

# Travnews

**NATAS**  
NATIONAL ASSOCIATION OF  
TRAVEL AGENTS SINGAPORE

Feb-Apr 2017 • ISSUE 43



*See  
the world*

OFFICIAL OPENING

**17<sup>TH</sup> FEBRUARY 2017**

GUEST-OF-HONOUR

**HIS EXCELLENCY  
MARC ABENSOUR**

**AMBASSADEUR DE FRANCE  
EMBASSY OF FRANCE SINGAPORE**



- + RECORD-BREAKING ATTENDANCE  
AT THE 50TH NATAS TRAVEL FAIR
- + 'SHAPING OUR TOURISM JOURNEY TOGETHER'  
AT ASEAN TOURISM FORUM 2017
- + UNRAVELLING THE SECRETS OF ÜRÜMQI, CHINA



## NATAS EXECUTIVE COMMITTEE 2016/2018

**Mr Devinder Ohri**  
President

**Mr Steven Ler**  
Deputy President

**Mr Simon Er**  
Honorary Treasurer

**Mr Clifford Neo**  
Chairman – Outbound

**Mr Samson Tan**  
Chairman – Inbound

**Mr Albert Ho**  
Chairman – Air Transport

**Mr Micker Sia**  
Chairman – Surface Transport

**Ms Fiona Lim**  
Chairman – Manpower & Training

**Mr Ang Eu Khoon**  
Chairman – Information Technology

**Ms Ong Ling Lee**  
STB Representative

## NATAS SECRETARIAT

**Mr Mohamed Ismail Bin Hussain**  
General Manager  
(Inbound, Surface Transport &  
Manpower & Training)  
ismail.hussain@natas.travel

**Ms Judy Kueh**  
Senior Manager (Finance, Admin & HR)  
judy.kueh@natas.travel

**Ms Magdalene Lim**  
Manager (Events & Marketing)  
magdalene.lim@natas.travel

**Ms Anne Chua**  
Manager (Industry & Membership)  
anne.chua@natas.travel

**Ms Stephanie Hung**  
Senior Executive  
(Marketing & Communications)  
stephanie.hung@natas.travel

**Ms Jacqueline Chin**  
Executive (Events & Marketing)  
jacqueline.chin@natas.travel

**Ms Tracey Law**  
Executive (Industry)  
tracey.law@natas.travel

**Ms Emily Foo**  
Executive (Industry & Membership)  
emily.foo@natas.travel

**Ms Elizabeth Khoo**  
Executive (Admin & Membership)  
elizabeth.khoo@natas.travel

## CONTACT DETAILS UPDATE

**Amadeus GDS Singapore Pte Ltd**  
1 Wallich Street #27-00 Guoco Tower Singapore 078881

**Excite Holidays Pte Ltd**  
Level 4, 71 York Street, Sydney, NSW 2000, Australia

**Golden Site Pte Ltd**  
60 Paya Lebar Road #08-18 Paya Lebar Square Singapore 409051

**Jacco Tours (S) Pte Ltd**  
133 New Bridge Road #09-10 Chinatown Point Singapore 059413

**Star Holiday Mart Pte Ltd**  
1 Magazine Road #07-04/06 Central Mall Office Tower Singapore 059567

## SAY HELLO TO OUR NEW MEMBERS!

**NATAS welcomes the following companies as new members.**

**New Star Travel Pte Ltd**  
New Star Travel specialises in tailor-made packages and ticketing to meet the needs of corporations and individuals.

**Amazing Borneo Travel & Events Pte Ltd**  
Borneo Travel & Events is the first land tour agency in Sabah Malaysia to provide unparalleled travel and touring experiences in the country.

**RX Travel Planners Pte Ltd**  
RX Travel Planners specialise in B2B travel needs, including wholesale ticket sales and travel visa application solutions.

**Ren Ji Tang Pte Ltd**  
Ren Ji Tang is a chartered bus service specialising in inbound, VIP and business travel coach services for the Chinese market.

**Quotient TravelPlanner Pte Ltd**  
Quotient TravelPlanner is a travel agency that specialises in private customised travel.

**AWP Services Singapore Pte Ltd**  
Allianz Worldwide Partners is the world's leading B2B2C specialist for worldwide insurance protection and health care.

