



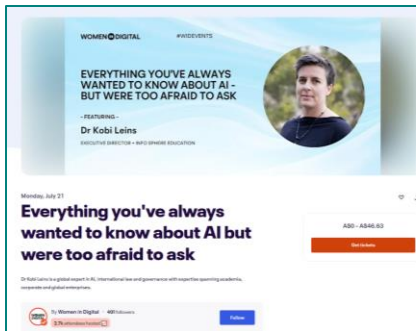
About the Panelists

Lim Yee Hung is a property-turned-software developer. He co-founded HIDDEN SG in 2022, an immersive real-world game played on WhatsApp that enables players to uncover secret histories and interact with independent businesses in their local neighbourhoods.

Ho Yong Min is a passionate heritage educator and founder of The Urbanist Singapore, which has captivated over 70,000 followers on Instagram and TikTok with engaging digital storytelling on Singapore's history and urban design. Yong's journey began with an award-winning honours thesis at the National University of Singapore (NUS), earning the Preservation of Monuments Board's Best Thesis Award in 2009. Combining immersive heritage walks with social media content, Yong makes culture accessible to new audiences. His expertise has been featured in events like Singapore Heritage Fest and Design Week 2024, and he has been recognised by major media outlets. Formerly with Singapore Management University and NUS, Yong brings authenticity and a relatable approach to heritage education.

Benedict Yeo is the founder of @encounter.sg, a content and experience studio dedicated to bringing local heritage to life for the digital generation. An award-winning digital strategist and entrepreneur, he has led marketing and storytelling initiatives for brands like Google, Jeep, and EDB. Yet his passion for heritage is deeply personal – having lost his grandparents at a young age, he never had the chance to hear their stories or learn their dialect. That sense of loss now fuels his mission: to preserve and reimagine culture through digital storytelling that connects past and present.

VIRTUAL LECTURE



Dr. Kobi Leins is a global expert in AI, international law and governance with expertise spanning academia, corporate and global enterprises.

In two large corporates, Leins has been an AI management and governance expert. Leins now provides strategic advice on selection, implementation and operation of technologies to drive business edge; creates systems for organisational and delegation of ownership for complex systems and data; and uses international benchmarking to analyse opportunities and risks in face of rapidly changing legal and governance landscapes and data literacy and public sentiment.

Leins is a Member of Standards Australia as a technical expert on the International Standards Organisation's work on AI Standards; Affiliate, ARC Centre of Excellence for Automated Decision-Making and Society; former Honorary Senior Fellow of King's College, London; former Advisory Board Member of the Carnegie AI and Equality Initiative; and former Non-Resident Fellow of the United Nations Institute for Disarmament Research.

Leins is owned by a rescue dachshund and cocker spaniel, supports two incredible teenagers, and sail on the bay in Melbourne for fun. Leins is the author of *New War Technologies and International Law: The Legal Limits to Weaponising Nanomaterials*, Cambridge University Press (2022).

You can read more about Dr Leins and her organisations here:

- www.infosphereducation.com
- www.kobleins.com
- www.linkedin.com/in/kobleins

LEARN + DO Submission Requirements



DO

2 guiding assignments per year



Tours conducted for **tourists with remuneration** received.

Declaration

TGs must declare that the submission is accurate. Submissions are subject to audit checks by STB. If found to have submitted a false record, TG's licence will be revoked.

Basic Activity Information

- Date of Activity
- Declaration that the guiding assignment was conducted for tourists with remuneration received

Proof of Remuneration

- Attach screenshot(s) to show remuneration received (e.g., transaction record, receipt issued, text message confirmation etc.)

Proof of guiding activity conducted

- Attach screenshot(s) as proof of tour conducted. (e.g., tour itinerary, on-ground photos, tour booking confirmation etc.)



**Passion
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LEARN + DO Submission Requirements – Sample Submission

LEARN

1. I would like to submit a

☒ Learn Activity

☐ Do Activity

2. Date of Activity

dd/mm/yyyy

3. Name of Activity

4. Type of Activity

Site-Specific Training

5. Learn Category

Select an option

6. Name of Activity Provider

7. Please attach a screenshot with the training information which must include proof that the activity is organised/endorsed by the site/attraction/event owner or operator

DO

2. Date of Do Activity

dd/mm/yyyy

3. Declaration for Do Activity Submission

☐ I declare that I have conducted a tour for tourists and have received remuneration

4. Please attach a screenshot to show remuneration received

This could be a transaction record, receipt issued, text message confirmation, etc.

Choose file or drag and drop here

Maximum file size: 2 MB

5. Please attach screenshot(s) as proof of tour conducted.

This could be a tour itinerary, on-ground photos, tour booking confirmation, etc.

Choose file or drag and drop here

Maximum file size: 2 MB

6. Declaration and Acknowledgement for Submission of Activity

1b. LEARN + DO Implementation Timeline

LEARN + DO Rollout Timeline

2025		2026
24 Jul 2025	Nov/Dec 2025 (3 months before rollout)	Q1 2026 (date tbc)
Announcement at TATGIF that Learn + Do will be introduced in Q1 2026 (tbc)	Announcement of confirmation of program rollout	Program Rollout

Note: The timeline presented here is tentative and is subject to change. Confirmation of the date of rollout will be announced in Q4 2025, at least 3 months ahead of the planned date.

Transition Plan (2026-2028)

Considerations:

- The requirements during the transition period (first 3 years from program launch) will factor in a pro-ration that is proportionate to the program duration (i.e., 1 Learn, 1 Do every 6 months).
- Allowance for TGs who have completed their 21-hour PDC requirements in preparation for licence renewal.

