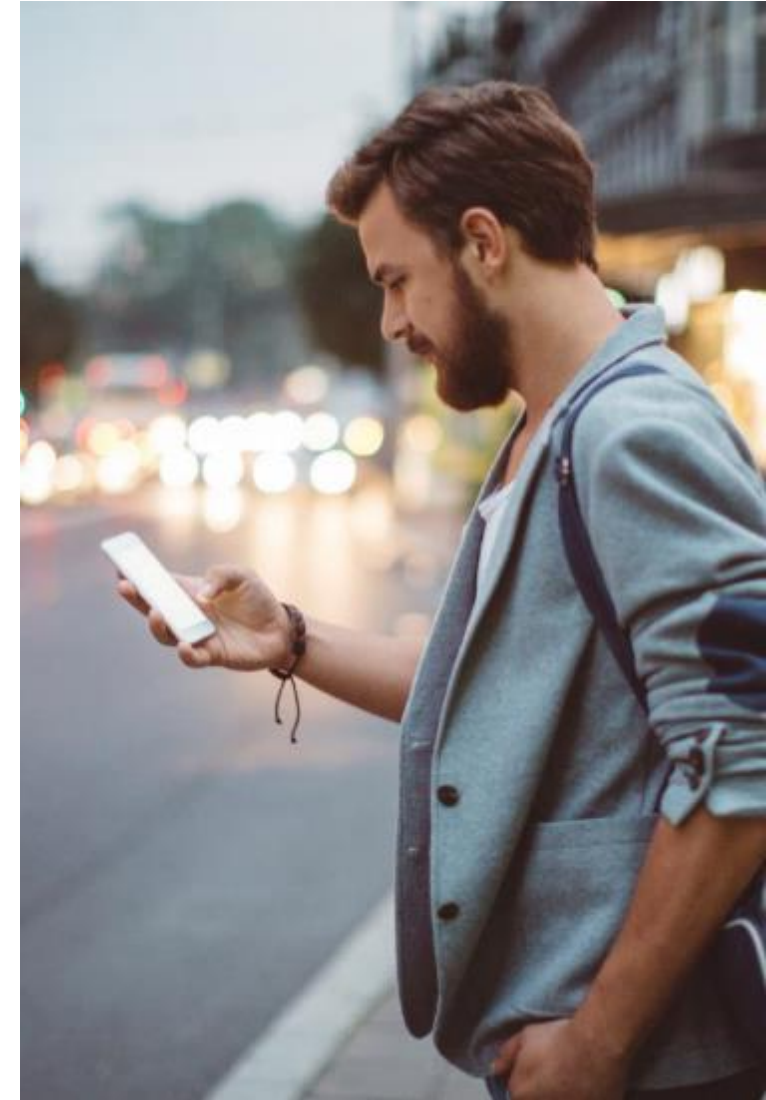# BILT BRIDGING EVENT

GOING GREEN AND DIGITAL: TVET FOR HOSPITALITY & TOURISM

Digitalisation

Digitalisation in the Hospitality & Tourism Industry

Singapore – Framework for Hospitality & Tourism Skills Development

Critical Core Skills – In Digitalisation

WHAT WE DO AT TEMASEK POLYTECHNIC

DIPLOMA IN HOSPITALITY & TOURISM MANAGEMENT

BACKGROUND

- Pioneer TVET programme in Hospitality and Tourism Management, in Singapore

- Key focus on empowering students with practical skills in curating Customer Success, and delivering exceptional Customer Experiences

- Highly-transferable competencies such as communications, collaboration, creativity, and innovation

SOFTWARE

DIGITAL MARKETING

VIRTUAL REALITY

EXAMPLES OF WHAT DIPLOMA STUDENTS EXPERIENCE

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--- RLR ---
RP/SIN1A0901/SIN1A0901            TT/GS   27OCT22/0139Z   OIWWX9
 1.CASSIM/BENJAMINMR
 2   SQ 306 Y 15DEC 4 SINLHR HK1      3  0110 0720   *1A/E*
 3   SQ 319 Y 25DEC 7 LHRSIN HK1      2  2035 1730+1 *1A/E*
 4 AP SIN 67805817 - TEMASEK POLYTECHNIC - IVY
 5 AP SIN 67804113-B
 6 TK TL10DEC/SIN1A0901
*TRN*
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Students learn how to operate the Amadeus GDS and carry out bookings for air travel, hotel stays etc. They also learn how to operate the Oracle OPERA Hotel Property Management System.