## APPROVED MEMBERSHIPS

Company	Classification	Approval Date
New Star Travel Pte Ltd	Ordinary Member	December 2016
Amazing Borneo Travel & Events Pte Ltd	Ordinary Member	January 2017
RX Travel Planners Pte Ltd	Ordinary Member	January 2017
Ren Ji Tang Pte Ltd	Ordinary Member	March 2017
Quotient TravelPlanner Pte Ltd	Ordinary Member	March 2017
AWP Services Singapore Pte Ltd	Associate Member	March 2017

The total number of NATAS members as at 8 March 2017

Ordinary Members: 323

Associate Members: 60

Honorary Life Members: 5

**NATAS Vision** To be a world-class association leading and shaping the travel industry.

**Mission Statement** To strengthen and upgrade the professionalism and capabilities of the travel industry for sustainable growth and profitability.



Commemorating  
ASEAN's 50th  
anniversary at  
the ASEAN Tourism  
Forum 2017

4

Celebrating  
record-breaking  
attendance at  
the 50th NATAS  
Travel Fair 2017

2



Unearth  
Ürümqi

10



## NATAS EVENTS

- 2 Celebrating Record-breaking Attendance at the 50th NATAS Travel Fair 2017
- 4 Commemorating ASEAN's 50th Anniversary at the ASEAN Tourism Forum 2017
- 6 Generating New Ideas to Promote Tourism in Hainan  
Exploring the Best of Haikou at the "Welcome to Haikou" Tourism Presentation  
Learn How to Design One-of-a-kind Travel Experiences at the Travel Towkay Talk & Human Resource Seminar
- 7 Sharing our Thoughts on Terminal 4's Operational Processes  
Discovering the Wonders of Middle-earth with Tourism New Zealand  
Raise Your Voice at the 38th NATAS Annual General Meeting (AGM)

## FOOD FOR THOUGHT

- 8 The Fascination of Singapore for German Holidaymakers

## FEATURED DESTINATION

- 10 Unearth Ürümqi

## WORD ON THE STREET

- 12 NATAS President Mr Devinder Ohri Honoured to Assume the ASEAN Tourism Association Presidency  
German NTO Establishes Office in Singapore  
TMIS Introduces New WSQ Diploma in Tour and Travel Services
- 13 CAG Updates

**Chief Editor** Anne Chua (anne.chua@natas.travel)  
**Editor/Advertising Sales** Stephanie Hung (stephanie.hung@natas.travel)

**NATAS Travnews** is the official publication of the National Association of Travel Agents Singapore (NATAS) and copies of Travnews are not for sales. Reproduction in whole or part without written permission is not allowed. Articles published in NATAS Travnews are the opinion of the authors. The views expressed do not necessarily reflect the views and opinions of NATAS or the Publisher.

**National Association of Travel Agents Singapore**  
120 Lower Delta Road, #03-16 Cendex Centre Singapore 169208  
Tel: (65) 6534 0187 | Fax: (65) 6534 4726  
Website: [www.natas.travel](http://www.natas.travel)  
Facebook: [www.facebook.com/NATAS.official](https://www.facebook.com/NATAS.official)

Soft copy of Travnews can be downloaded at  
[www.natas.travel/Home/MediaCenter.aspx?subid=9](http://www.natas.travel/Home/MediaCenter.aspx?subid=9)

MCI (P) 079/02/2017  
Date of Expiry: 06/02/2018  
Designed by Prime Creatif Pte Ltd



# Celebrating record-breaking attendance at the **50th NATAS TRAVEL FAIR 2017**



The first ever NATAS Travel Fair was held in 1987. It's been a long time since NATAS first opened its doors to the public to share travel inspiration, industry insights and affordable deals, but 50 fairs later and we're still going strong!

Held 17-19 February at Singapore EXPO, the 50th NATAS Travel Fair 2017 saw 110,901 visitors join us to celebrate our Golden Jubilee, not only doubling attendance numbers from last year's fair but also securing the event in NATAS history as the largest crowd turnout ever. In response to this tremendous turnout, Mr Devinder Ohri, NATAS President, expressed: "We are absolutely overwhelmed by the phenomenal support we have received from the travelling public. This historic figure on the cusp of our Golden Jubilee is testament to the confidence Singaporeans have in the NATAS brand."



In keeping with the jubilant celebrations, this year's Travel Fair was designed to be extra special. 50 goodie bags worth \$50 were distributed to the first loyal attendees through the doors each morning. Globetrotting guests had the opportunity to register for Grand Draw and Daily Draw competitions with prizes including airline tickets, luxury

cruises and land tours to faraway destinations like Hong Kong, London and Mumbai. And if all that wasn't enough, members of the public were also invited to discover and plan romantic escapes, adrenaline-pumping adventures and family-friendly holidays over the course of three whole days.







