<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Attractions Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSC</td>
<td>Attractions Programme Development</td>
</tr>
<tr>
<td>TSC Description</td>
<td>Manage programmes catered for attractions visitor groups</td>
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</tbody>
</table>

### TSC Proficiency Description

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<tbody>
<tr>
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<td>TOU-ATO-2007-1.1</td>
<td>TOU-ATO-3007-1.1</td>
<td>TOU-ATO-4007-1.1</td>
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<tr>
<td>Support the development and delivery of programmes for visitor groups to the attractions</td>
<td>Develop programmes for visitor groups to the attractions</td>
<td>Oversee attractions programme development and delivery</td>
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</tbody>
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### Knowledge

- Resources needed for development and delivery of programmes
- Research techniques and methodologies
- Guidelines for programme development
- Components of holistic programme development
- Principles of pedagogies
- Age-group characteristics
- Customer segmentation
- Client requirements for programmes
- Relevant curricula of educational institutions
- Indicators for effectiveness of pedagogies
- Educational goals of various governmental agencies in Singapore related to attractions development
- Areas of synergy between the organisation, educational institutions and other related agencies

### Abilities

- Assist in performing programme research
- Provide administrative support to the education and programmes department
- Coordinate resources needed for programme delivery
- Address programme related queries
- Prepare resources needed for project delivery
- Support development of programmes
- Carry out programme research
- Develop robust and innovative programmes for the education of visitors and general public
- Determine resources needed for programme delivery
- Collaborate with content and experience development department to support the delivery of programmes
- Design programme collaterals
- Formulate strategies for education outreach
- Develop strategic partnerships with educational institutions and other related agencies
- Formulate organisational guidelines for programme development catering to visitor demographic groups
- Assess financial viability and success of programmes
| • Develop scripts for programme delivery  
| Coach members of programme delivery team on teaching and audience engagement methods | • Supervise delivery of programmes held within attractions sites  
| Review teaching and audience engagement methods |