These are common digital platforms used in the industry and having our students learn how to use them, automatically helps make them more employable.
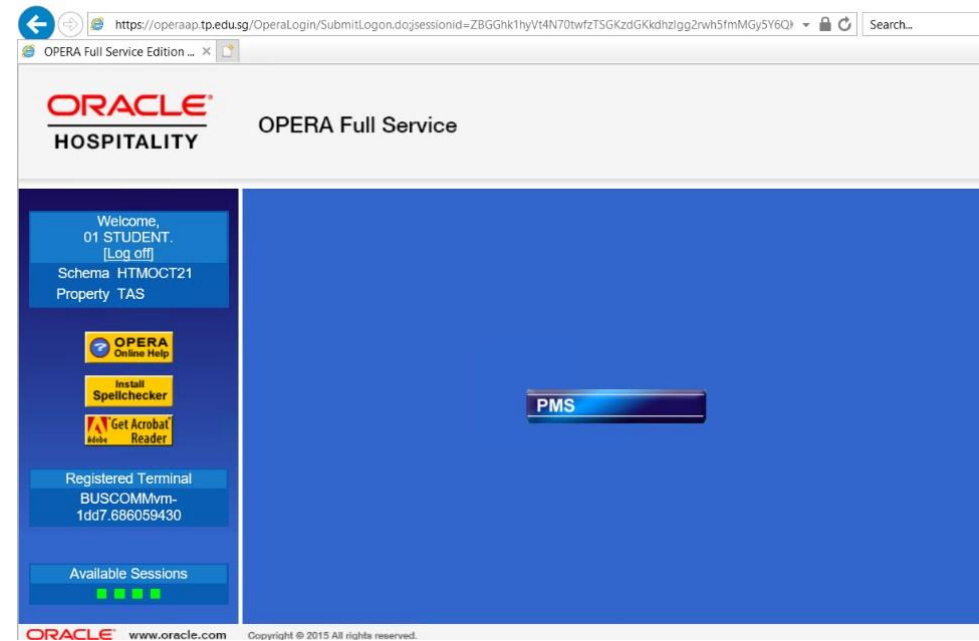
EXAMPLES OF WHAT DIPLOMA STUDENTS EXPERIENCE
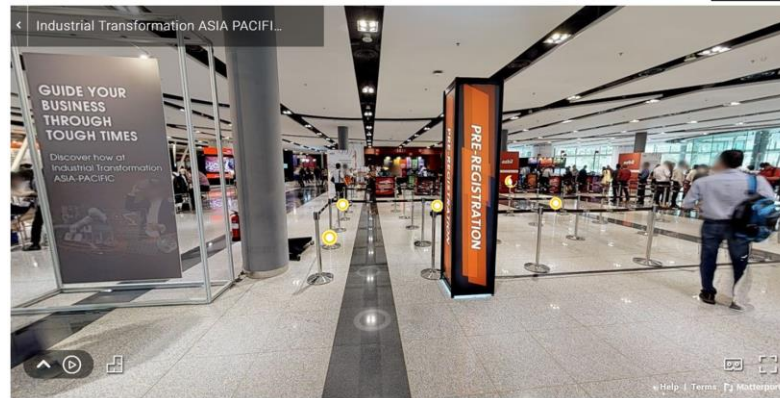
Our Diploma students are exposed to virtual reality software and technology in the areas of events and tradeshow management. In addition, they are also taught how to organize virtual and hybrid events through the actual management and execution of an event.

