

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - RESERVATIONS MANAGER/ASSISTANT RESERVATIONS MANAGER		
Sector	Hotel and Accommodation Services	
Track	Revenue and Distribution	
Sub-Track	Reservation Operations	
Occupation	Reservations Professional	
Job Role	Reservations Manager/Assistant Reservations Manager	
Job Role Description	<p>The Reservations Manager/Assistant Reservations Manager is responsible for managing the reservation process and operations in the property to meet financial targets for the property. He/She leads the development of department's strategies and operation plans, oversees the reservation team's service responses to guests' queries and requests and manages guest relationships to ensure revenue growth. He oversees reservations systems and data accuracy, and works closely with the revenue management team to implement pricing strategy and manages room inventory to achieve day-to-day optimal room occupancy.</p> <p>To drive revenue achievement, he leads the reservations team to promote sales and upselling of room and facilities, establishes new corporate accounts with the sales department and maintains good relationships with distribution channel partners. He is also responsible for operationalising compliance and risk management and leading continuous improvement efforts. His role at the management level includes supporting budget forecasting process and monitoring departmental expenses as well as overseeing staff development and performance management.</p> <p>He is well-organised and possesses strong leadership skills to lead and motivate a team to meet departmental targets. He possesses strong analytical skills and is able to multi-task and work under pressure in a fast-paced environment, including handling of multiple information systems.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Manage reservation requests	Manage team's performance to ensure guests' queries and requests are addressed in a timely and effective manner Build and maintain relationships with guests through customer relationship programmes Manage service recovery for escalated guests' concerns and feedback Analyse guest data and feedback to improve service quality
	Manage reservation operations	Lead the development of department's strategies and operations plans Oversee manpower and work allocation of the department to ensure operational efficiency Conduct quality checks in property management system to ensure data accuracy Manage related reservations systems to ensure correct configurations and full working capacity Analyse no-shows and cancellations to improvise procedures to rectify situations Operationalise compliance management on reservation policies and procedures, and legal requirements Identify risk response activities to manage system downtime
	Manage room inventory	Manage room inventory to maximise occupancy Resolve situations arising from overbooking of room inventory Analyse data, booking patterns and market trends Review reservations reports and statistics to monitor and report property's occupancy performance Prepare forecast and statistical reports for management review
	Create sales opportunities	Monitor team's performance to ensure the use of correct sales tactics Collaborate with sales department to establish new corporate accounts Collaborate with revenue department to implement pricing strategy for the property Maintain good relationships with distribution channel partners
	Manage human resources, finance and continuous improvement	Support budget forecasting processes for the department Manage departmental costs to keep operating expenses within budget Develop innovation and productivity plans to improve reservation operations and service delivery Perform market scanning to identify best practices and latest technology for reservation operations Facilitate a culture of open communication and sharing Manage training and development to enhance staff performance

	Manage staff performance to achieve department goals			
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Budgeting	Level 3	Problem Solving	Advanced
	Business Negotiation	Level 4	Decision Making	Advanced
	Business Presentation Delivery	Level 4	Communication	Advanced
	Change Management	Level 4	Interpersonal Skills	Advanced
	Customer Acquisition Management	Level 4	Developing People	Advanced
	Customer Challenges Management	Level 4		
	Customer Experience Management	Level 5		
	Customer Feedback and Relationship Management	Level 4, Level 5		
	Dispute Resolution	Level 4		
	Enterprise Risk Management	Level 4		
	Hospitality Data Collection and Analysis	Level 4		
	Innovation Management	Level 4		
	Legal Compliance Management	Level 4		
	Organisational Relationship Building	Level 4		
	People and Performance Management	Level 4		
	People Development	Level 4		
	Productivity Improvement	Level 4		
	Room Reservation Operations Management	Level 4		
	Resource Management	Level 4		
	Room Revenue Management	Level 4		
	Revenue Optimisation	Level 4		
	Service Challenges	Level 4		
	Service Information and Results	Level 4		
Service Innovation	Level 4			
Service Leadership	Level 4			
Service Planning and Implementation	Level 4			
Staff Management	Level 4, Level 5			
Technology Adoption and Innovation	Level 4			
Programme Listing	For a list of Training Programmes available for the Hotel and Accommodation Services sector, please visit www.skillsfuture.sg/skills-framework/has			

The information contained in this document serves as a guide.