

PRESS RELEASE

SINGAPORE TOURIST PROMOTION BOARD 新加坡旅遊促進局 新聞

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The News Editor

5 January 1979

Attached is the full text of speech by Mr Tan I Tong, Chairman of the Singapore Tourist Promotion Board, to be delivered at the 14th Tourist Guide Training Course on Friday, 19 January 1979 at 11 a.m. at the Tanglin Room, Shangri-la Hotel.

Please note that this speech is embargoed until after delivery.

Issued by Singapore Tourist Promotion Board

1 Graduation Ceremony of the



SPEECH BY MR TAN I TONG, CHAIRMAN OF THE SINGAPORE
TOURIST PROMOTION BOARD, AT THE PRESENTATION OF
CERTIFICATES GRADUATION CEREMONY OF THE 14TH TOURIST
GUIDE TRAINING COURSE HELD ON FRIDAY 19 JANUARY 1979
AT 11.00 A.M. IN THE TANGLIN ROOM, SHANGRI-LA HOTEL

Ladies and Gentlemen

Tour guiding has become a profession and it has taken its place in the ranks of other reputable professions although it remains a category separate from the rest. This is so because it demands not only a thorough knowledge of your work but also the qualities of humanity that other professions cannot boast of. Your job calls for an understanding of human psychology, patience, efficiency and diplomacy. These qualities are vital as the nature of the tourist guide profession places you in the front line of the tourism industry. To maintain and improve your standard of proficiency on your part, you must constantly strive to keep abreast with current affairs and practise your skills in human relations with conscience and dedication.

For the Board, it has been our duty to ensure that the training of tourist guides is standardised to attain efficiency and quality of tourist guiding in Singapore. We also strive to ensure a near full employment situation for licensed tourist guides. Therefore we have taken a serious view towards the illegal operations of unlicensed tourist guides.

Since the inception of our Tourist Guide Training programme we have constantly sought to improve the course structures and upgrade the training of guides. Henceforth we must not allow unlicensed guides either to obstruct our efforts in seeking further improvements in our standards or to let them impair our country's image.

In 1969 tourism in Singapore reached the economic take-off stage and growth in the number of visitors has been maintained at an annual rate of about 25 per cent. In 1973 Singapore topped the "magic million" figure for the year's tourist arrivals, with earnings from tourism amounting to a staggering \$520 million. In 1977 it reached \$992.6 million. Your role in the tourism industry has become even more important with Singapore attaining the two million visitors per year mark in December 1978. Thus today, tourism has achieved a position amongst the Republic's top earners of foreign exchange.

These significant achievements may be attributed to the extensive and intensive promotional efforts by the Board; the pooling of all efforts by the various sectors in the tourist industry to project Singapore's image overseas; good government leadership and planning and last but not least the lasting impression of our country created by you.

In view of the greater volume of tourist arrivals per year, the Board intends to conduct two full-time courses this year. To raise the standard of the guides, each course will be revised and past weaknesses rectified. Therefore you must constantly contend to update your knowledge and refine your skills to keep pace with the later batches of more sophisticated guides.

Ladies and gentlemen, I wish you a rewarding career, success and job satisfaction in your work.