Students are also taught how to create virtual tours, and to then guide virtual viewers through the tours. This involves content creation and use of vlog technology

DIGITALISATION IN HOSPITALITY & TOURISM

OPERATIONS

CUSTOMER

STAFF

DIGITALISATION - OPERATIONS

DIGITALISATION IN OPERATIONS

1. BACK OF HOUSE
   - SaaS – finance, administration, human resource functions; e-commerce
   - Inventory, stock-keeping
   - Meetings (virtual); communications
   - Information repository
   - Data security

2. FRONT OF HOUSE
   - CRM, Customer management
   - Mobile/Digital apps
   - Marketing, engagement
   - Transactional-based operations
   - Safety, security and sanitization protocols

CUSTOMER

- Reaching the customer (CVJ)

- Customer engagement

- Customer transactions

- Managing the customer – relationships, loyalty

- Continuous changing landscape of the Customer

- The post-pandemic Customer

STAFF

1. Post-pandemic shortages
2. Digital-savvy
3. Having to deal with multiple platforms across different companies
4. Core critical skills

SINGAPORE – FRAMEWORK FOR H&T

SKILLS FRAMEWORK

SINGAPORE'S APPROACH

End-to-End Approach

Involves Employers, Industry Associations, Education Institutions, Union and Government

Common skills language for individuals, employers and training providers

Build deep skills for a lean workforce; support employment, employability; enhance competitiveness

SKILLSFUTURE

Hotel & Accommodation:

https://www.skillsfuture.gov.sg/skills-framework/has

Tourism:

https://www.skillsfuture.gov.sg/skills-framework/tourism

Food Services:

 https://www.skillsfuture.gov.sg/skills-framework/food-services

Retail:

https://www.skillsfuture.gov.sg/skills-framework/retail

SKILLS*future*

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SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES

WHAT IS IT?   WHO IS IT FOR?   HOW DOES IT WORK?   SKILLS FRAMEWORK TEMPLATES   GET HELP

HOW DOES IT WORK?

The SFw for Hotel and Accommodation Services contains information on trends, career pathways, occupations, job roles, skills and competencies and training programmes.

(i) Sector Information

This sections provides information on the SFw for Hotel and Accommodation Services, including information on trends and workforce profiles in the sector.

Click here (PDF, 2.86 MB) to download the Guide to Occupations and Skills for the SFw for Hotel and Accommodation Services.

(ii) Career Pathways

The Career Pathways show the possible options for vertical and lateral progression for advancement and growth. Four (4) Tracks have been identified (i) Housekeeping (ii) Front Office (iii) Revenue and Distribution and (iv) Sales and Marketing, which encompass 38 job roles.

Click the following link to download the Career Pathways for the Hotel and Accommodation Services sector. [PDF (PDF, 43.85 KB) / Word (DOCX, 409.9 KB)]

(iii) Skills Map

The Skills Maps covers a total of 38 job roles, critical work functions, key tasks and skills and competencies aligned to the four tracks.

(a) View the Occupations/Job Roles under the SFw for Hotel and Accommodation Services

Click on the tracks listed below to download the Skills Map for each track.

(a) View the Occupations/Job Roles under the SFw for Hotel and Accommodation Services

Click on the tracks listed below to download the Skills Map for each track.

Housekeeping	⌄

Front Office	⌄

Revenue and Distribution	⌄

Sales and Marketing	⌄

(iv) Skills and Competencies

The Skills and Competencies identified for each of the job roles fall under two broad classifications: (i) Technical Skills and Competencies, and (ii) Critical Core Skills (previously known as Generic Skills and Competencies).

(a) View the Technical Skills and Competencies for the SFw for Hotel and Accommodation Services

Technical Skills and Competencies comprise occupation/job-specific knowledge, skills and abilities that a person needs to have to perform the various tasks.