The theme for the historic event was 'See the World' – an apt choice, considering how Singapore is currently experiencing a boom in travel to increasingly far-flung and exotic locations. From Bhutan to the Maldives, Kazakhstan to Kenya, no area of the globe was off limits. With 66 exhibitors spread out over 632 booths, the one-stop event invited visitors to explore a range of wanderlust-worthy deals from cruise operators, travel agents, boutique hotels and luxury resorts, as well as tailored travel itineraries from bespoke travel companies.



Taking inspiration from time-honoured traditions, cultural performers and belly dancers took to the stage to entertain guests, while informative travel talks were also held for curious explorers looking to expand their horizons and discover more about unknown destinations around the world. Highlights included a Dangerous Goods Awareness talk by the Civil Aviation Authority of Singapore and a Travel Photography talk by Canon.



Guest of Honour His Excellency, Mr Marc Abensour, Ambassador of the Republic in France in Singapore opened the event with Mr Devinder Ohri in a ceremony attended by over 200 guests, including embassy dignitaries, travel operators and airline providers. In an emotive welcome address, Mr Abensour spoke of the measures France has recently introduced to encourage tourism despite tightened security, as well as the affect of global issues on the travel industry as a whole.

The record-breaking turnout and overwhelming display of support from so many travel industry leaders and members of the public was warmly received. The response demonstrated the special place NATAS continues to hold in the hearts of intrepid Singaporeans looking to head off the beaten track and explore the world. We can't wait for our 51st Travel Fair on 11-13 August 2017 at Suntec Singapore!







## COMMEMORATING ASEAN'S 50TH ANNIVERSARY AT THE ASEAN TOURISM FORUM 2017



This year's ASEAN Tourism Forum (ATF) was hosted by Singapore, and was particularly special as it coincided with the 50th anniversary of ASEAN. Held from 16 to 20 January 2017 at Sands Expo & Convention Centre, the annual event invited all 10 ASEAN nations to participate and promote ASEAN as a single tourist destination under the theme 'Shaping our Tourism Journey Together'. Organised by STB, ATF 2017 comprised

of National Tourism Organisations (NTOs) Meetings, ASEAN Tourism Ministers Meetings, TRAVEX and the ASEAN Tourism Conference (ATC). STB officially appointed NATAS and SHA to jointly organise TRAVEX and the ASEAN Tourism Conference (ATC).

TRAVEX was held from 18 to 20 January, with Singapore Airlines as the Official Carrier, and supported by partners Changi

Airport Group, the BBC and National Gallery Singapore. Ms Low Yen Ling, Parliamentary Secretary, Ministry of Trade & Industry and Ministry of Education attending the opening ceremony of TRAVEX on 19 January as the Guest of Honour. TRAVEX was a business to business exhibition and exchange where tourism Buyers from around the world systematically met tourism Sellers from the ASEAN region in pre-arrange







scheduled appointments. The event brought over 1,000 delegates together – 660 sellers, 323 buyers and 120 international and local media – across 350 booths. The unparalleled turnout presented an ideal opportunity for suppliers to put ASEAN on the map and demonstrate their unwavering commitment to the promotion of ASEAN tourism.

To encourage unity and create connections, networking sessions were held for sellers and buyers. These sessions presented myriad opportunities for guests to develop business relationships, carry out transactions and build long-term alliances with each other. The event also featured 75 local exhibitors to position Singapore as a compelling gateway destination and an appealing tourist spot in its own right.



There was also a new addition in the form of a Tech Hub. With the impact of technology increasing worldwide, Tech Hub@TRAVEX provided the perfect



opportunity for guests to explore the latest technology solutions and innovations in hospitality. 15 exhibitors presented their products and services over the course of the three days.

ATC took place on 17 January with the theme 'Riding the Digital Wave – the Fourth Revolution'. The conference invited speakers, moderators and panellists to exchange their views on the latest

industry developments and challenges, including the influence of smart technology in travel and the impact of digital marketing on tourism.

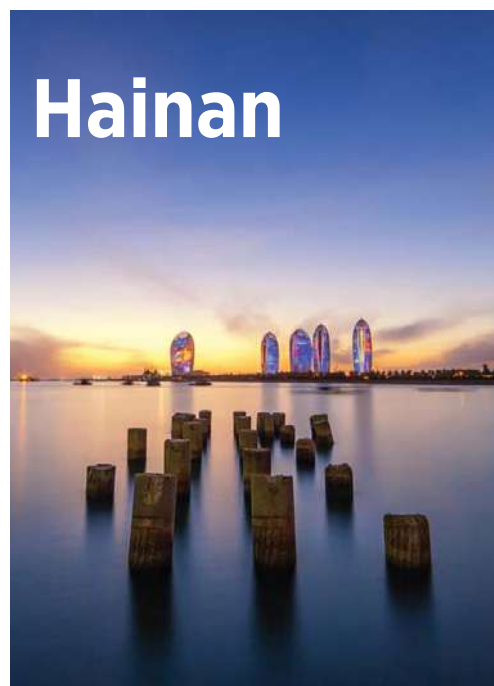
Bringing together industry leaders from around the world, the ASEAN Tourism Forum is always an exciting event. The success of this year's event will hopefully have a positive impact on ASEAN tourism over the next year and for the years to come!



