

E-Guide

The 4TH China-ASEAN Tourism Education Alliance (CATEA) International Conference (CATEA 2020/2021)

Emerging Trends in Tourism: Impact on Tourism Education

16 January 2021, Singapore



The 4TH China-ASEAN Tourism Education Alliance (CATEA) International Conference (CATEA 2020/2021)

Organised By
East Asia Institute of Management (EAIM)

Hosted By
East Asia Institute of Management (EAIM)
Tourism Management Institute of Singapore (TMIS)
Guilin Tourism University

16 January 2021, Singapore





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WELCOME ADDRESS by Chairman of EAIM, Dr Andrew Chua



Distinguished Professor Cheng Daopin, President of Guilin Tourism University (GTU), Distinguished Mr Zhang Hailin, Secretary General of China-ASEAN Tourism Education Alliance (CATEA), Professor of Guilin Tourism University, China, Distinguished Fellow Founding Leaders of the CATEA, VIPs , Participants, Students, Ladies and Gentlemen.

First of all, on behalf of the East Asia Institute of Management and co-host the Tourism Institute of Management I would like to thank the China-Asean Tourism Education Alliance (CATEA) and Guilin Tourism University for their strong support and advice in organising today's event –

the 4th The China-ASEAN Tourism Education Alliance (CATEA) International Conference 2020/2021 in the midst of the coronavirus pandemic. I would also like to thank the Organising Committee for the great effort in putting their act together under this usual circumstance.

It is my pleasure and honour to welcome you to the 4th the China-ASEAN Tourism Education Alliance (CATEA) International Conference 2020/2021. The theme for this year's conference, Emerging Trends in Tourism: Impact on Tourism Education, cannot be more timely and relevant, coming at a time and a covid-19 pandemic that has wreaked havoc on economies worldwide.

As we enter 2021, there are early signs of the prospects of the recovery of tourism. A growing number of destinations had started to open up again to international tourists. UNWTO reported that as early as of September 2020, 43% of destinations had eased restrictions. Obviously more needs to be done and it is urgent, indeed imperative that all parties – governments, tourism agencies and private associations and tourism education institutions to work together and closely to get global tourism moving again.

Whatever the outcome of the responses to the pandemic, what's most likely in the aftermath is that the attitudes, motivations and preferences of tourists will have changed for the foreseeable future, perhaps forever.

This year's CATEA conference can make a timely contribution to help the tourism industry in the countries represented here this morning to get back on its feet. As a gathering of some of the tourism sectors key players – business leaders, experts, educators, college principals, entrepreneurs and tourism agencies – we will play important roles to drive the future development of tourism strategies and tourism project implementation as a force of national economic development. In our deliberations and sharing of views, opinion and experiences, we will come to recognise the varying impact of the tourism industry.

Delegates participating in the conference will further note that the four panel sessions cover a wide range of topics. These range from thematic nature, spiritual, and heritage tourism, tourism in the millennial era, tourism policy, planning and development and the impact of innovation and technology in the promotion and delivery of value and experienced-enhanced tourism projects. All these will ensure that each delegate actively participating will leave the conference with useful and valuable takeaways for back-home adoption.

I am optimistic that our deliberations, exchanges and research-based presentations in CATEA 2020/2021 can contribute, collectively, to a postcovid-19 recovery of our industry among the countries we represent, namely China and the ASEAN countries. It will be a tourism recovery under a new normal that will, among other things, create employment and rising incomes.

On this positive note, I wish every delegate a time of fruitful and stimulating conferencing.

WELCOME ADDRESS by the Party Secretary of Guilin Tourism University, China, Secretariat of China - ASEAN Tourism Education Alliance (CATEA) Ms. Lin Na



China and ASEAN are most important partners in tourism of each other. As Chinese visitors, there are earliest and most popular tourist destinations include Singapore, Malaysia, and Thailand. As same time, Millions tourists from ASEAN come to China for tourism, business, family visit, and study every year. Otherwise, China and ASEAN are become largest trading partners for each other since 2020. The Alliance of China-ASEAN Tourism Education was launched by the China-ASEAN Center, Guilin Tourism

University, and other 18 institutes and enterprises around tourism industry in 2017. For the four years, there are totally four China-ASEAN International Forums of Tourism Education were held since date of establishment. We meet together in the cloud at this special time. We believe the forum will further promote the comprehensive communication and cooperation, and will contribute wisdom and strength for industry recovery and upgrading through the seminar of China-ASEAN tourism education and industrial development.

