



National Continuing Education and Training Institute (NCI) For Tourism Workforce Skills Qualification (WSQ)





Dear Readers,

As Year 2010 is coming near to an end, we are glad that the economic situation in Singapore has stabilised and we have successfully left the dark shadows of the recession in 2009 behind us.

The tourism industry is one of the industries that recovered the fastest. This would not have been possible without the contribution from all of you. Whether you are in the front line or back end supporting the industry, all involvements are equally vital and essential in making the tourism industry in Singapore successful.

Just when the industry is doing well now, please do not slow down your plans for training and upgrading. It is even more important now to get your staff well-trained and prepared to meet the ever changing landscape and challenges in the dynamic tourism industry.

We look forward to your continuous support in Year 2011.

Mr Loi Hai Poh
 Chief Executive Officer
 Tourism Management Institute of Singapore

TMIS INSIGHTS

TMIS Insights is a quarterly publication of
 Tourism Management Institute of Singapore

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ALL THE WAY FROM **GHANA**

TMIS was much honoured to have 8 delegates, who flew over 7000 miles from Ghana in West Africa to visit Singapore on 9 June 2010.

TMIS hosted these distinguished guests at TMIS premises so they had a chance to tour around the campus and had an insight into the training and education for the tourism industry in Singapore.

Our guests from Ghana and TMIS had very fruitful meetings where both parties shared notes on the tourism industry in each country. Much was learnt about the attractions, tourism market and conditions as well as other demographics of each country.

For readers seeking for a different kind of travelling experience, why not consider Ghana as your next destination?



VISITORS FROM **NEW ZEALAND**

On 21 June 2010, TMIS received with pleasure, visitors from the Aoraki Polytechnic in New Zealand. Kay Nelson, Chief Executive of Aoraki Polytechnic, together with Simon Young from Edexcel, visited TMIS for a campus tour and site visit. TMIS was glad for the opportunity to meet these valuable fellow members of the education industry.



SNIPPETS OF **TMIS**

WINNERS FOR **APRIL – JUNE ISSUE**

We congratulate the following winners for winning a stylish TMIS Polo-Tee by entering into our contest featured in the April – June issue.

We would like to thank the rest for your overwhelming response and support.

1. Leslie Lenus
2. Lim Herh Kim
3. Jaclyn Yeoh
4. Philip Chua
5. Tirmidzi A Bakar





THE RITZ-CARLTON AND A CEO ROUND TABLE DISCUSSION

Think about excellent service and one organisation will pop up in many minds – The Ritz-Carlton.

The Ritz-Carlton, with its long history, is very well-known for its outstanding level of service extended to their guests by all staff.

This is something that when learnt, the tourism industry will definitely be able to benefit tremendously as we are heavily dependable on service.

The service level in Singapore has been much debated about with mixed opinions about its standard, areas for improvements and other criticisms and praises. However, as a training institute in Singapore, whose mission is to upgrade the professionalism, service, productivity of the travel and tourism trade through training and education, TMIS is always striving and looking for ways to further improve the overall standard of the tourism industry.

Arranged with the Singapore Workforce Development of Singapore (WDA), TMIS was very privileged to be able to invite Dr Jill Guindon-Nasir, Vice President, Global Business Development from The Ritz-Carlton Leadership Center in Maryland, USA, for a day of sharing about the service industry.

The Ritz-Carlton Leadership Center is a resource for leading organisations interested in benchmarking many of the business practices. The Leadership Center was started 10 years ago in year 2000. Since then, it has served companies from various industries and has won the Malcolm Baldrige National Quality Award twice.

Dr Jill Guindon-Nasir, together with Ms Cecilia Chia-Megel and Ms Shereen Adwaney from the Ritz-Carlton Singapore office arrived at TMIS in the morning and jointly with representatives from WDA and TMIS, had an insightful discussion about the legendary Ritz-Carlton service and leadership.

Dr Jill shared a detailed presentation on not only the history of Ritz-Carlton Leadership Center and what they do, she also shared some of the interesting success stories and her experiences and in-depth knowledge of the service industry as a whole.



STYLE

11 JUNE 2010

Other than a discussion among the 3 parties, what is better than to have more experts from the tourism industry to give their inputs?

This was just what was done in the afternoon.

A total of 8 very experienced professionals from the tourism industry were invited to attend an afternoon of discussion about leadership and service in the tourism industry in Singapore. They are:

Ms Reshel Chan, *Manager, Tours Sales Department (Asia)* - **Chan Brothers Travel**

Ms Wee Hee Ling, *Chief Executive Officer* - **CTC Tourism Holdings**

Mr Robert Koh, *Director/ General Manager* - **Diners World Travel**

Mr Peter Choo, *Managing Director* - **Global Travel**

Mr Dennis Lim, *Customer Service Manager* - **Global Travel**

Mr Brendan Leong, *Managing Director* - **Safe2Travel**

Ms Fiona Lee, *Human Resource Manager* - **Safe2Travel**

Ms Agnes Toh, *Assistant Director, F&B* - **Wildlife Reserves Singapore**

With so many knowledgeable veterans in the room, it was certainly an afternoon of exciting discussion where a lot of new ideas were exchanged and discussed.