# Generating new ideas to promote tourism in Hainan

At the NATAS Travel Fair 2016, China was named as the fifth most popular travel destination by Singaporeans. Over the years, the country has consistently ranked in the top 10. However, despite three leading airlines offering flights from Singapore, tourism numbers are not growing in China's smallest and southernmost island province – the tropical paradise that is Hainan. Just over 50 million people explore its beautiful coastline, mountain ranges and dense forestland every year.

The Hainan Seminar cum Dinner Function was held at Orchard Hotel on 17 February 2017. Welcoming both NATAS members and travel representations from Hainan itself, the relaxed event offered a chance for the two markets to discuss key issues surrounding the growth of Hainan's tourism as well as generate new ideas to promote the island to Singapore's market. The insightful evening provoked a number of interesting conversations and provided the chance for NATAS members to learn more about travel prospects in Hainan.



## EXPLORING THE BEST OF HAIKOU AT THE “WELCOME TO HAIKOU” TOURISM PRESENTATION

A morning of exotic cultural performances, insightful speeches and exciting destination presentations.



This was what 53 representatives from our outbound member agencies had to look forward to at the 'Welcome to Haikou' Tourism Presentation. Held

on 19 December 2016 at Swissotel The Stamford, the session was hosted by the Haikou City Tourism Board to introduce the scenic attractions of this beautiful city.

Participants mingled and networked over cocktails before watching a presentation on Haikou and walking away with attractive prizes from a lucky draw.

## Learn how to design one-of-a-kind travel experiences at the Travel Towkay Talk & Human Resource Seminar

On 27 April 2017, you are invited to discover new and innovative ways to create one-of-a-kind travel experiences that go beyond ticketing and order-taking. As part of the Travel Agent Roadmap initiative launched in August 2016, various events have been lined up to boost the travel industry's capabilities through three key areas: business transformation, technology and manpower. Business transformation

will be the focus for the full-day Travel Towkay Talk and HR Seminar event.

The HR Seminar will feature keynote addresses centring on 'Good Human Resource – The Key to Increased Bottom Line' and 'Overcoming Challenges of Retaining Talent in your Organisation'. There will also be a panel discussion on HR practices and human capital strategies. The afternoon Travel Towkay Talk will help attendees find new ways

to promote sustainable business growth. Dr Ronald Lim will present 'Making Your Business Sustainable in Uncertain Times', followed by a sharing of case studies by Mr Toh Ming Hon. Gain a fresh insight into business growth initiatives and discover transformative solutions that can be used to create truly unique customer experiences!

More details will be released soon, so keep your eyes peeled!



# SHARING OUR THOUGHTS ON **TERMINAL 4'S OPERATIONAL PROCESSES**



Since its establishment, Changi Airport has been recognised for the efficiency of its terminals. And the upcoming Terminal 4 will be no different. In a bid to ensure the highest level of operational efficiency at the new terminal, Changi Airport invited NATAS Surface Transport Operators to share their feedback on the terminal's new coach stands.

As part of the session, participants boarded a mini coach for a site recce of the stands before flagging their concerns and issues to the T4 Operations team. It was an invaluable opportunity for our members to gain an insight into how a world-class airport is run.

## Discovering the wonders of Middle-earth with **TOURISM NEW ZEALAND**



It was a morning of discovery for 57 representatives from our outbound member agencies as they gathered at Amara Singapore for a destination presentation. Organised by Tourism New Zealand in collaboration with Hertz Singapore and Air New Zealand, the event aimed to introduce the vast potential of New Zealand as a tourist destination.

Attendees were updated on the latest news about the recent earthquake in Kaikoura before receiving helpful tips on how to plan the perfect itinerary to best showcase the wonders of this magical destination.



### Upcoming: **38TH NATAS ANNUAL GENERAL MEETING (AGM)**

Join us at the 38th NATAS AGM on 24 May 2017 at the Marina Mandarin Hotel.

All ordinary and associate NATAS members are welcome to attend.

A circular will be sent to all the relevant parties in due course.






