

Hospitality & Tourism Management

OVERVIEW



Are you a people-person? Get ready to set foot in the Temasek Tourism Academy (TTA) and look forward to being equipped with industry-relevant skills and innovative qualities to meet the challenges of our dynamic tourism sector. Train with some of the biggest industry players in the world in competencies such as communication, collaboration, creativity and innovation, while gaining opportunities to explore community projects and social enterprises. You will be working with industries that are on a projected growth trajectory for the Asia-Pacific region and a major driving force of Singapore's economy.

Your Journey

Year 1

This is a journey that will change your life. Discover Hospitality & Tourism fundamentals and acquire Service Excellence skills. You will be exposed to global tourist destinations and relevant disciplines including marketing.

Year 2

As your journey progresses, you now can focus on building expertise in one of the three areas: Hotel & Accommodation, Travel & Tourism or MICE & Events. Each area provides you with specific industry skills set.

Year 3

As this leg of your journey nears its end, you will get to put your knowledge and skills to test within the Hospitality & Tourism industry through your Strategic Management assessment and Student Internship Programme.

ENTRY REQUIREMENTS

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

Minimum Entry Requirements

English Language (EL1)*	Grades 1-6
Mathematics (E or A)	Grades 1-6
Any three other subjects, excluding CCA	Grades 1-6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, History, Higher Art, Higher Music, Introduction to Enterprise Development, Literature in English/ Chinese/Malay/Tamil, Media Studies (English Language), Media Studies (Chinese Language), Music, Principles of Accounts.

** Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).*

Hospitality & Tourism Management

COURSE STRUCTURE

TP Fundamentals (TPFun) Subjects

Subject code	Subject	Level	Credit Units
BCS1011	<p>Communication & Information Literacy</p> <p>In this subject, you will learn how to conduct research for relevant information and validate information sources. You will also learn to recognise and avoid plagiarism, and follow standard citation and referencing guidelines when presenting information. In the course of learning, you will be required to plan, prepare and present information appropriately in written and oral form. You will also be taught to consider the Message, Audience, Purpose and Strategy (MAPS) when writing and delivering oral presentations.</p>	1	2
BCS1012	<p>Workplace Communication</p> <p>In this subject, you will be taught how to conduct effective meetings while applying team communication strategies and the skills for documenting meeting notes. You will be required to write clear emails, using the appropriate format, language, tone and style for an audience. You will also be taught to communicate appropriately in and for an organisation when using various platforms. In all aspects, the principles of applying Message, Audience, Purpose and Strategy (MAPS) will be covered.</p>	1	2
BCS1013	<p>Persuasive Communication</p> <p>In this subject, you will be taught how to use persuasive language in written documents. You will be required to use information to your advantage to verbally communicate and convince an audience about your idea, product or service. Skills such as persuasive vocabulary, language features, graphical illustrations, tone and style would also be covered. The Message, Audience, Purpose and Strategy (MAPS) will also be applied when engaging in verbal and written communication.</p>	1	2
GCC1001	<p>Current Issues & Critical Thinking</p> <p>This subject presents you with a panoramic view of current local and global issues, which may have long term implications for Singapore. You will learn to apply critical thinking tools to examine current issues, support your views with relevant research and up-to-date data, articulate an informed opinion and mature as civic-minded individuals.</p>	1	2