WELCOME ADDRESS by President of Guilin Tourism University, China, Secretariat of China - ASEAN Tourism Education Alliance (CATEA) Prof. Cheng Daopin



At the beginning of 2021, we welcome the 4th China-ASEAN International Forum of Tourism Education which prepared for a long time. First of all, on behalf of the Secretariat of the Alliance of China-ASEAN Tourism Education and China Guilin Tourism University, I would like to extend a warm welcome to the leaders, guests, teachers, and students to participate in the forum! I would like to express my cordial greeting to our old and new friends who supported and focused on the Alliance of

China-ASEAN Tourism Education! I would like to make a high tribute to the lecturers and students from EAIM who are organizer of this forum! Because of global epidemic, we cannot meet face to face and hand in hand in this forum. The performance of this forum will be changed. However, promoting the talent training and academic level in the region, it is remains unchanged that gather our wisdom and strength to build up an innovative mechanism of China-ASEAN tourism education cooperation. The epidemic will be eventually dissipated, and the sun is still rising. We have more confidence that tourism is still an industry of happiness with the potential of development. We look forward to cooperation of China-ASEAN tourism education and the cultural tourism industries take off again.

WELCOME ADDRESS by Hon. Chairman of TMIS, Mr Wong Soon Hwa



We are now into the second year of the COVID19 pandemic. It has been a traumatic year for the world and the tourism industry. According to the International Air Transport Association, the Covid19 pandemic-induced border shutdowns had resulted in up to 1 billion less international tourists in 2020. This threatens to result in 46 million lost jobs in both aviation and tourism sector. The loss in global GDP will go up to US\$1.8 trillion. We know that 2021 will be better. Vaccines are being rolled out by governments worldwide while more vaccines are being announced. Governments are also attempting to roll out international travel albeit at modest scale. Organisations, commercial and not-for-profit alike, are working out plans to help everyone through this crisis and in preparation for the post-Covid19 world.

What is the role of the education institutions in preparing our learners for the new normal in 2021 and beyond? I would like to share the experience from TMIS First, TMIS, being a leading tourism training institution in Singapore, supports the policies and follows closely the advice of the Singapore government. During the Circuit-breaker imposed by the Singapore government from 7 April 2020 to 1 June 2020, we suspended all face to face training programmes. Second, for programmes that are possible for conversion to online training, we switched to Zoom and other video conferencing platforms. These created a steep learning curve for both the trainers and learners. There was some initial resistance, but the learners eventually realised that learning should not pause because of the Covid19 and they got on board. I am happy to report that in general, learning was not compromised. Third, now that with the situation in Singapore back to some form of normality and with TMIS back to daily operations, we follow the guidelines of the Singapore government in ensuring that our staff and learners follow safe management measures such as wearing face masks, temperature checks and regular hand washing. Beyond the three measures above, we are also updating our curriculum to equip our learners with knowledge and skills for the post pandemic world. Tourism is a high touch service industry but it is not immune to the impact of technological advance. Our programmes need to help our learners navigate the latest technologies so that when they join the industry, they can perform more efficiently and more effectively. For example, our trainee tourist guides are learning to adapt to guiding with an audio guiding system that can be downloaded as an app onto their smartphone. In the past, tourist guides had to purchase a costly audio guiding system but now the system is the smartphone! Even when the pandemic is over, these tourist guides will have a new tool to conduct their tours with. Eventually when the borders of Singapore reopen, it will be even more crucial for service providers in Singapore to be able to protect our tourists through observance of safe management measures and other guidelines. It will be challenging for our service providers to get the tourists to obey and abide by these measures while maintaining the same high level of service. TMIS is working closely with the relevant government body to develop a Tourism Concierge programme that helps our service providers to be able to better communicate with our tourists. I am sure in turn, Singapore will enhance our reputation as a top tourism destination with the best service. Tourism is an immensely important industry and I am sure I speak for everyone here today that it is our sincere hope that the industry will be back to normal soonest possible. While we work hard towards reviving our industry, the Covid19 pandemic is also an opportunity to review our practices in the past to prepare for a future with sustainability and better opportunities for all. I wish everyone good health and all the best.



ABOUT THE CHINA ASEAN TOURISM EDUCATION ALLIANCE (CATEA)

A Brief Introduction to the CATEA

Initiated by the ASEAN China Center and Guilin Tourism University along with another 18 tourism schools and enterprises in China and ASEAN, the China ASEAN Tourism Education Alliance (CATEA) is a non governmental organization established on the voluntary basis.

