

Annex A - Factsheet on New Courses

NTUC LearningHub (NTUC LHUB), together with the Tourism Management Institute of Management (TMIS), is launching a series of four new professional certificate courses and two specialised courses for learners looking to upskill in the different pillars of tourism, namely sustainability, holistic wellness, and regenerative tourism, as well as technological enablers in tourism.

A1 – Professional Certificate Courses

The modules in the four certificate courses can be taken modularly. Upon the completion of each module, learners will be provided with a Statement of Attainment. After the fulfilment of the required modules for the certificate courses, learners will obtain a certificate jointly issued by NTUC LHUB and TMIS, which can be used towards advance standing for TMIS diploma courses.

a) Certificate in Green Butlerying

The course provides learners the necessary skills and knowledge in providing personalised service that exceeds expectations, with an integrated focus on sustainability trends in modern consumerism. The course comprises of four stackable modules which may be studied independently or as a bundle to deep skill in providing luxury and personalised butler services.

Modules Offered and Hours

Butler Service Delivery L2*	16 hours
Food and Beverage Service L2	16 hours
Wine Service	16 hours
Alcoholic Beverage Preparation	24 hours

b) Certificate in Hosting in a Sustainable Environment

The course allows learners to explore the art of hosting across diverse cultures to transform every visitor experience by making it personable and unique. Learners will progress from handling a variety of butler service operations to higher order competencies in supervisory leadership. By tethering applications of hosting to sustainability principles, learners are also attuned to the emerging trends of green hotels in Singapore.

Modules Offered and Hours

Butler Service Delivery L2*	16 hours
Butler Service Delivery L3	16 hours

**Learners can take a single run of the Butler Service Delivery L2 module to be eligible for completion towards both Certificate in Green Butlery and Certificate in Hosting in a Sustainable Environment*

c) Certificate in Sustainable Tourism Product and Services Development

The course is designed in response to an increasing need for clarity and guidance amongst travel professionals who seek to incorporate sustainability practices in their travel products and services, following the launch of Singapore Green Plan 2030 in 2021, which seeks to chart and advance Singapore's commitments under the United Nations' 2030 Sustainable Development Agenda and Paris Agreement.

Modules Offered and Hours

Product, Content and Experience Performance Management L3	16 hours
Tour and Travel Services Product and Experience Development and Delivery L3	16 hours
Marketing Communications Plan Development L3	16 hours

d) Certificate in Digital Marketing (Travel Services)

With the rapid adoption of technology driven by COVID-19 pandemic, travellers worldwide are becoming savvier in searching for information and conducting travel-related transactions online. Digital marketing is now a core skill required of all travel agencies and travel operations looking to operate in the highly competitive tour and travel industry. Through this course, learners will be able to design, execute and evaluate a digital marketing campaign for his/her own travel products and services.

Modules Offered and Hours

Market Research L3	16 hours
Digital Marketing L2	16 hours
Social Media Management L2	16 hours

A2 - Specialised Courses

a) Wellness Travel: Sleep Tourism

There is a rising demand for sleep-focused travel experiences as individuals become more aware of the importance of quality sleep for their overall well-being. Therefore, this course is designed to provide professionals in the travel as well as hotel and accommodations industry with the knowledge and skills necessary to develop and manage sleep tourism products and services. Learners will gain a deep understanding of sleep tourism, its significance in the wellness tourism sector and learn how to develop and manage sleep-related experiences for guests. Learners who have completed the course will be awarded a Statement of Attainment.

Module Offered and Hours

Tour and Travel Services Product and Experience Development and Delivery L2	16 hours
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b) Foundations in Asian Spirits

Asian spirits products are increasing in its popularity as guests widen their repertoire in taste and look to experimenting and exploring different alcoholic beverages and flavours away from the traditional sources. With Asian spirits generating a significant following, this course focuses on popular Asian spirits from Japan, South Korea and China which are fast coming to the forefront. Learners will be able to engage and recommend the serving of these popular Asian alcoholic beverages to their discerning customers.