BIN1001	<p>Innovation & Entrepreneurship</p> <p>The Innovation & Entrepreneurship subject is designed for learners from all disciplines to embrace innovation in either their specialised fields or beyond. You will first learn the Design Thinking framework, where you will develop problem statements and ideate solutions. Next, you will discover the tools for prototyping and innovation, such as 3D printing and laser cutting, at TP's Makerspace+ facility. Finally, you will acquire commercial awareness through the LEAN Startup framework of idea crystallisation, prototype building, customer testing and validation, refinement of business model canvas, and crowdfunding or crowdsourcing avenues.</p>	1	2
LEA1011	<p>Leadership: Essential Attributes & Practice 1</p> <p>LEAP 1, 2 and 3 are three fundamental subjects that seek to cultivate in you, the attitude, skills and knowledge for the development of your leadership competencies. This character-based leadership programme enables you to develop your life-skills through establishing personal core values, which will become the foundation for your leadership credibility and influence.</p>	1	1
LEA1012	<p>Leadership: Essential Attributes & Practice 2</p> <p>LEAP 1, 2 and 3 are three fundamental subjects that seek to cultivate in you, the attitude, skills and knowledge for the development of your leadership competencies. This character-based leadership programme enables you to develop your life-skills through establishing personal core values, which will become the foundation for your leadership credibility and influence.</p>	1	1
LEA1013	<p>Leadership: Essential Attributes & Practice 3</p> <p>LEAP 1, 2 and 3 are three fundamental subjects that seek to cultivate in you, the attitude, skills and knowledge for the development of your leadership competencies. This character-based leadership programme enables you to develop your life-skills through establishing personal core values, which will become the foundation for your leadership credibility and influence.</p>	1	1
LSW1002	<p>Sports & Wellness</p> <p>This subject will help you develop both the physical and technical skills in your chosen sports or fitness activities. Through a structured curriculum that facilitates group participation, practice sessions and mini competitions, you will learn to build lifelong skills such as resilience, leadership, communication and teamwork. Physical activity sessions will be supplemented by health-related topics to provide you with a holistic approach to healthy living.</p>	1	2
MCR1001	<p>Career Readiness 1</p> <p>This Career Readiness programme comprises three core subjects – Personal Management, Career Preparation and Career Management. It seeks to help you understand your career interests, values, personality and skills for career success. It also equips you with the necessary skills for seeking and securing jobs, and to develop professional work ethics.</p>	1	1

MCR1002	<p>Career Readiness 2</p> <p>This Career Readiness programme comprises three core subjects – Personal Management, Career Preparation and Career Management. It seeks to help you understand your career interests, values, personality and skills for career success. It also equips you with the necessary skills for seeking and securing jobs, and to develop professional work ethics.</p>	1	1
MCR1003	<p>Career Readiness 3</p> <p>This Career Readiness programme comprises three core subjects – Personal Management, Career Preparation and Career Management. It seeks to help you understand your career interests, values, personality and skills for career success. It also equips you with the necessary skills for seeking and securing jobs, and to develop professional work ethics.</p>	1	1
BGS1002	<p>Global Studies</p> <p>This subject provides essential skills and knowledge to prepare you for an overseas experience. You will examine the elements of culture and learn the key principles of cross-cultural communication. In addition, you will gain an appreciation and awareness of the political, economic, technological and social landscape to function effectively in a global environment.</p>	1	3
BGS1003	<p>Managing Diversity at Work*</p> <p>This subject explores the concepts of identity, diversity and inclusion at the workplace. It examines the relationship between identity and diversity, the benefits and challenges of diversity and the strategies that promote inclusion and inspire collaboration in a diverse workplace. Examples of the elements of diversity covered in this subject include nationality, generation, ethnicity and gender.</p>	1	3
BGS1004	<p>Global Citizenship & Community Development*</p> <p>Students will examine the meaning and responsibilities of being a Global Citizen, in order to contribute towards a more equitable and sustainable world. In addition, students will learn how sustainable solutions can support community development, and, execute and critique a community action plan that addresses the needs of a specific community/cause.</p>	1	3
BGS1005	<p>Expressions of Culture*</p> <p>This subject provides a platform for an understanding of culture and heritage through modes of expression. Students will be introduced to global and local cultures via everyday objects, places and human behaviour seen through time and space. Students will explore issues and challenges in culture and heritage sustainability in community, national and global contexts.</p>	1	3
TGL1001	<p>Guided Learning</p> <p>The subject introduces students to the concepts and process of self-directed learning in a chosen area of inquiry. The process focusses on four stages: planning, performing, monitoring and reflecting. Students get to plan their individual learning project, refine and execute the learning plan, as well as monitor and reflect on their learning progress and project. The learning will be captured and showcased through a curated portfolio. The self-directed learning project will broaden and/or deepen a student's knowledge and skills.</p>	1	3