The alliance is aimed to assist the "Belt and Road Initiative" and construct the China ASEAN tourism education community as 2017 is the China ASEAN Tourism Year. To promote the cooperation between tourism schools in China and ASEAN and upgrade the educational quality, the alliance is also created to better serve the China ASEAN Tourism cooperation, the economic development and social prosperity in this region.

The founding members signed the Declaration of the Alliance Establishment during the 10th China ASEAN Education Exchange Week, which marked the founding of the CATEA. The Secretariat of the Alliance sets up at Guilin Tourism University.

Logo Description

The 11 stripes in the logo represent the unity of China and the 10 ASEAN member states. The logo looks like an open book and a big tree, which usually linked to education. Meanwhile it also resembles a colorful mountain made of tree leaves, which often related to tourism. The simple but elegant logo, as a whole, symbolizes our common vision of the Alliance: the union and cooperation between us to advance the innovation and healthy development of tourism education.

Founding Members of the CATEA



中国华侨大学旅游学院
College of Tourism,
Huaqiao University, China



越南下龙大学
Ha Long University, Vietnam



文莱文莱大学
University of Brunei Darussalam,
Brunei



中国南开大学旅游与服务学院
College of Tourism and Service
Management, Nankai University,
China



老挝国立旅游与酒店管理学院
Lao National Institute of
Tourism and Hospitality, Laos



中国广西维伯教育管理服务有限公司
Guangxi Webster Education
Group, China



中国桂林旅游学院
Guilin Tourism University,
China



缅甸国立工商学院
Myanmar National Management
Degree College, Myanmar



中国桂林旅游股份有限公司
Guilin Tourism Corporation,
China



中国上海旅游高等专科学校
Shanghai Institute of Tourism,
China



埔寨国立管理大学
University of Management,
Cambodia



菲律宾酒店管理教育指导协会
Association of Administrators in
Hospitality, Hotel, Restaurant
Management Educational
Institutions, Philippines



中国四川旅游学院
Sichuan Tourism University,
China



菲律宾将军市系统技术学院
STI College General Santos,
Philippines



中国澳门旅游学院
Institution of Tourism Studies,
Macao, China



中国广州大学旅游学院
Sino French College of
Guangzhou University, China



印度尼西亚特里沙克蒂旅游学院
Trisakti School of Tourism,
Indonesia



泰国川登喜大学
Suan Dusit University, Thailand



中国北京联合大学旅游学院
Tourism College of Beijing
Union University, China



新加坡东亚管理学院
East Asia Institute of Management,
Singapore



马来西亚泰莱大学
Taylor's University, Malaysia

AGENDA

THE 4TH CHINA ASEAN TOURISM EDUCATION ALLIANCE (CATEA) INTERNATIONAL CONFERENCE (CATEA 2020/2021) 16 January 2021, SINGAPORE

Hosted by:
EAST ASIA INSTITUTE OF MANAGEMENT (EAIM) & TOURISM MANAGEMENT INSTITUTE OF SINGAPORE (TMIS)
& GUILIN TOURISM UNIVERSITY, CHINA

THEME: EMERGING TRENDS IN TOURISM: IMPACT ON TOURISM EDUCATION

16 January 2021 (Saturday: 0900 hrs - 1400 hrs)			
Time	Event		Venue
0900	Opening Ceremony of 4th CATEA International Conference 2020/2021 - Welcome address by Principal & Executive Chairman of East Asia Institute of Management, EAIM, Dr Andrew Chua - Speech by President of GTU and CATEA Secretariat Prof. Cheng Daoping - Speech by Hon. Chairman of TMIS, Mr Wong Soon Hwa		EAIM Auditorium / Live Telecast
	Performance : Er Hu (二胡) By Mr. Liu Bolin (Existing MBA Student, EAIM)		
0930	Break		Outside EAIM Auditorium
0945	PANEL SESSION 1 (EAIM Auditorium / Live Telecast) Moderator : Mr Teo Puay Kim, Director Programmes and Business Operations, Tourism Management institute of Singapore (TMIS) Asst Moderator : Dr Chen Sheng, Lecturer EAIM	PANEL SESSION 2 (EAIM Seminar Room / Live Telecast) Moderator : Mr. Wong Soon Hwa, Chairman & Life member @ Pacific Asia Travel Association (PATA), Honorary Chairman @ Tourism Management Institute of Singapore (TMIS) , CEO @ AsiaChina Pte. Ltd. Asst Moderator : Dr Yun Li Hong, Lecturer, EAIM	PANEL SESSION 1 (EAIM Auditorium / Live Telecast) PANEL SESSION 2 (EAIM Seminar Room / Live Telecast)

