

MEDIA RELEASE

Sentosa Development Corporation and NTUC LearningHub forge partnership to transform tourism workforce together with Sentosa businesses



The SDC and NTUC LHUB MoU was signed by (front row, left to right), Tay Ee Learn, Chief Sector Skills Officer, NTUC LHUB; Lee Cheh Hsien, Assistant Chief Executive, Corporate & Sustainability, SDC; Lee Shi Ruh, President, RWS and witnessed by (back row, left to right) Eugene Wong, Deputy Chairman, NTUC LHUB; Thien Kwee Eng, Chief Executive Officer, SDC; Bob Tan, Chairman, SDC; Alvin Tan, Minister of State for Trade and Industry, and Culture, Community & Youth; Tan Hee Teck, Chief Executive Officer, RWS

SINGAPORE, 4 JULY 2024 – Sentosa Development Corporation (SDC) and NTUC LearningHub (NTUC LHUB) have today formalised their commitment to propel the upskilling of approximately 15,000 workers across Sentosa, including SDC and its Island Partners, and foster lifelong learning, through a Memorandum of Understanding (MoU). The MoU was supported by Resorts World Sentosa (RWS), a key Island Partner whose workforce makes up 70 per cent of workers on Sentosa. This was followed by a signing of a MoU between the Singapore Tourism Board and NTUC LHUB, with both agreements part of a concerted sectoral effort toward uplifting the tourism sector announced at this year's [Tourism Industry Conference](#).

TRANSFORMING SENTOSA'S TOURISM WORKFORCE

The three-year partnership between SDC and NTUC LHUB is centred upon the establishment of the landmark One Sentosa Transformation and Equipping Platform (1-STEP), a learning framework aimed at accelerating the transformation of Sentosa as a tourism destination through emerging tourism capabilities. These include areas in customer experience, wellness and regenerative tourism, sustainability, and data and artificial intelligence.

1-STEP will offer a range of tourism-specific, new-to-Singapore programmes to workers from across almost 200 establishments on the island, comprising hotels, attractions, food and beverage outlets. These programmes will leverage on the expertise of training providers such as the Global Sustainable Tourism

Council and the World Mode Holdings Group, specially curated and onboarded by NTUC LHUB to provide customised training for tourism workers. Training programmes will address poignant problem statements relevant to businesses on the island, collated by the new 1-STEP Advisory Panel, made of SDC and its Island Partners, maximising the potential of learning outcomes for workers on Sentosa. A list of current problem statements can be found in **Annex A**.

A selection of 1-STEP programmes was made available in the inaugural Sentosa Learning Festival (SLF), which commenced on 24 June and will run until 5 July, with almost 1000 participants who signed up. Set to run annually as part of 1-STEP, SLF offers tourism workers the opportunity to participate in a range of educational and training programmes, including masterclasses and tours, that will ensure workers are equipped to identify increasingly relevant topics for tourism and develop solutions to address future challenges. These courses will be open to the public, with priority slots allocated for workers on Sentosa. More information on these programmes available during SLF can be found in **Annex B**.

With a significant number of workers operating across Sentosa, RWS as well as other Island Partners are set to upskill their workforce through 1-STEP. Tan Hee Teck, Chief Executive Officer, RWS, said: “This collaboration complements our ongoing efforts to nurture a culture of continuous learning among our team members. The customised training offered by 1-STEP will benefit our multidisciplinary teams performing various roles across the integrated resort destination, from world class attractions to entertainment and lifestyle offerings. By equipping our team members with future-ready tourism capabilities, we aim to enrich their roles and foster their growth as tourism professionals, as we continually create new and exciting experiences to delight our guests.”

