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**

MODULE SYNOPSIS – WSDip in Tourism Management

Course Objective

Gain skills and knowledge to manage operations at attractions or travel establishments. Trainees will acquire skills in the operations of attractions, resorts, travel and tour operators, customer behaviour analytics, content curation and digital marketing as well as sustainable tourism practices application.

Modules 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 SCHEDULE

WSDip in Tourism Management

Hybrid Release - Trainees attend daily lessons at ITE for a continuous period at the start, and after will attend lessons for one day per a week and spend the remainder of the work-week at the workplace for OJT.

April'26 Intake	April – June 2026		July – September 2026		October – December 2026		January – March 2027	
1st Year Off-JT @ ITE	4 weeks block followed by 1 day / week	ITE Vacation (June) 4 weeks	1 day/week	ITE Vacation (Sept) 2 weeks	1 day/week	ITE Vacation (Dec) 4 weeks	1 day/week	ITE Vacation (March) 2 weeks

April'26 Intake	April – June 2027		July – September 2027		October – December 2027		October – December 2028	
2nd Year Off-JT @ ITE	4 weeks block followed by 1 day / week	ITE Vacation (June) 4 weeks	1 day/week	ITE Vacation (Sept) 2 weeks	4 weeks block followed by 1 day / week	ITE Vacation (Dec) 4 weeks	1 day/week	ITE Vacation (March) 2 weeks

April'26 Intake	April – June 2028		July – September 2028		
3rd Year Off-JT @ ITE	4 weeks block followed by 1 day / week	ITE Vacation (June) 4 weeks	1 day/week	ITE Vacation (Sept) 2 weeks	**WSDip Programme 2026** **Start: 1 April 2026** **End: 30 September 2028** **Duration: 2.5 years** ⚠️ **Final results release may be later than programme end date**