	<p><u>Thematic Tourism</u> Speaker 1 : Dr Kalinga Seneviratne, Former Research Head, Asian Media Information and Communication Centre (AMIC), Nanyang Technological University, Singapore Topic : ASEAN Cultural and Spiritual Tourism</p> <p>Speaker 2 : Professor Datuk Seri Victor Wee Eng Lye, Professor, School of Hospitality, Tourism & Events, Taylor's University, Malaysia, CATEA Member Topic : Chinese Pilgrims Contribution to Buddhist Tourism in India</p> <p>Speaker 3 : Mr Lim Kooi Fong, Founder / Owner, Bodhi Vision / Buddhist Travel, Malaysia Topic : Towards Sustainable Development of Buddhist Tourism in SEA</p> <p>Speaker 4 : Anna Mae H. Panton, Student of Tourism Department, STI College – GEN. SANTOS INC, the Philippines, CATEA Member Topic : Cultural and Heritage Tourism</p> <p>Speaker 5 : Kyth D. Ante, Student of Tourism Department, STI College – GEN. SANTOS INC, the Philippines, CATEA Member Topic : Opportunities and Challenges of Community based Tourism</p> <p>Speaker 6 : Robiyatul Adawiyah, Lecturer and International Expert of World Skills Competition, Trisakti School of Tourism, Indonesia, CATEA Member Topic : Organic Antioxidant Infusion Drink by the Reusing of Grape Pomace : Turning Winery Waste into Profit</p>	<p><u>Tourism Policy, Planning, and Development</u> Speaker 1 : Dr Gloria Baken Wong-Siy, Founder / President, AAHRMEI, the Philippines, CATEA Member Topic : Cultural and Visionary Art for Tourism Development Through Collaboration and Partnership with ASEAN Countries</p> <p>Speaker 2 : Dr Yun Lihong & Meisie Yang, Lecturers, East Asia Institute of Management, Singapore, CATEA Members Topic : E-human Resource in the Era of Smart Tourism and Gig Economy</p> <p>Speaker 3 : Jewel Mae L. Malone, Student of Tourism Department, STI College – GEN. SANTOS INC, the Philippines, CATEA Member Topic : Crisis and Disaster Management for Tourism</p> <p>Speaker 4 : Dr Choo Poh Wai, (delivered by Lim Tjie Siew) Assistant Professor, Tunku Abdul Rahman University College (TAR UC), Penang, Malaysia Topic : The Effect of Hotel Absorptive Capacity on Service Innovation: Knowledge-based Technology as Catalyst</p> <p>Speaker 5 : Tessina L. Nurtanio, Lecturer of Travel Department, Trisakti School of Tourism, Indonesia, CATEA Member Topic : Women Empowerment to Develop Rural Tourism Through Food Home Industry : Case Study Sakerta Timur Village, Kuningan, West Java, Indonesia</p> <p>Speaker 6 : Professor JS Perry Hobson, Sunway University, School of Hospitality, Malaysia Topic : From No Tourism to New Tourism: Re-thinking and Re-starting Tourism in a Post-COVID World"</p>	<p>PANEL SESSION 1 (EAIM Auditorium / Live Telecast)</p> <p>PANEL SESSION 2 (EAIM Seminar Room / Live Telecast)</p>
1130	Tea Break		Outside EAIM Auditorium