Over the next three years, SDC and NTUC LHUB are looking to achieve the following outcomes through 1-STEP:

- To implement **100 transformative projects and initiatives**
- To engage **2000 participants over three Sentosa Learning Festivals**
- To have at least **15 Island Partners attain and retain 2 tourism-related certifications**¹

“1-STEP represents SDC and our Island Partners’ commitment to accelerate the transformation of Sentosa’s 15,000 strong workforce towards staying relevant for the future,” said Thien Kwee Eng, Chief Executive Officer, SDC. “Through this collaboration with NTUC LHUB, we aim to enhance the equipping of our workforce with the necessary skills to provide exceptional experiences to our guests, increase productivity of our businesses and bolster the tourism value proposition of Sentosa and Singapore.”

THE FUTURE OF LEARNING IN SINGAPORE’S TOURISM WORKFORCE

As part of STB’s efforts to future proof the tourism workforce, SDC has also been selected as the pilot partner in STB’s three-year MoU with NTUC LHUB, focusing on the development and provision of implementation-led training courses in emerging areas such as sustainability and service experience excellence for the broader tourism sector.

The collaborations exemplify a forward-looking approach to workforce development, ensuring that tourism professionals are equipped to navigate future challenges and seize new opportunities.

¹ Certifications include those relevant to tourism workers, such as the [Certified Event Sustainability \(CES\) accreditation programme](#), and the [Digital Event Strategist \(DES\) certification](#), among others.

"NTUC LHUB is honoured to play a significant role alongside SDC in empowering the workforce and driving the development of a dynamic, resilient, and innovative tourism sector," said Jeremy Ong, Chief Executive Officer, NTUC LHUB. "We are committed to fostering an ecosystem that not only enhances the skills and employability of tourism professionals but also establishes new standards of excellence for Sentosa to enhance its visitor experience. This is crucial as we champion our shared vision in solidifying Singapore as a leading destination for tourists."

By investing in continuous learning and development, organisations like SDC and Singapore's tourism sector are not only poised to deliver outstanding experiences for visitors but are equipped to build a resilient and future-ready workforce for years to come.

MOU SIGNING CEREMONY

Held at the Sentosa Pavilion on Sentosa island, the MoU signing ceremony was graced by Minister of State for Trade and Industry, and Culture, Community & Youth, Mr Alvin Tan.

The signatories and witnesses for the SDC and NTUC LHUB MoU were:

<p>Signatories:</p> <ul style="list-style-type: none"> • Lee Cheh Hsien, Assistant Chief Executive, Corporate & Sustainability, SDC • Tay Ee Learn, Chief Sector Skills Officer, NTUC LHUB • Lee Shi Ruh, President, RWS 	<p>Witnesses:</p> <ul style="list-style-type: none"> • Thien Kwee Eng, Chief Executive Officer, SDC • Eugene Wong, Deputy Chairman, NTUC LHUB • Tan Hee Teck, Chief Executive Officer, RWS
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For more information about the MoU between SDC and NTUC LHUB, supported by RWS, please see **Annex C**.

The signatories for the STB and NTUC LHUB MoU were:

<p>Signatories:</p> <ul style="list-style-type: none"> • Dong Limin, Director, Tourism Human Capital and Sustainability, STB • Tay Ee Learn, Chief Sector Skills Officer, NTUC LHUB 	<p>Witnesses:</p> <ul style="list-style-type: none"> • Ong Huey Hong, Assistant Chief Executive (Policy & Planning) / Chief Sustainability Officer • Eugene Wong, Deputy Chairman, NTUC LHUB
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High-resolution images of the MoU signing ceremony can be downloaded from this [link](#). All images are to be credited to "Sentosa Development Corporation".

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Media Contacts

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About Sentosa

Sentosa, where discovery never ends, is Asia's leading leisure destination and Singapore's premier island resort getaway, located within 15 minutes from the central business and shopping districts. The island resort is managed by Sentosa Development Corporation, which works with various stakeholders in overseeing property investments, attractions development, and operation of the various leisure offerings and management of the residential precinct on the island.