Licence Expiry	Accounting for flexibility in TRUST 2.0 launch	Renewal Requirements
Mar* - Aug 26	Launch date + 6 months	21 PDC hours <u>OR</u> 1 Learn, 1 Do
Sep - Nov 26	Launch date + 9 months	1 Learn, 1 Do
Dec 26 - Aug 27	Launch date + 18 months	2 Learn, 2 Do
Sep - Nov 27	Launch date + 21 months	3 Learn, 3 Do
Dec 27 - Aug 28	Launch date + 30 months	4 Learn, 4 Do
Sep - Nov 28	Launch date + 33 months	5 Learn, 5 Do
Dec 28 - Feb 29 and onwards	Launch date + 36 months	6 Learn, 6 Do

**If your licence renewal is due in Mar 2026, you are strongly encouraged to complete your 21 hours of PDCs as the time required to validate your Learn + Do may not allow you to renew on time.*



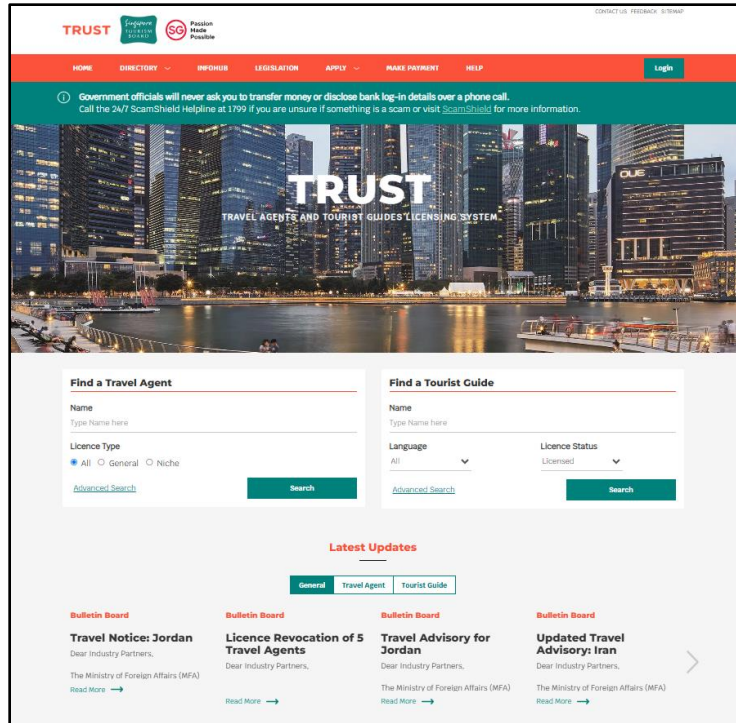
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2. Additional Updates

TRUST 2.0 Updates in 2026



STB will be launching an updated TRUST website (TRUST 2.0) in Q1 2026 (*date tbc*).

- ✓ More intuitive and user-friendly interface
- ✓ LEARN + DO will only start when TRUST 2.0 is launched

What this means for TGs whose licences expire in Feb/Mar 2026

! Complete your renewals on TRUST **by end-Jan 2026**.

If your licence is expiring in Feb 2026, there is NO change to your licence renewal conditions; you still need to complete 21hrs of PDCs for renewal.


If your licence renewal is in Mar 2026, you are strongly encouraged to complete your 21hrs of PDCs and renew your licence ASAP (Learn + Do validation timeline might not be feasible)


Addressing misperception of Unlicensed Tourist Guides (UTGs)


Over 90% of unlicensed tourist guides (UTGs) caught are licensed TGs not displaying their badge properly.

STB-LTA joint enforcement ops & regular checks in action: Cracking down on illegal point-to-point transport involving UTGs



 **Display your badge prominently.**
It does not have to be around your neck. Keep it clearly visible at all times when guiding.

 If not displayed: It reinforces public misperception that UTGs are operating, when in fact, they are often licensed TGs.

 **To address this, enforcement has been tightened** - penalties will be imposed earlier:
- Financial penalty up to **\$1,000**
- **Licence suspension or revocation**



Summary: Takeaways for TGs

1 DEFINITION OF A TOURIST GUIDE



2 UPDATED LICENCE RENEWAL CONDITIONS

LEARN + DO from Q1 2026 (date tbc)

- 2 LEARN + 2 DO activities each renewal year
- TGs will need to keep record and documentary proof of LEARN + DO activities for 3+1 years
- Submission and validation of activities will be through ATOs
- LEARN + DO will only start when TRUST 2.0 is launched
- STB will do random audit checks on TGs and ATOs

More updates will be provided at least **3 months** before roll-out



3 TRUST 2.0

New TRUST to be launched Q1 2026 (date tbc)

- TGs with licences expiring in **Feb/Mar 2026** should complete their renewals on TRUST **by end-Jan 2026**.
- If your licence is expiring in Feb 2026, there is NO change to your licence renewal conditions; you still need to complete 21hrs of PDCs for renewal.
- If your licence renewal is in Mar 2026, you are strongly encouraged to complete your 21hrs of PDCs and renew your licence ASAP

LEARN

2 LEARN activities per year from different activity buckets.

Activity buckets:

- 1 Classroom Courses
- 2 Physical/Virtual Lectures
- 3 Site-specific Training
- 4 T2AG Product/Event Updates

DO

2 guiding assignments per year



Tours conducted for **tourists with remuneration** received.

4

INTEGRITY AND HONESTY IS IMPORTANT!

- The new LEARN + DO places trust on TGs to fulfill the license renewal conditions for one's benefit
- License will be suspended or revoked for TGs who submit false documents / declarations

A photograph of the Supertrees at Gardens by the Bay in Singapore at night. The trees are illuminated with vibrant pink and purple lights, and their canopies are lit up. A winding walkway is visible between the trees. The sky is a deep blue with some light clouds.

THANK YOU