1145	Performance : Opera Singing By Fayola Ryo Eldora (Existing Student, EAIM)	EAIM Auditorium / Live Telecast	
	<p>PANEL SESSION 3* (Auditorium)</p> <p>Moderator : Lim Tjie Siew, Head of Department, Hospitality and Tourism, EAIM</p> <p>Asst Moderator : Amanda Kang, Head of Department, Business and Management, EAIM</p> <p>Tourism in Millenia Era Speaker 1 : Mr Teo Puay Kim, Director Programmes and Business Operations, Tourism Management Institute of Singapore, Singapore, CATEA Member Topic : Synchronous Virtual Training – How Trainers in Singapore Adapts to Conducting Training Online During the COVID-19 Pandemic</p> <p>Speaker 2 : Glenna N. Albios, Dean of Tourism Department, STI College– GEN. SANTOS INC, the Philippines, CATEA Member Topic : How to Market Tourism Using Social Media Platforms, Big Data Analytics, AI, AR, VR</p> <p>Speaker 3 : Mr Norman Hassan, Lecturer, East Asia Institute of Management, Singapore, CATEA Member Topic : Teaching Adult Learners in the New Millennial</p> <p>Speaker 4 : Ann Gilyn B. Premarion, College Dean STI College – GEN. SANTOS INC, the Philippines, CATEA Member Topic : One STI Learning Model: Delivering Tourism Education Amidst COVID-19 Pandemic</p> <p>Speaker 5 : Mr Zhou Yulin, Masters Student, East Asia Institute of Management, Singapore, CATEA Member Topic : Implications of Tourism Industry 4.0 on Chinese Tourism Development : A Consumer Behavior Perspective</p>	<p>PANEL SESSION 4** (Seminar Room)</p> <p>Moderator : Professor Zhang Hailin, Secretary General of China-ASEAN Tourism Education Alliance (CATEA), professor of Guilin Tourism University, China</p> <p>Challenge in Innovating Tourism Products Speaker 1 : Professor Zhang Xianchun, Dean of Belt and Road International School, Guilin Tourism University (GTU), China, CATEA Secretariat Topic : The Recovery of China - ASEAN International Tourism and the Action of Alliance</p> <p>Speaker 2 : Mr Jing Junchao, Masters Student, Trisakti School of Tourism, Indonesia, CATEA Member Topic : Tourism Enterprise Operational Resilience Under the Impact of COVID 19</p> <p>Speaker 3 : Ms Zhang Wenjuan, Student, Guilin Tourism University (GTU), Guilin Tourism University (GTU), China, CATEA Secretariat Topic : A Study on the Impact of E-commerce Business to Local Enterprises in Thailand</p> <p>Speaker 4 : Ms Lan Weidian, Undergraduate Student, North China Electric Power University, China Topic : Chinese E-commerce Investment in Indonesia : A Perspective of Symbiosis Theory</p>	<p>PANEL SESSION 3 (EAIM Auditorium / Live Telecast)</p> <p>PANEL SESSION 4 (EAIM Seminar Room / Live Telecast)</p>

	<p>Speaker 6 : Miss Shiela Mae J. Halasan, Student of Tourism Department, STI College - GEN. SANTOS INC, the Philippines, CATEA Member Topic : Social Media Marketing of Tourism</p> <p>Speaker 7 : Rizqy Arya Pratama, Student of Trisakti School of Tourism, Indonesia, CATEA Member Topic : The Effect of Brand Trust and Marketing Mix Strategy Towards 3,4, and 5 Rating Star Hotel Performance in Indonesia During the COVID-19 Pandemic</p>	<p>Speaker 5: Mr. Brent Roi Gutierrez, Student of Tourism Department, Lyceum of the Philippines University, AAHRMEI, the Philippines, CATEA Member Topic: Tourism Impact to the Municipality of Taal: Basis for Sustainable Development</p> <p>Speaker 6: Li Yuwen, Director of Higher Education Program, Webster Education Group Topic: The Role of Enterprise in the Innovation and Development of China-ASEAN Tourism Education in the Post Pandemic Era</p> <p>Speaker 7: Miss Dianne O. Acosta, Student of Tourism Department, STI COLLEGE - GEN. SANTOS INC, the Philippines, CATEA Member Topic: Transforming Traditional Community to Actors of Tourism Industry 4.0</p>	<p>PANEL SESSION 3 (EAIM Auditorium / Live Telecast)</p> <p>PANEL SESSION 4 (EAIM Seminar Room / Live Telecast)</p>
1345	Closing Ceremony of 4th CATEA International Conference by Mr Wong Soon Hwa, Hon. Chairman of TMIS		EAIM Auditorium / Live Telecast
1400	End		

ORGANIZING COMMITTEE

Chairperson: Dr. Tan Jing Hee

Vice Chairperson: Dr. Eric Lim

Secretariat: Prof. Zhang Hailin
Prof. Zhang Xianchun
Ms. Ma Jingwen

Members: Mr. Patrick Teo
Mr. Chua Yong Beng
Mr. Richard Tan
Ms. Amanda Kang
Dr. Yun Li Hong
Dr. Chen Sheng
Mr. Asrof Fabiani bin Ahmad
Mr. Foo Wee Kiat
Dr. Fennie Lee
Ms. Lim Tjie Siew
Ms. Evon Lai
Mr. Kino Zhang
Mr. Chen Lu
Mr. Wee Chin Hock