# THE FASCINATION OF SINGAPORE FOR GERMAN HOLIDAYMAKERS

*Doerte Norbeck (Head of Travel & Logistics, Germany), GfK*

The good reputation of the Lion City, as it is translated in English, attracts tourists from all over the world magically. Singapore is the smallest state in Southeast Asia - even smaller than Hamburg, the second largest city in Germany. Regarding tourism, Singapore is a heavyweight: the city is one of the ten most visited cities in the world said Mr. Anthony Tan, APAC Lead, Retail ad hoc. Singapore remains a great attraction for the German tourist. Almost everyone on a trip to Southeast Asia or Australia would at least have a multi-day stopover in Singapore to explore the Asian city.





Price is not the bar. Especially couples, who are particularly willing to spend on holidays, are attracted to Singapore. They represent a sales share of 74.8 percent. 

### **Southeast Asia better than the German market as a whole**

Although the consumer climate in Germany and the willingness to buy in Germany could hardly be better, holiday business in the recent tourism year 2015/16 is declining – in terms of sales by 5.6 per cent. The reason for this is the weakness in demand for Turkey, which has lost almost half of its sales by German tourists. For the long-distance trips a differentiated picture is shown: While the Caribbean is experiencing decent growth, Southeast Asia is declining by 4.8 per cent, but still slightly better than the market as a whole. The decline for Singapore is higher in the German package travel business. However, its fundamental importance has not changed much. Vacations in Southeast Asia represent 3.2 per cent of total sales in the German market. Singapore thereof represents a revenue share of 6.3 per cent (touristic year 2014/15: 6.8 percent).

### **Many holidaymakers from South and East Germany**

“Singapore is considered to be one of the most expensive cities in the world, but this hardly frightens German holidaymakers” says Ms. Doerte Nordbeck, Head of Travel & Logistics,

Germany. Expensive holiday trips are a growth segment within Germany. What is currently losing is the comparatively cheaper mass market. Holidays in the price segment of 3,000 euros or more are 7% of sales in the total market. For holidays in Southeast Asia, the share is already rising to 12.7 per cent and for Singapore even to 18.3 per cent. For the multicultural “Switzerland of Asia”, the traveler from Germany seems to spend comparatively more. The price level of spends on site may be higher in Singapore than in other Southeast Asian countries, but it can stand comparison with Europe. “Measured against the Big Mac Index, an indicator that simplifies the purchasing power internationally, the costs in Singapore are even slightly lower than in Germany” mentioned Ms. Nordbeck. Also interesting in this context: The majority of Singapore vacationers from Germany come from the comparatively prosperous Baden-Wuerttemberg (23.2 per cent), but is followed by the clearly financially weaker federal states in Eastern Germany (21 per cent). This underlines: Price is not the bar. Especially couples, who are particularly willing to spend on holidays, are attracted to Singapore. They represent a sales share of 74.8 percent.

### **Singapore is booked earlier in the year**

The fact that holidaymakers travel 10,000 kilometers or more as the crow to reach their destination speaks for Asia fascinating Germans. Most popular destination in Southeast Asia is, measured in sales, Thailand followed by Indonesia and Vietnam. Singapore is already in fourth place. The other destinations do not have any great importance in Germany: Malaysia, Myanmar, the Philippines and Cambodia do not reach as many holiday sales as Singapore alone. The strongest booking period for Singapore, usually happen at the beginning of the year shown from previous 2 years. Almost one-quarter of the total turnover is generated by German travel agencies in January and February alone

### **The year ahead for German tourists to Asia**

With improving consumer sentiments in Germany based on the latest consumer climate report <http://www.tradingeconomics.com/germany/consumer-confidence>, more consumers travelling to Asia is expected to gain strength in the next 12 months.