The 500-hectare island resort is home to an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned golf courses, a deep-water yachting marina and luxurious residences – making Sentosa a vibrant island resort for business and leisure. Sentosa is also home to Singapore's first integrated resort, Resorts World Sentosa, which operates Southeast Asia's first Universal Studios theme park.

Situated on the eastern end of Sentosa Island is Sentosa Cove, an exclusive waterfront residential enclave bustling with more than 2,000 homes, quayside restaurants, retail and specialty shops. The island is also proud to be home to Sentosa Golf Club and its two acclaimed golf courses, The Serapong and The Tanjong. Sentosa Golf Club has hosted a number of high-profile professional and amateur tournaments, including the Singapore Open and HSBC Women's World Championship, welcoming international star players and world-class golf professionals from across the world.

Welcoming a growing number of local and international guests every year, Sentosa is an integral part of Singapore's goal to be a global destination to work, live and play. For more information, please visit: www.sentosa.com.sg.

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#Sentosa, #SentosaDiscovery, #DiscoveryNeverEnds

About Sentosa Development Corporation

Sentosa Development Corporation (SDC) was established on 1 September 1972 as a Statutory Board under the Ministry of Trade and Industry. Its charter since inception has been to oversee the development, management, marketing, and promotion of the island of Sentosa as a resort destination for locals and tourists.

SDC wholly owns its subsidiaries Sentosa Cove Resort Management Pte Ltd and Sentosa Golf Club. SDC also owns the Singapore Cable Car Sky Network, managed by Mount Faber Leisure Group Pte Ltd, a wholly owned subsidiary which operates as an autonomous commercial arm.

As a testament to its commitment to sustainability, SDC has been conferred the Global Sustainable Tourism Council – For Destinations (GSTC-D) certificate, making Sentosa the first island destination in Asia to receive this accolade.

Annex A – Problem Statements identified by 1-STEP Advisory Panel

Customer Experience

1. How might we deliver excellent customer experience and employee experience through data, end-to-end service redesign, and design thinking for Sentosa to be a top-of-mind destination of choice.
2. How might we innovate to make Sentosa's offerings, facilities/amenities, and services more accessible and inclusive for visitors of all ages and abilities to make Sentosa welcoming for everyone.
3. How might we create a wellness offering that complements existing offerings (hotels, F&B, attractions) targeting travellers seeking wellness experiences as part of their Singapore experience.

Sustainability

1. How might we create best-in-class sustainable tourism offerings leading to realisation of Sustainable Sentosa goals.
2. How might we amplify brand mindshare of Sentosa as a sustainable destination and its sustainability initiatives.
3. How might we provide options attractive low carbon, sustainable events / festivals on Sentosa.

Data & Artificial Intelligence (AI)

1. How might we deliver hyper-personalisation pre-during-post guest journey to enhance efficiency and satisfaction, resulting in greater mindshare, spend and satisfaction for target segment groups.
2. How might we increase manpower productivity while achieving better margins and data on potential visitorship to improve planning and operations.

Annex B – Programme highlights from the Sentosa Learning Festival (SLF)

Programme	Synopsis	About the Trainer(s)
<p>1. GSTC Accessible & Inclusive Travel Course by the Global Sustainable Tourism Council</p> <p><i>(first in Singapore)</i></p>	<p>Introducing the GSTC Accessible and Inclusive Travel Course, a gateway to understanding and catering to the diverse needs of travellers of all abilities.</p> <p>Beyond dispelling myths, this comprehensive course empowers your employees with deep insights and practical strategies to provide exceptional experiences for individuals of all abilities.</p> <p>The course will allow employees to:</p> <ul style="list-style-type: none"> • Get an introduction to accessible and inclusive tourism, GSTC and the GSTC criteria. • Understand the philosophy of accessible tourism and its connection to United Nation’s Sustainable Development Goals, including insights into diverse traveller demographics. • Discover the vast size and untapped potential of the accessible travel market, uncovering opportunities for growth and expansion. • How to gain a competitive edge by catering effectively to this market through understanding their needs, while preparing for future demographic shifts. • Be equipped in enhancing tourism experiences for individuals with access needs through mindset shifts and practical changes. • Learn about recent guidelines facilitating inclusive travel practices and 	<p>Martin Heng Master Trainer</p> <p>Formerly with Lonely Planet for over two decades, Martin served as Editorial Manager and later as Accessible Travel Manager & Editorial Adviser, championing accessible tourism worldwide.</p> <p>Despite a life-altering accident in 2010, leaving him quadriplegic, Martin’s dedication to inclusive travel remained steadfast. A renowned speaker at global conferences and author of impactful resources, including best practice guidelines for tourism micro, small, and medium-sized enterprises (MSMEs), Martin continues to advocate for accessibility as chair of IDEAS and through advisory roles to governments.</p>