Click the following link to download the Overview of Technical Skills and Competencies for the SFw for Hotel and Accommodation Services. [PDF (PDF, 200.97 KB) / Word (DOCX, 169.41 KB)]

Click here (ZIP, 3.9 MB) to download all Technical Skills and Competencies for the SFw for Hotel and Accommodation Services.

Business Development	⌄

Business Management	⌄

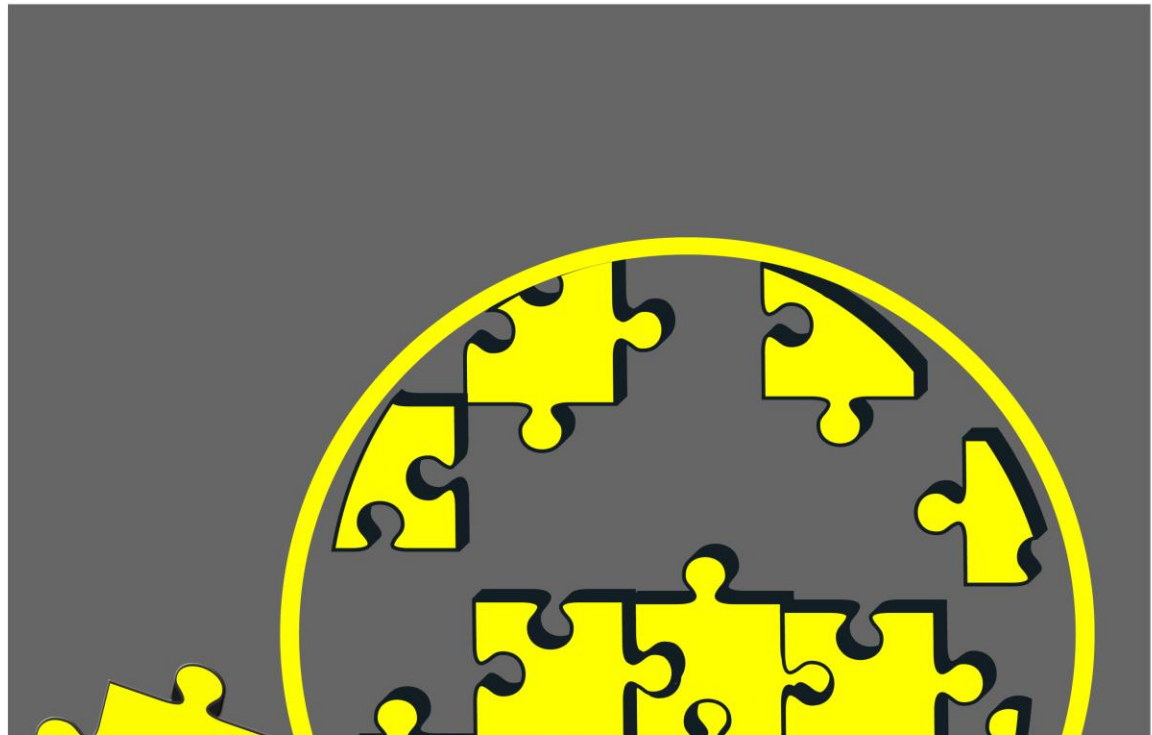| Customer Experience	⌄

Executive Leadership	⌄

Front Office Operations and Services	⌄

CRITICAL CORE SKILLS

CRITICAL CORE SKILLS – 3 AREAS
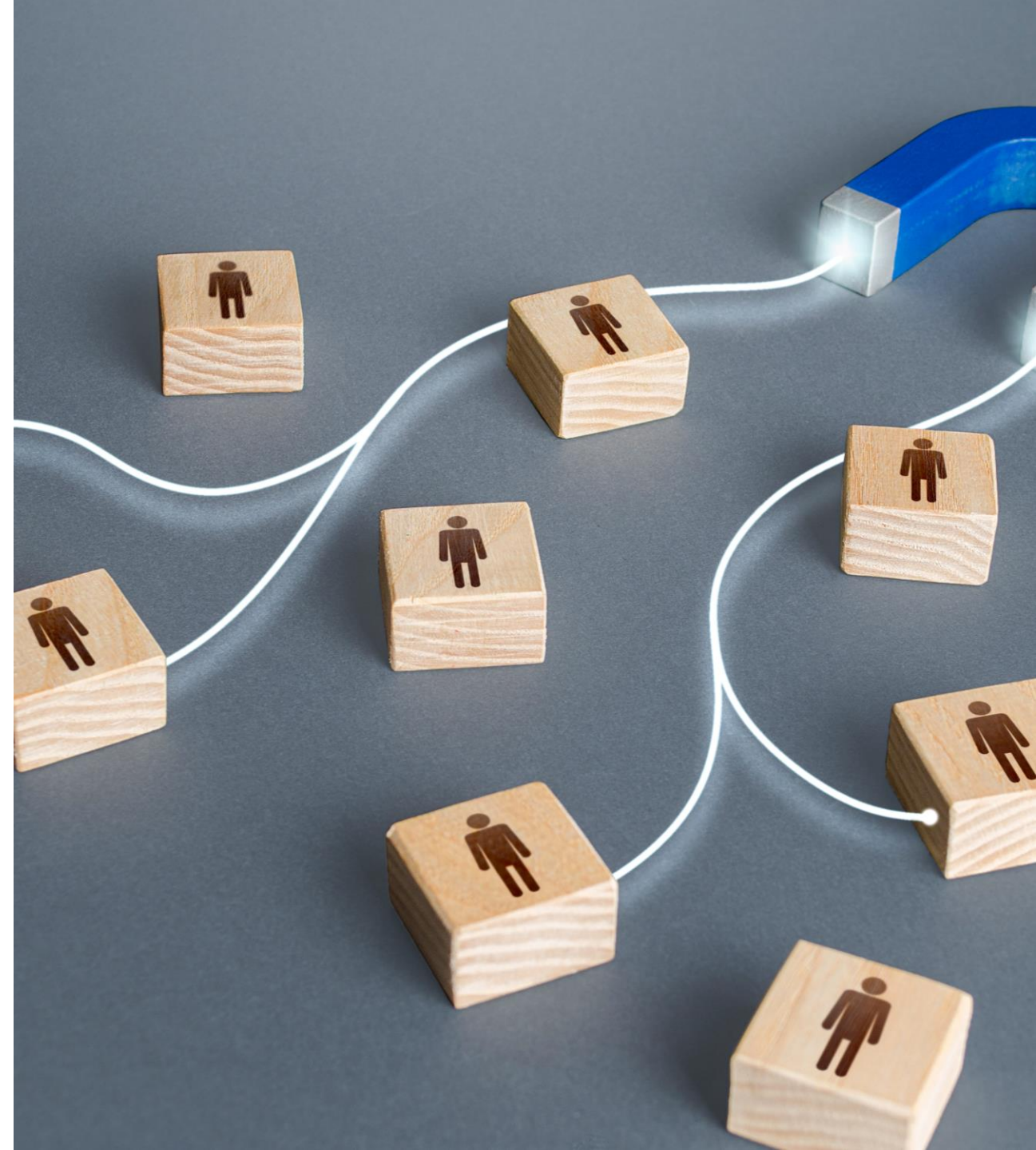
Thinking Critically

