

COURSE DURATION

14 hours

COURSE SYNOPSIS

This course is targeted towards those in the Tourism sector. We will cover all the technological advances that is impacting or will impact the sector. In this course, we will understand how the various technology that is used or can be implemented in the sector as well as the digital skills that is needed for the workforce in order to function optimally.

Learners will be able to understand and apply analytics to analyse customer profiles, preferences, demands as well as to optimise operational resources. Learners will also be to use automation tools and mobile apps to support business operations like hotel room check-in, flight information, travel itinerary, etc. Finally learners will be able to identify cybersecurity risks associated with the tourism sector and to mitigate those risks.

LEARNING OUTCOMES

By the end of this course, learners will be able to:

- State the jobs and digital skills required in the current and future digital economy
- Describe the work requirements in a technology-rich environment and know the associated cybersecurity risks
- Identify various digital applications and tools in work applications, including widely applicable national and sectoral platforms
- Suggest how data and information can be used
- Perform functional outcomes such as the use of digital tools and software to access various learning paths and content
- Develop a post-course action plan to continue learning (i.e., to identify courses that would allow participants to further deepen their skills in the four key areas).

TRAINING METHODOLOGY

- Interactive lecture
- Group discussion
- Hands-on activity
- Tech-enabled learning through Chatbots and Online Quiz

ASSUMED SKILLS

- Learners must be able to read, write, speak and understand English at Secondary school level
- Learners to have minimum GCE 'O' level or ITE certificate education
- Learner should have at least 1 year's working experience in any industry

- Learners must be able to operate a personal computer, use keyboard and mouse

COURSE CONTENT

Learning Unit 1: Data Analytics

- Introduction
- Importance of Data Analytics in the current and future digital economy for the Tourism (Hospitality) Sector
- Ensuring data is stored anonymously
- Digital Skills and Jobs Awareness for the Tourism (Hospitality) Sector

Learning Unit 2: Automation

- Introduction to Automation
- Programmable Automation
- Using Power Automate to improve office productivity
- Artificial Intelligence in the Tourism (Hospitality) Sector
- Generative Artificial Intelligence such as ChatGPT
- Conversational Automation to enhance customer service
- Autonomous Robots
- Future trends for automation in the tourism workplace

Learning Unit 3: Cybersecurity Risk

- Introduction to Cybersecurity Risk
- Areas of cybersecurity risk and its implication and effect to the individual and tourism sector
- How to mitigate cybersecurity risks? (physical, software, policy and regulatory)

Learning Unit 4: In-demand Digital Tools

- Introduction
- Nationally launched applications
- Using VR and AR as well as autonomous robots for enhance customer experience
- Enhancing customer experience during shopping online
- Introduction to Digital Banks
- Explore upcoming digital technology and impact on how we work, live and interact