	<p>easy initial steps towards implementation.</p>	
<p>2. Redefine Luxury Service Excellence by Luxury Business Institute <i>(first in Singapore)</i></p>	<p>In today's competitive landscape, mastering luxury sales and service excellence is essential. It's about crafting experiences that resonate with sophistication and exclusivity, creating unforgettable memories for your customers and ensuring their loyalty.</p> <p>Sign your employees up for our 2-day exclusive Luxury Attitude – Sales and Service Excellence Masterclass and elevate your customer and guest experience to extraordinary heights. Our masterclass transcends transactional exchanges, focusing on personalised attention, meticulous attention to detail, exquisite amenities and exceptional service quality that exceeds customer expectations.</p> <p>Elevate your organisation's service standards and set a new benchmark for luxury excellence today!</p> <p>What this Masterclass covers:</p> <ul style="list-style-type: none"> • Gain insights into the trends of luxury industries across retail, tourism and hospitality sectors. • Identify changes and characteristics of luxury service consumers. • Grasp the 3 dimensions of luxury service to deliver unique customers experiences. • Unlock the secrets in fostering successful and long-lasting customer relationships. 	<p>Amy Oh President Luxury Business Group Korea</p> <p>With a profound expertise spanning across the realms of Luxury Brand Management, Retail Business Development and Operational Excellence, Amy brings a wealth of knowledge and experience garnered through a distinguished career trajectory.</p> <p>Currently serving as the President of Luxury Business Group Korea, Amy has held pivotal leadership roles across renowned luxury brands such as Gucci, Dior and Louis Vuitton Duty-Free Units under Bluebell Korea.</p> <p>Michelle Lee Senior Training Director Luxury Business Group Korea</p> <p>As the Senior Training Director at Luxury Business Group, Michelle stands as a luminary in Luxury Brand Service Design, Talent Development, and Leadership Strategy. Her professional journey is defined by an unwavering commitment to enhancing service standards and nurturing a culture of excellence.</p> <p>With leadership roles in the hospitality sector at SK Networks Walkerhill Hotels & Resorts and Starwood Asia Pacific Hotels & Resorts, coupled with her experience designing tailored Luxury Brand training programmes for esteemed establishments like Hotel Shilla, Sheraton Incheon, and Aloft Gangnam & Myungdong, Michelle's prowess in curating</p>