# Unearth ÜRÜMQI

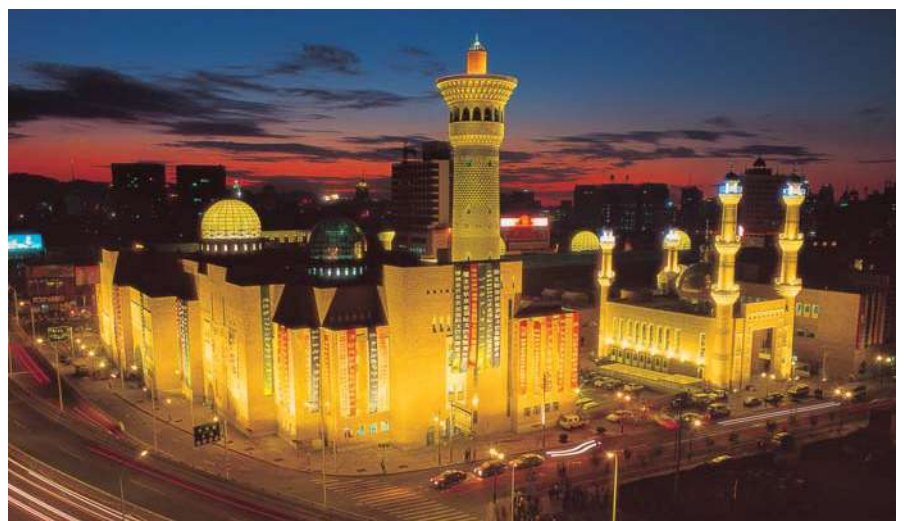
A truly modern city with its own important role in history, Ürümqi is capital of the Xinjiang Uyghur Autonomous Region of the People's Republic of China and the most inland country in the world. Despite its distance from the sea, the city was once an ancient trade hub on the legendary Silk Road trade route; thousands of traders passed through Ürümqi as they travelled from East to West, flogging their wares from distant and exotic lands. Now a fast-growing modern metropolis, the glittering skyline is pierced with skyscrapers and shadowed by the distant outline of the Tianshan Mountains. The contrasting landscape is perfect for eager explorers looking to head off the beaten track. Are you ready to unravel the secrets at the heart of Ürümqi?

## FASCINATING HISTORY

Situated on the ancient trade route known as the Silk Road, just wandering through the back alleys of Ürümqi evokes the sights, sounds and smells

of traditional Uyghur culture. To learn more about the history of the region, step into the Xinjiang Regional Museum and discover over 50,000 relics that tell the story of the lifestyle and heritage of Xinjiang's people. Offering an insight into how generations of people lived and thrived, the collection includes traditional costumes, culinary tools, bronze wares, pottery, coins and fossils as well as the naturally preserved remains of individuals from over 4,000 years ago.

Ürümqi has always been a home for people from an eclectic range of cultures and backgrounds, and this multiculturalism has seeped into the heart of the city. Step into the Shaanxi Mosque to discover a curious combination of Islamic tradition and Hui Chinese architecture. Built during the Qing Dynasty, it's the largest mosque in the city and the only one to feature a traditional Chinese design. In the evening, head over to the International Grand Bazaar – the largest bazaar in the





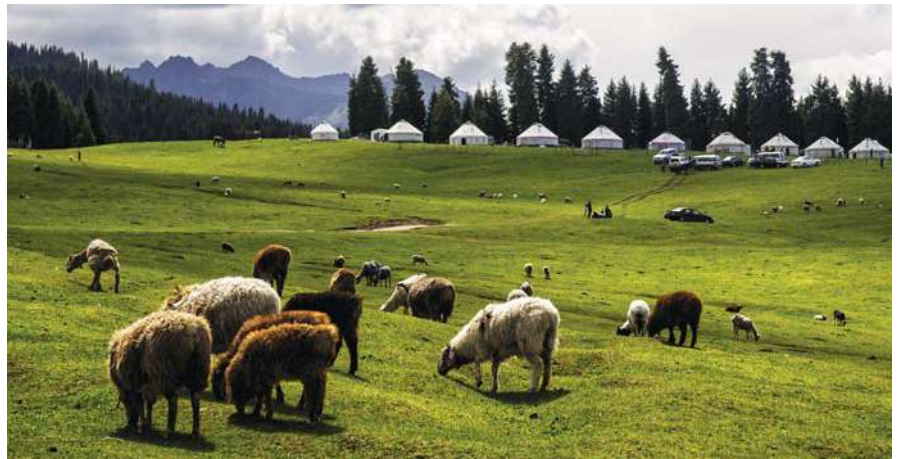
world and an architectural gem in its own right – to tuck into delicious local cuisine, browse traditional souvenir shops and enjoy cultural stage performances such as tightrope walking and folk dancing.

While you're exploring the city, don't forget to scale the central Red Hill to soak up the panoramic views of the skyline – legend has it that the hill was once part of a fiery dragon, slain by the Heavenly Empress after it fled from the safety of the mountains.

### OTHERWORLDLY LANDSCAPES

Ürümqi is ideally located for explorations around the Xinjiang region. No trip would be complete without a visit to The Tianchi Lake, also known as The Heavenly Lake – a crystal-clear mere nestled at the base of Bogda Peak, one of the highest peaks in the Tianshan range and located just 68 miles outside of the city centre. The lake's name traces as far back as the Qing Dynasty and is inspired by two words: Tianjing, meaning heavenly mirror, and Shenchì, meaning the pool of immortals. Legend has it that the shimmering lake was where Xi Wang Mu, the West Queen, first fell in love with the king. Encircled by lush dragon spruces and blooming snow lotus plants, and finished with a sprinkling of snow on the surrounding mountains, the picture-perfect scene offers a tranquil and dreamlike escape from the bustling city. If you're lucky, you may even spot a circling goshawk or two!