- Cognitive skills
- Think broadly and creatively
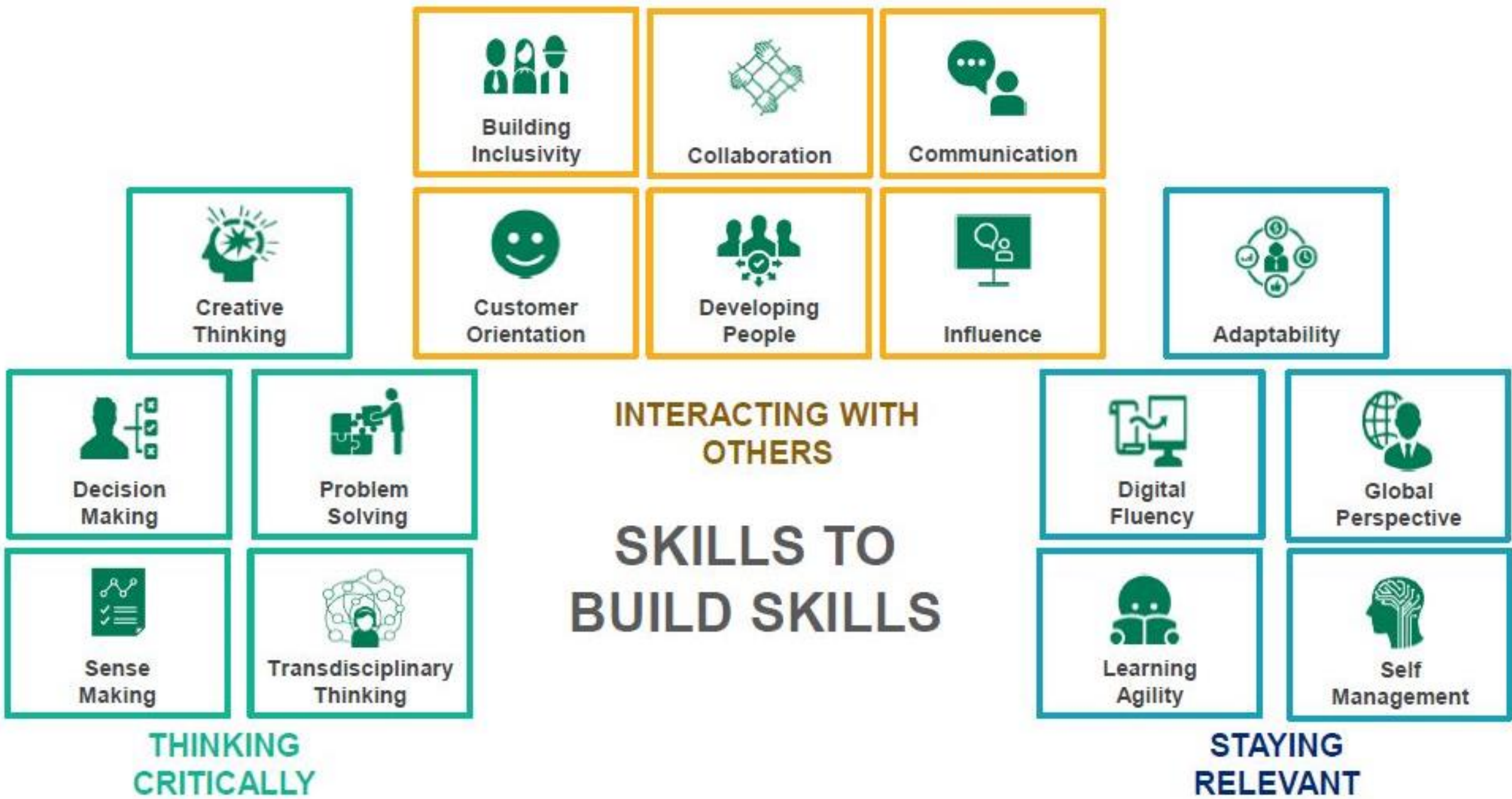- Key to technical skill development and progression

Interacting With Others

- Thinking about others' needs
- Able to exchange ideas; build shared understanding
- Collaboration

Staying Relevant

- Managing oneself
- Paying attention to trends impacting work and living

SKILLS TO BUILD SKILLS

INTERACTING WITH OTHERS

- Building Inclusivity
- Collaboration
- Communication
- Customer Orientation
- Developing People
- Influence

THINKING CRITICALLY

- Creative Thinking
- Decision Making
- Problem Solving
- Sense Making
- Transdisciplinary Thinking

STAYING RELEVANT

- Adaptability
- Digital Fluency
- Global Perspective
- Learning Agility
- Self Management

THANK YOU