		immersive guest experiences remains unrivaled.
<p>3. Narrating Sustainability In Tourism & Events Through Storytelling (Island Sustainability Edition) by Uearthed Productions</p>	<p>Master the art of crafting impactful narratives, empowering your employees to communicate and inspire change. Position them as artful sustainability storytellers, giving your organisation a competitive edge in a world where environmental responsibility is paramount.</p> <p>Discover exclusive insights and case studies from Sentosa and other industry leaders in sustainability, only covered in this one-time special edition.</p> <p>In this session, you will learn:</p> <ul style="list-style-type: none"> • Discover the best (and worst) of storytelling and the unique keys to what makes a good story great. • Explore best practices and case studies from leading destination marketers and brands. • All about Sustainability Marketing: Learn about the tools to power brand building, storytelling & behaviour change. • Apply what you've learnt to create a specific communications plan for your organisation. 	<p>Adam Piperdy Founder & Chief Experience Officer Uearthed Productions</p> <p>Adam Piperdy is the Founder and Chief Experience officer of Uearthed Productions, one of Singapore's leading event agencies.</p> <p>A changemaker at heart, Adam has set his sights firmly on reshaping the events industry from one that is resource-hungry to one that champions sustainability.</p> <p>He embodies this commitment to ethical and eco-friendly practices through Uearthed Productions, whose dedication to industry-first standards was vindicated by the International Organisation for Standardisation (ISO)'s prestigious 20121 certification.</p> <p>The latter recognises agencies that successfully weave sustainability into every facet of event planning and execution.</p>
<p>4. Amplify Experience Management with Data & Insights by NUS ISS</p>	<p>Access the potential of insights-driven strategies to transform your organisation's experience management with our leading-edge course, Amplify Experience Management with Data & Insights.</p> <p>This course is tailored for professionals eager to synergise their organisations' People, Process and Technology to operationalise customer journeys in line with the organisations'</p>	<p>Hong Kok Liang Senior Lecturer & Consultant, Digital Innovation & Design Practice Course Manager</p> <p>Kok Liang's experience spans more than 15 years in the consumer bank space focusing on Customer Experience and Product Management. Over time, he has worked on various products and cross functional projects with local and regional exposure. In that period, he was in the front seat of the</p>

	<p>strategy. During the 3-day course, participants will learn through industry tested framework along with practical hands-on learning using industry tools like Qualtrics and PowerBI, giving them the front row seats to understand how new technologies like AI is reshaping the competitive landscape.</p>	<p>industry transformation and is an early adopter and practitioner of Design Thinking and Innovation tools.</p> <p>As an engineer by training coupled with business acumen, his unique blend of skills and experience enables him to bridge the requirements between customer, business and operational aspect to find practical solutions. In turn he enriches the class experience by sharing these practitioner know-hows. His interests lie in the field of Design Thinking and Customer Experience and he uses it to fuel his passion to help participants return back to their organisation more customer obsessed.</p> <p>He graduated from with a Bachelor of Engineering (minor in Business) from Nanyang Technological University (NTU) and later achieved his Master of Science in Applied Economics from Singapore Management University (SMU).</p>
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Annex C – Details of MoU between SDC and NTUC NTUC LHUB, supported by RWS

1. SDC and NTUC NTUC LHUB

Objectives	Areas of Collaboration
<p>Establish a learning platform to accelerate transformation in emerging capabilities, such as customer experience, wellness and regenerative tourism, sustainability, and data/AI, with a focus on Sentosa.</p>	<p>1) NTUC LHUB shall develop and offer courses and workshops according to problem statements raised by SDC and Island Partners² on the following core topics:</p> <ul style="list-style-type: none"> a) Customer Experience Excellence b) Wellness and Regenerative Tourism c) Sustainable Practices and Environmental Conservation d) Technologies Related and Technological Enablers, i.e., data/AI. <p>Courses for each focus area will be tailored to the needs of Sentosa's workforce under a learning platform, One Sentosa Transformation and Equipping Platform (1-STEP), by leveraging on NTUC LHUB's expertise in curriculum development and delivery.</p> <p>This objective aligns with SDC's strategies of building competencies for One Sentosa Experience, Sustainable Sentosa, and Smart Sentosa, as well as supports NTUC LHUB's mission to provide lifelong learning opportunities.</p> <p>2) SDC and NTUC LHUB shall build awareness across the island towards taking positive action in support of 1-STEP initiatives.</p> <p>3) SDC and NTUC LHUB shall rally businesses on Sentosa to offer opportunities for staff to undertake physical Face-To-Face (F2F) trainings, virtual trainings, practical projects, practicums, industry familiarisation tours, and learning journeys (Back-Of-House tours).</p> <p>4) SDC and NTUC LHUB shall work together in developing a potential regenerative and eco-tourism certification programme jointly endorsed by SDC and NTUC LHUB.</p> <p>5) NTUC LHUB shall contribute to curriculum development, course administration, and delivery for all courses in consultation with SDC and related Island Partners</p>

² Island Partners refer to tenants and businesses who are operating in Sentosa.