Mount Nan Pasture lies south of Ürümqi. With soaring mountains serving as a breathtaking backdrop, the expansive



green fields of Mount Nan are filled with sheep, cattle and horses, herded by the Kazak shepherds who live and work the land. It's not too expensive to stay overnight in a traditional Kazak yurt, and you are welcome to explore the land on horseback or on foot, where you can wander sheltered woods, hop over trickling streams and discover the 40-metre high waterfall that crashes down the mountainside on Nan Shan.

Willing to head a little further afield? Turpan is only around a three-hour drive from Ürümqi, and the extraordinary desert landscape features a scattering of unusual historical relics. Why not explore the ancient Bezeklik Thousand Buddha Caves, a complex network of cave grottos near the ruins of Gaochang,



or visit the fortress of Jiaohe, a remnant from the ancient Anterior Jushi kingdom and one of the Silk Road UNESCO World Heritage sites? If you're seeking a splash of green in the arid landscape, Turpan is also famous for its fertile grape valleys, where you can wander through vineyards, sample sweet fruits and fine wines, and visit local houses to watch the winemaking process.

### OFF THE BEATEN TRACK

Ürümqi is a must-see stop for explorers traversing the old Silk Road route, but it is also undoubtedly a hidden gem for short-term holidaymakers hoping to head off the beaten track. Those unaware of Ürümqi's unique appeal miss out on the opportunity to explore a truly diverse region of China. But that's so much the better for you. With the freedom to roam Xinjiang at your leisure, you can discover a whole new world to wonder at, far removed from many of the usual trappings of tourism. Its snow-dusted mountains and green pastures are waiting – just follow the Silk Road to reach the new Emerald City.



*Image Credits: China National Tourist Office in Singapore*



## NATAS President Mr Devinder Ohri honoured to assume the ASEAN Tourism Association presidency



Mr Devinder Ohri considers it a “humbling honour” to have accepted the role of President of the ASEAN Tourism Association (ASEANTA) in addition to his current role as President of the National Association of Travel Agents Singapore. It is fitting that this appointment falls in the 50th anniversary of the foundation of ASEAN as well as the year in which Singapore will host the ASEAN Tourism Forum. Mr Ohri is determined to continue initiatives already launched by his talented predecessor, Ms Aileen C. Clemente, such as the ASEANTA Excellence Awards 2017 and ASEANTA Tourism Honourees project. “Aileen’s track record and selfless dedication to the Association will be a hard act to follow, and we’re both committed to seeing these [projects] through to fruition,” says Mr Ohri.



## GERMAN NATIONAL TOURIST BOARD ESTABLISHES OFFICE IN SINGAPORE



The German National Tourist Board (GNTB) has opened an office in Singapore on 1 January 2017 to increase and strengthen its marketing developments in Singapore, Malaysia, Indonesia and Thailand. Operating out of the Singaporean-German Chamber of Industry and Commerce, the sales and marketing agency is promoting “Destination Germany” on social media channels ([www.facebook.com/germanytourismasean](https://www.facebook.com/germanytourismasean)) plus trade and press tours in this year.

For more information, please contact:  
Mr Chun Hoy Yuen  
Director, Marketing and Sales (ASEAN)  
Telephone: **+65 6433 5358**  
Email: [hoyyuen.chun@germany.travel](mailto:hoyyuen.chun@germany.travel)  
GNTB global website: [www.germany.travel](http://www.germany.travel)

## TMIS INTRODUCES NEW WSQ DIPLOMA IN TOUR AND TRAVEL SERVICES



School graduates and newcomers to the tourism industry now have more options to pursue their interests in the tour and travel trade. TMIS is pleased to announce that our revamped WSQ Diploma in Tour and Travel Services (DTTS) is now open for enrolment.

Specially designed for individuals who aspire to hold supervisory, and eventually management positions in the tourism industry, the DTTS consists of 11 modules addressing various aspects of travel-related management issues including ‘Developing and Implementing Business Strategies’, ‘Conducting Market Research’ and ‘Managing Budgets’.

Developed and conducted by industry professionals with decades of management experience and requisite academic qualifications, this Diploma programme promises to provide learners with insights into industry’s best practices and practical case studies on the operations of the tour and travel businesses. Upon completion of the

programme, learners will be equipped with the necessary skills and knowledge to contribute to the tourism industry in Singapore!

