



## **Republic Polytechnic Partners Resorts World Sentosa in Exclusive Partnership**

### **Specialisation Track Provides Students with Training in Theme Park and Attraction Management**

**Singapore, 6 January 2011** – As a result of an increased demand for talent in the theme park and attractions industry, Republic Polytechnic (RP) will be collaborating with Resorts World Sentosa (RWS) in an exclusive partnership where outstanding students from its School of Hospitality will be selected to participate in a **specialisation track in Theme Park and Attraction Management**, that will guarantee them an internship position at the Integrated Resort.

A group of second-year students will be selected from the Diploma in Integrated Events Management and Diploma in Customer Relationship and Service Management. Interested students will have to apply and will undergo an interview with representatives from both RP and RWS. This ensures that only the most outstanding students are selected for the specialisation track course.

“We are very excited to be partnering Resorts World Sentosa to launch the specialisation track in Theme Park and Attraction Management. We have specifically selected only students from the Diploma in Integrated Events Management and Diploma in Customer Relationship and Service Management because the management of theme parks and attractions requires proper event planning and execution that must be backed by good customer relationship practices to create delightful guest experiences. Resorts World Sentosa’s support on this programme will allow us to better nurture a cohort of students who will be highly skilled in theme park and attraction management,” said Albert Toh, Director, School of Hospitality, Republic Polytechnic.

The specialisation modules will be implemented in the first semester of the third year after which the students will be given suitable internships at Universal Studios Singapore, Resorts World Sentosa. There will be four core specialisation modules developed in collaboration with Resorts World Sentosa. These are: Risk Management in Theme Parks and Attractions; Managing Guest Experience in Theme Parks and Attractions; Operational Issues in Theme Parks and Attractions; and Entertainment and Events in Theme Parks and Attractions. More information is available in Appendix A.

“Since the opening of Resorts World Sentosa one year ago, we have seen strong interest from tertiary students who have applied for internships at the resort. The calibre of students has been outstanding and we are very encouraged by the strong interest in jobs at Universal Studios Singapore and the other attractions at the resort. Resorts World Sentosa hosted some 431 interns in 2010 alone, of which 24 have returned to join us as full-time team members upon graduation, with hundreds more working in part-time positions at the resort. Republic Polytechnic has been a staunch institutional supporter and we are very pleased to be partnering them in the specialisation track in Theme Park and Attraction Management. In addition, staff from the resort will also have input to the development of the curriculum for these students. This ensures that the students are always exposed to the latest training required for industry needs,” said Ms Seah-Khoo Ee Boon, Senior Vice President of Human Resources and Training, Resorts World Sentosa.

A total of 44 students have been selected to date and the specialisation track course will commence this year.

- Ends -

## **Appendix A**

The following four core specialisation modules will be made available in this specialisation track in Theme Park and Attraction Management:

- Risk Management in Theme Parks and Attractions
- Managing Guest Experience in Theme Parks and Attractions
- Operational Issues in Theme Parks and Attractions
- Entertainment and Events in Theme Parks and Attractions

### **Risk Management in Theme Parks and Attractions**

This module examines relevant concepts to manage and mitigate risk as well as knowledge, practical skills and tools for conducting risk assessments, for more effective risk management within theme parks and attractions. Students would be able to identify and assess the occupational safety and health risks at the workplace, recommend and initiate control measures, keep proper risk and safety records of their organisation for compliance with Workplace Safety and Health (Risk Management) Regulations.

### **Managing Guest Experience in Theme Parks and Attractions**

This module introduces the theoretical and practical concepts to effectively manage guests' needs and expectation in theme park and attractions industry. Topics include understanding profile of guests, how to determine and delivery what the guests want, manage waiting time and delighting them. Students will also learn the challenges of managing employees who must be carefully trained to enhance guest experience.

### **Operational Issues in Theme Parks and Attractions**

This module examines the challenges in operating a theme park and attraction. Students will learn about topics such as attaining market penetration, optimizing return on investment, location and site planning and managing queues.

### **Entertainment and Events in Theme Parks and Attractions**

This module helps students to understand the basic principles and practices relating to planning, executing and staging of events suitable for Theme Parks and Attractions. Students will learn to appreciate the impact of time frames, pre-event preparation, on-site management and post-event requirements vis-à-vis the different scale and intended target groups of events relevant in the context of Theme Parks and Attractions.

**For media enquiries, please contact:**

**Republic Polytechnic**

Pandiyan

Tel: 31001267

Email: [pandiyan@rp.sg](mailto:pandiyan@rp.sg)

**Weber Shandwick (for Republic Polytechnic)**

Samantha Lee / Rafidah Rashid

Tel: 6825 8022 / 6825 8070

Email: [salee@webershandwick.com](mailto:salee@webershandwick.com) / [rrashid@webershandwick.com](mailto:rrashid@webershandwick.com)

**About Republic Polytechnic**

The first educational institution in Singapore to adopt the Problem-Based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has six schools and one centre offering thirty four courses in Information and Communications Technology, Engineering, Applied Science, Technology for the Arts, Sports, Health & Leisure, Events and Hospitality, and Culture and Communication. Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving process skills and a life-long learning attitude. Its holistic, broad-based curriculum, covering culture, enterprise development and cognitive processes, prepares students for an active and meaningful role in society. Republic Polytechnic strives for excellence by achieving various international and national accreditations, including ISO9001, ISO14001, OHSAS 18001, TR19, People Developer Standards, Singapore Quality Class, Singapore Innovation Class and Service Class. For more information, visit <http://www.rp.sg>