<p>Provide employment opportunities for emerging capabilities in tourism industry.</p>	<p>SDC and NTUC LHUB shall jointly offer the enterprise transformation journey for the tourism workforce across the island through various activities:</p> <ol style="list-style-type: none"> 1) To rally Island Partners in expanding existing job roles to include emerging capabilities, i.e., customer experience, wellness and regenerative tourism, sustainability, and data/AI. 2) To leverage on NTUC LHUB’s training and mentorship programmes, as well as available grants for enterprise transformation and job redesign for workplaces. 3) To provide internship opportunities on Sentosa in emerging capabilities, i.e., customer experience, wellness, sustainability, and data/AI, supported by NTUC LHUB, for potential mid-career individuals to undergo skills conversion and switch to new jobs or sectors that have good prospects and opportunities for progression. 4) NTUC LHUB shall provide regular updates on progress and adoption rates on the above activities.
<p>Create community engagement initiatives for lifelong learning on emerging capabilities.</p>	<p>SDC and NTUC LHUB shall jointly create community engagement initiatives for lifelong learning through various activities and develop features on the successful case studies:</p> <ol style="list-style-type: none"> 1) To engage Sentosa’s community through joint outreach programmes, workshops, and events designed to raise awareness about emerging trend in tourism and promote active participation in efforts to drive positive social impact and enhancing the overall tourism experience on Sentosa. 2) SDC to share successful case studies for engagement sessions. 3) NTUC LHUB to consolidate insights and various training and development needs for engagement sessions with Island Partners. 4) NTUC LHUB agrees to support all lifelong learning related events via its network. 5) NTUC LHUB to facilitate and consolidate findings to incorporate into the revisions of the course content periodically. 6) NTUC LHUB to solicit successful case studies and stories from stakeholders.

2. RWS’s Areas of Support

Objectives	Area which RWS shall support and promote
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<p>Establish a learning platform to accelerate transformation in emerging capabilities, such as customer experience, wellness and regenerative tourism, sustainability, and data/AI, with a focus on Sentosa.</p>	<p>1) RWS shall on a reasonable endeavours basis:</p> <ul style="list-style-type: none"> (a) share best practices required to develop courses and workshops in the scope of emerging capabilities; (b) promote and encourage participation for activities, courses, certifications, workshops, and other engagements organised under 1-STEP; and/or (c) provide inputs in assessment of curriculum development, course administration, and delivery of courses. For the avoidance of doubt, RWS shall provide its input where necessary, and not for all courses.
<p>Provide employment opportunities for emerging capabilities in tourism industry.</p>	<p>1) RWS shall on a reasonable endeavours basis consider:</p> <ul style="list-style-type: none"> (a) expanding its existing job roles to include emerging capabilities, i.e., customer experience, wellness and regenerative tourism, sustainability, and data/AI; (b) leveraging on NTUC LHUB's training and mentorship programmes, as well as available grants for enterprise transformation and job redesign for workplaces; and/or (c) providing internship opportunities in RWS on emerging capabilities, i.e., customer experience, wellness, sustainability, and data/AI, supported by NTUC LHUB, for potential mid-career individuals to undergo skills conversion and switch to new jobs or sectors that have good prospects and opportunities for progression.
<p>Create community engagement initiatives for lifelong learning on emerging capabilities.</p>	<p>1) RWS shall on a reasonable endeavours basis support community engagement initiatives as organised under 1-STEP.</p> <p>2) RWS shall on a reasonable endeavours basis share successful case studies whenever possible.</p>