ABOUT SINGAPORE



Singapore , officially the Republic of Singapore, is a sovereign city-state and island country located in maritime Southeast Asia. Singapore lies about one degree of latitude (137 kilometres or 85 miles) north of the equator, and is situated off the southern tip of the Malay Peninsula, and, by extension, the southernmost extremity of continental Eurasia. The island country shares its southern maritime border with Indonesia's Riau Islands, its northern, western, and eastern maritime borders with the Johor state of Peninsular Malaysia, and is in the vicinity of Sumatra to its west and Borneo to its east. It is enveloped by the littoral waters of the Johore Strait to its north and the Singapore Strait to its south, and is geographically positioned within the confluence of the Indian and Pacific Oceans, being bounded by the Malacca Strait to its west and the South China Sea to its east. The country's territory is composed of one main island, 63 satellite islands and islets, and one outlying islet, the combined area of which has increased by almost 25% since the country's independence as a result of extensive land reclamation projects.

OVERVIEW EAIM



30 Years of Nurturing Career-ready Professionals

Over the past 30 years, Singapore has established a reputation as a centre of educational excellence in terms of the quality of local and international institutions located here, as well as its attraction to international students as part of the Global Schoolhouse initiative. At East Asia Institute of Management (EAIM), we are proud to be part of this development in attracting local and International students. Consistent with our founding vision to be a world-class educational institution, we put in place, at the onset, robust structures, systems and processes, and established both the Academic Board and the Examination Board to ensure academic rigor of our programmes and integrity of our examination system. Today, we are a premier private Education Institutions (PEIs) in Singapore, offering a comprehensive suite of undergraduate and postgraduate programmes across major disciplines. In addition to our Diploma and Advanced Diploma programmes, we are collaborating with 4 universities from the UK – Queen Margaret University, Edinburgh Business School (Heriot-Watt University), De Montfort University and Aston University to offer Bachelor's and Master's Degree programmes. Our range of programmes includes Hospitality & Tourism Management, Business Management, Accounting, Finance, Business Information Systems, Marketing, Medical Bioscience, Psychology and many more.

With the inception of the Council for Private Education under the Private Education Act in December 2009, EAIM was among the first batch of few PEIs to be awarded the inaugural 4-year EduTrust certification. It had successfully renewed both the ERF and EduTrust Certification throughout the years. If you have the aspiration to succeed, your learning journey with us could be a fruitful and enriching experience. We are confident that the transnational and employabilitycentered education you receive at EAIM will equip you with the 4Cs for professional success – i.e to become a graduate who is Competent, Confident, Creative and Committed.

OVERVIEW TMIS



Tourism Management Institute of Singapore
A member of EASB Education Group & the official training arm of NATAS



The Tourism Management Institute of Singapore (TMIS) is a member of the EASB Education Group and the Official Training Arm of the National Association of Travel Agents Singapore (NATAS). It was established in 1987 to upgrade the professionalism, service and productivity of the travel and tourism industry. Over the years, TMIS has evolved to become a notable training provider that provides industry related training and skills upgrading for those who aspire to join the travel and tourism industry.

Tourism Education Excellence

The Tourism Management Institute of Singapore (TMIS) has its genesis in 1987 and was previously known as the Centre for Tourism-Related Studies (CTRS). In November 2000, it was officially relaunched as a 100% owned subsidiary and official training arm of NATAS and renamed as the Tourism Management Institute of Singapore (TMIS). It has since been at the fore-front of all training and skills/capability upgrading of the tourism industry in Singapore. Since its inception, TMIS have trained more than 50,000 students for the tour and travel industry and offer a wide spectrum of tourism courses, from certificate, diploma, undergraduate and post-graduate courses, all of which are registered with the Committee for Private Education (CPE) and are internationally accredited and recognised. In 2018, TMIS became a subsidiary of East Asia Institute of Management Pte Ltd, a member of the EASB Education Group. It continues as the official training arm of NATAS and maintain the government-industry-education tripartite symbolic relationship and actively participated in the Industry Transformation Map to identify future skills needed for the travel and tourism industry. With more than 30 years of experience in the travel and tourism industry, TMIS is well-equipped to provide training for international students and staff of the travel and tourism industry. To ensure our continuing value and relevance, TMIS had adopted regional perspective in our strategic goals and established ourselves as a notable tourism training institute in the region.



CONTACT US



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