BSI3028	<p>Student Internship Programme (Hospitality & Tourism Management)</p> <p>This programme is designed to give you first-hand experience of the work environment. It provides an opportunity for learning through the application of the skills sets, techniques and classroom knowledge gained to real life situations. All students must undertake a project that is beneficial to the company where they are placed.</p>	3	16
---------	---	---	----

* Students must choose to take either one of these three subjects or TGL1001 Guided Learning.

Core Subjects

Subject code	Subject	Level	Credit Units
BEC1007	<p>Business Economics</p> <p>The subject covers the fundamental principles of economics for understanding how individuals and firms make decisions. It will focus on the various aspects of the product market: demand and supply, elasticity, market competition, product differentiation. The subject includes an overview of macroeconomic indicators, the government's macroeconomic objectives and policy tools.</p>	1	4
BBS1001	<p>Principles of Management</p> <p>This subject covers the key management functions of planning, organising, leading and controlling. It addresses the impact of environmental factors that affect business and the relevance of corporate social responsibility in an organisation. It emphasises the roles, responsibilities and challenges faced by supervisors/managers in an organisation.</p>	1	4
BAF1010	<p>Business Accounting</p> <p>This subject provides you with an understanding of the core accounting principles underlying accounting practice; from the preparation of accounting entries to the financial statements of businesses. It also focuses on how various businesses report the results of their activities in the financial statements.</p>	1	4
BBT1010	<p>Business Technology & Analytics</p> <p>This subject covers fundamental computing and data analytics skills for businesses. A strong emphasis is placed in exposing students to office productivity tools which can aid in decision making as well as solving business problems through data manipulation, modelling and visualisation.</p>	1	4
BLM1007	<p>Business Law</p> <p>This subject provides you with a working knowledge of the general principles of law that are important to business. Topics covered include contract, negligence, sale of goods, intellectual property and e-commerce.</p>	1	4
BHT1010	<p>Introduction to Hospitality & Tourism</p> <p>This subject provides an overview of the multifaceted nature of the hospitality and tourism industry. You will gain an insight into how the key sectors are organised and structured and how they relate to each other as an industry. The concept of tourism demands and tourism consumer behaviour will be introduced. Lastly, you will explore trends, issues and challenges facing the industry.</p>	1	4

BLO1001	<p>Business Statistics</p> <p>The subject provides an overview of descriptive and inferential statistics. It includes data description, basic concepts of probability, correlation and regression, probability distributions, estimation and hypothesis testing. The subject also covers the use of computer software application to perform statistical computation for data analysis and interpretation.</p>	1	4
BHT1020	<p>Travel Geography</p> <p>This subject approaches the study of key tourist destinations worldwide through an understanding of basic geographical characteristics and how these determine tourism resources in a country. It also highlights how these resources distinguish destinations and influence travel, and how travel, in turn, shapes the development of the tourism resources. Through e-learning, you will learn the framework on which you build your knowledge of world travel, explore techniques to enhance learning and build your confidence to sell destinations.</p>	1	4
BHT2009	<p>Service Skills Methodology</p> <p>This subject gives you first-hand experience in operating a range of F&B outlets in their respective service styles. In the process, you will learn the technical skills required to provide efficient and competent service, as well as, how to provide elegant and gracious service to guests. This will be carried out with a focus on the mastery of basic technical skills such as wine service, order-taking and table setting. Maximising guest satisfaction through effective communication, attention to detail, creative and critical thinking skills will also be taught. The value of leadership and teamwork in running a successful food and beverage enterprise will be emphasised.</p>	2	4
BHT2014	<p>Principles of Marketing for Hospitality & Tourism</p> <p>The subject provides an introduction to hospitality and tourism marketing. It covers the basic marketing theories, concepts and strategies applied in the marketing of hospitality and tourism products.</p>	2	4
BHT2022	<p>Business Etiquette & Service Excellence</p> <p>This subject focuses on two areas, the soft skills aspects of business and customer service. The former illustrates the importance of appropriate dressing, dining etiquette, cross-cultural psychology and skills necessary to make the transition from student academic life to the work place. The latter (service excellence) grooms you to be practical philosophers of customer service. You will be challenged to look beyond the service norms to achieve a much higher level of desired service.</p>	2	3
BHT2027	<p>Sales & Distribution in Hospitality & Tourism</p> <p>Students will learn how companies fulfil customer needs and wants through various strategies such as customer relationship management (CRM), personal selling, negotiation and contracting. Students will also study the multitude of online and offline distribution channels available in the ever-changing tourism landscape and create optimal distribution channel solutions for a business.</p>	2	4