We thank all who took time off their busy schedule to share with us their vast experience in the tourism industry and also for their insightful inputs and suggestions.





It was the racing season once again in Singapore! The 2010 Formula 1 Singtel Singapore Grand Prix took off from 24 – 26 September.

This year, TMIS trained about 2,000 candidates hired by the organiser for this spectacular event. This is also the third time that TMIS has the honor of being able to train these candidates to bring warmth and smiles to the event.

The event will not have been possible without the contribution of these trainees. Thank you and well done!

EXSA – A RECOGNITION OF OUTSTANDING SERVICE

The Excellent Service Award (EXSA) is a national award started in 1994 to recognise individuals who have delivered outstanding service.

TMIS has been appointed as the training institute for EXSA recipients from the Tour & Travel, Transport and Banking industries, delivering training for all these service stars for more than 5 years.

We congratulate these EXSA winners and thank them for their excellent services delivered.



VISIT FROM SOUTHERN CROSS UNIVERSITY STUDENTS

TMIS has been working very closely with the Southern Cross University for their Bachelor of Business in Tourism Management.

In August this year, we had a golden opportunity to be able to play host to 19 students and 3 teaching staff from Australia, who are mostly in their second year studying the Bachelor of Business in Hospitality Management in Southern Cross University.

The trip aims to give the students a better understanding and first hand experience of certain practices in the tourism and hospitality in Singapore. This would certainly not only aid them in their studies, but also when they join the big family of tourism when they graduate.

TMIS had with no doubt enjoyed hosting these lively undergrads and we are glad that they have enjoyed their stay with us as well.



ROBIN YAP – RECIPIENT OF THE PINGAT BAKTI MASYARAKAT 2010

Dr Robin Yap, Ex-Chairman of TMIS (2004-2006), Regional Director of Asia of Insight Vacation was conferred the Pingat Bakti Masyarakat (PBM) by His Excellency, The President of Singapore on Singapore 45th National Day 2010.

Dr Yap joined the North West CDC in April 2005 and this is his 3rd term in office. He first joined the Young Executive Committee and subsequently took over the Chairmanship role of Young Executive Committee.

During the reappointment in 2009, Dr Yap took over Chairmanship of the Youth Committee (a merger of the Young Executive Committee and Youth Works Committee).

Dr Yap is also a Patron of the Jelutong Community Club Management Committee.

Said Dr Yap, "I am humbled by this award. There are many volunteers and staff who have worked very hard to support the standing committees and I am grateful to them. In addition, I am also very grateful for all the support given by the Travel Industry, in particular TMIS & NATAS for coming forward to champion the Community Befriender programme. It goes to show that that the Travel Community does care for the needy. My Bosses in the UK are also keen environment and community enthusiasts and they have been most supportive of my volunteer work in the community."

We extend our heartfelt congratulations to Dr Robin Yap for his conferment of the Pingat Bakti Masyarakat.

The Pingat Bakti Masyarakat (PBM) (Public Service Medal) was instituted in 1973.

The Medal may be awarded to any person who has rendered commendable public service in Singapore or for his achievement in the field of arts and letters, sports, the sciences, business, the professions and the labour movement.¹⁾

¹ From The Prime Minister's Office Singapore website, [http://www.pmo.gov.sg/NationalHonoursandAwards/Pingat+Bakti+Masyarakat+\(The+Public+Service+Medal\).htm](http://www.pmo.gov.sg/NationalHonoursandAwards/Pingat+Bakti+Masyarakat+(The+Public+Service+Medal).htm)

CALENDAR OF NEW COURSES

January to March 2011



Programmes for TMIS

Diploma Programmes

Course		Commencement Date	Nett Fee Payable*
WSQ Diploma in Tourism	Full-time	03 Jan 2011	\$856.00
WSQ Diploma in Tourism	Part-time	03 Jan 2011	\$856.00
WSQ Diploma in Tourism (Hospitality Management)	Full-time	05 Jan 2011	\$963.00
WSQ Diploma in Tourism (Hospitality Management)	Part-time	03 Jan 2011	\$963.00

Certificate Programmes

Course		Commencement Date	Nett Fee Payable*
WSQ Certificate in Hotel & Accommodation Services (Front Office)	Full-Time	03 Jan 2011	\$444.05
WSQ Certificate in Hotel & Accommodation Services (Housekeeping)	Full-Time	03 Jan 2011	\$465.45
WSQ Dual Certificate in Tour & Travel Services & Attractions	Full-Time	05 Jan 2011	\$470.80
WSQ Certificate in Tour & Travel Services	Full-Time	03 Jan 2011	\$411.95
WSQ Certificate in Attractions	Full-Time	03 Jan 2011	\$379.85

Other Programmes

Course		Commencement Date	Nett Fee Payable*
WSQ Tourist Guide Programme (English/ Chinese)	Part-time	15 Feb 2011	\$684.80
WSQ Certified Service Professional	Full-Time	20 Jan 2011 24 Feb 2011 31 Mar 2011	\$65.00

* Applicable to Singaporeans and PRs only. Terms & conditions apply.

* Subject to changes without prior notice.

Please note:

- NATAS sponsorship available for employees of NATAS members for WSQ Certificate and short-term programmes.
- All application should reach TMIS 14 days before the commencement date.