Government subsidies (SkillsFuture and others) are applicable to Singaporeans and Permanent Residents.

Contact TMIS to learn more about the WSQ Diploma in Tour and Travel Services.

Please visit the following websites for more details on funding, subsidies and awards:

SkillsFuture Credit: [www.skillsfuture.sg/credit](http://www.skillsfuture.sg/credit)

WSQ Qualifications Award: [www.skillsfuture.sg/qualificationaward](http://www.skillsfuture.sg/qualificationaward)

SkillsFuture Study Award: [www.skillsfuture.sg/studyawards/travel-agent](http://www.skillsfuture.sg/studyawards/travel-agent)

PIC: [www.iras.gov.sg/irashome/Schemes/Businesses/Productivity-and-Innovation-Credit-Scheme/](http://www.iras.gov.sg/irashome/Schemes/Businesses/Productivity-and-Innovation-Credit-Scheme/)

Learners who are not ready for the WSQ Diploma in Tour and Travel Services can join the Higher Certificate in Tour and Travel Services. Contact TMIS to find out more. Call 6238 8688 or email: [info@tmis.edu.sg](mailto:info@tmis.edu.sg)

# CAG UPDATES



Royal Caribbean International has announced its second multi-million dollar marketing partnership with Changi Airport Group and Singapore Tourism Board. The exciting partnership will promote cruises out of Singapore on Royal Caribbean's luxury liners Ovation of the Seas and Voyager of the Seas, a venture that is projected to generate over \$26 million tourism dollars.

For the Ovation of the Seas inaugural season, over half of the bookings have been made by overseas passengers on five and 12-night cruising trips out of Singapore to visit exotic destinations in Asia. That means it's going to be another busy year for Changi Airport, with the collaboration estimated to bring in an additional 45,000 overseas visitors between March and June 2017.

The cruise line first collaborated with Changi Airport Group and the Singapore Tourism Board in August 2015 to promote luxury cruises on Mariner of

the Seas. That partnership has seen over 65,000 overseas guests fly into Changi Airport to sail on Mariner of the Seas since October 2016.

The ongoing success of the alliance has been in part due to Changi Airport's global connectivity and flight capability, which cements Singapore's status as a cruise hub for Asia Pacific region. And with double-digit growth in cruise capacity over the past year, cruise tourism is set to continue booming in Asia.

Mr Peh Ke-Wei, Changi Airport Group's Vice President of Passenger Development, said: "We are delighted to enter into a second tripartite collaboration with Royal Caribbean



*Image Credits: Royal Caribbean International*

International and Singapore Tourism Board. Fly-cruise traffic has performed well in recent years, and Changi Airport seeks to further grow this segment together with our partners, as part of Changi Airport's aim to grow different passenger segments in Singapore. With these new offerings, visitors to Singapore will have more travel options."

As testament to the ongoing growth of the cruise segment, Royal Caribbean has also announced its longest-ever deployment in Singapore for 2017-2019. It is lining up a total of 72 sailings on Mariner of the Seas, Ovation of the Seas and Voyager of the Seas between 2017 and 2018. It looks as if the cruise tourism industry will stay afloat for a long time to come!





# WSQ Diploma in Tour and Travel Services

## Introduction

The WSQ Diploma in Tour and Travel Services is a qualification developed within a national framework that equips learners with skills and knowledge to gain competence in management in the fast-changing tourism industry. Learners are required to complete a wide range of modules ranging from budget, market research, ethics, business strategies, managing change and crisis, human resource and travel operations.

## Units

- Lead with Service Vision (16 hours)
- Direct Market Research (20 hours)
- Develop and Implement Business Strategies (32 hours)
- Develop Relationship with New Corporate Clients (24 hours)
- Apply Ethics and Transparent Business Practices (24 hours)
- Manage Travel Operations (24 hours)
- Develop Risk Management Plan (22 hours)
- Manage Crisis Situation (16 hours)
- Manage Visitor Services (16 hours)
- Manage Training (24 hours)
- Manage Budget (40 hours)

## Course Duration

Full Time: 6 months  
Part Time: 8 months

## Mode of Instruction

Lectures, group discussions, assessments, case-studies, exercises and activities

## Entry Requirement

- GCE 'O' Level with credits in English and Mathematics OR
- WSQ Advanced Certificate OR
- WSQ ES Workplace Literacy and Numeracy Level 5

## Certification

Upon successful completion of the course, participants will receive a WSQ Diploma in Tour & Travel Services certificate.

## Course Date

Part Time: 24 April 2017, Full Time: 15 May 2017

## Course Fee

SG\$6,500 (up to 95% SSG funding)\*

\*Term & condition apply