BHT3020	Revenue Management for Hospitality & Tourism Students will be provided with the foundation to appreciate the role and importance of revenue management in the industry when linked to profitability. It will also allow students to integrate their learning with other subjects and offer them an insight into management level decision making in hospitality, especially hotel operations.	3	4
---------	--	---	---

Elective Cluster: Hotel & Accommodation

Subject code	Subject	Level	Credit Units
BHT2005	Food & Beverage Operations & Management Students will learn all aspects of food and beverage operations. Students will discuss historical influences and future trends in the industry and analyse how these forces affect F&B businesses today. Students will also study the steps to opening a restaurant. These include location selection, interior design, menu planning, as well as day to day concerns such as hygiene, sanitation, marketing, staff scheduling, motivation, service styles, customer service issues, profit and loss statements and technological innovations.	2	4
BHT2023	Lodging Operations^ This subject focuses on the fundamentals of lodging operations. It concentrates on the systems and procedures required to operate a lodging establishment. You will gain a clear understanding of the importance of lodging systems and its effect on operations. The focus will be on the integration of the front desk with other operating departments such as housekeeping, reservations, concierge, food & beverage outlets, accounting, engineering and sales/marketing. You will be able to apply knowledge gained to explore new and innovative ways of improving existing lodging operations and management.	2	4
BHT2028	Customer Relationship Management Students will be introduced to the practices, strategies and technologies commonly used to manage and analyse customer interactions. Customer relationships can be enhanced through effective and efficient service processes for customers and the collection of right data to improve business relationships with the aim of customer retention and driving sales growth.	2	4
BHT3015	Lodging Management^ This subject focuses on the fundamentals of lodging operations and management. It concentrates on the roles of the customer, operator and service provider. You will have a clear understanding of the importance of lodging systems and its effect on operations. The subject also provides an overview of the delivery management system. Emphasis will be placed on the property management and preventive maintenance systems as well as the distribution channel. There will be opportunities for you to apply knowledge gained within the area by exploring new and innovative ways to improve existing lodging operations and management.	3	4

BHT3019	Hospitality Service Experiences Management Students will learn to create service experiences in respective lodging properties catering to different interests, such as spa and wellness, golf, recreational activities, eco-tourism experiences among others. They will also learn to involve and empower guests to co-create and co-design these activities so as to enhance guest experiences.	3	4
BHT3021	Strategic Hospitality Management Students will integrate concepts learned and skills developed over the last two years of study to develop a feasible business model and plan that integrate every element within the lodging property. They will develop concepts and ideas for any given lodging property based on their prior knowledge acquired during their learning journey with the diploma.	3	5

Elective Cluster: MICE & Events cluster

Subject code	Subject	Level	Credit Units
BHT2007	Events Sponsorship & Marketing This subject provides you with opportunities to learn a variety of sponsorship and marketing strategies applied in the event sector through the use of case studies. You will be exposed to the theories and concepts applied in sponsorship and marketing, which form a vital component of contemporary event management. This module also aims to develop your presentation, planning and business skills that are critical to securing successful partnerships and collaborations.	2	4
BHT2009	Events Operations & Management^ This subject covers the principles and practices of planning, managing and staging of events. You will learn the various aspects and stages in event planning, budgeting and site management. The study of the operational process, elements and resources available to the event manager in developing quality events will also be covered.	2	4
BHT2031	Key Accounts & Contract Management Students will study the business of managing key accounts effectively and acquire theories and concept related to contract management in the event sector. Students will develop essential key account management skills and business strategies that will lead to improved customer satisfaction and increased customer loyalty.	2	4
BHT3023	Festivals, Sports & Arts Business Students will study the business of festivals, sports and arts concepts in the context of the events industry and learn to plan, develop, program and produce medium and large scale festivals, sports and arts events. They will learn the guiding concepts behind developing an event bid, and the role of sports and arts in the tourism industry.	3	4

BHT3024	Meetings, Conferences & Exhibitions^ Students will learn a variety of theories, concepts and strategies applied in the context of meetings, conventions and exhibitions (MCE). Students will study the diversity of meetings and their roles and contributions in enhancing tourism and destination development. Students will acquire a broad understanding of the planning processes for MCE activities and the different relationships between industry parties and stakeholders.	3	4
BHT3025	Strategic Events Management Students will work with industry professionals directly to propose and develop solutions that showcase the knowledge, skills and abilities gained during their learning journey with the diploma.	3	5

Elective Cluster: Travel & Tourism cluster

Subject code	Subject	Level	Credit Units
BHT2029	Air, Rail & Cruise Business Students will study the tourism transport industry with focus on air, rail and cruise operations and examine the role and relevance of transport in tourism, the inter-modal transport system, international tourist transport infrastructure, including the major air and cruise hubs. Students will understand the policies, regulations, technologies and issues that impact the development of air, rail and cruise business.	2	4
BHT2030	Reservations & Ticketing^ Students will study the reservations and ticketing of airline services and learn to use a Global Distribution System (GDS) to create travellers' profiles, process flights reservations and issue air tickets. Upon completion of this subject, students will receive a 'Certificate in Reservations and Ticketing'.	2	4
BHT3006	Destination Planning & Development This subject examines the processes involved in planning and developing a tourist destination. It provides you with the skills and knowledge necessary to plan, develop, and manage natural, cultural and financial resources in an environmentally responsible manner. It also focuses on the benefits and impacts associated with tourism development, as well as the strategies to enhance the benefits and counter the adverse effects of tourism development.	3	4
BHT3017	Tour & Travel Management Students will study the business of Travel Agents, Tour Operators and Online Travel Agents (OTA). They will learn tour selling, tour contracting, tour planning & costing and tour operations. Students will understand the legal, regulatory, technology and crisis management aspects of the travel business as well as explore emerging trends and challenges impacting the travel industry.	3	4

BHT3018	<p>Corporate Travel Management[^]</p> <p>Students will study the business of corporate travel including those of Travel Management Companies (TMC), Corporate Ticketing Agents, Destination Management Companies (DMC) and Meetings, Incentives, Conferences and Exhibitions (MICE). Students will examine corporate travel policies and reports, client service and acquisition, travel risk management and buyer-supplier relationship management. Students will also be taught the technologies and service configurations used to manage corporate travel and transactions.</p>	3	4
BHT3022	<p>Destination Experience Management</p> <p>Students will study destination experience and service design as well as learn to curate assets such as heritage, culture, nature, attractions, retail and communities of any destination so as to propose tourism ideas that will bring width and depth to the destination. Students will develop destination experiences based on their prior knowledge acquired during their learning journey with the diploma.</p>	3	5

[^]Students will take another cluster of 2 subjects as their minor.

Graduation Requirements

Cumulative Grade Point Average	min 1.0
TP Fundamentals Subjects	40 credit units
Diploma Subjects - Core Subjects - Elective Subjects	77 credit units min 6 credit units
Total Credit Units Completed	min 123 credit units