

**SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - RESEARCH EXECUTIVE**

Sector	Tourism	
Sub-Sector	Meetings, Incentives, Conferences and Exhibitions	
Track	Event Management and Operations	
Occupation	Event Professional	
Job Role	Research Executive	
Job Role Description	<p>The Research Executive is responsible for analysing and presenting market insights and trends for the purpose of product and experience development. He/She plans and coordinates the research and development activities, develops robust methodologies to gather and process data that provides insights into emerging industry and facilitate knowledge sharing. He is responsible for overseeing the robustness and integrity of the data and information collection processes and for ensuring that programme contents are in line with the market-driven insights.</p> <p>Analytical and logical, he is highly proficient in the development and utilisation of research methods. He works with both internal and external stakeholders in directing and executing research and development activities, and is able to effectively communicate and break down complex data to relevant stakeholders.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Conduct research on market trends, competitors and past historical data	Define processes, procedures and policies for conducting research to ensure quality of information collected
		Analyse research on market trends and competitor activities to identify possible new programmes
		Package research analysis for presentation to internal and external stakeholders
		Perform in-depth review on existing customer data to verify gaps in the organisation's Meetings, Incentives, Conferences and Exhibitions (MICE) event portfolio
		Conduct engagement with past event participants to identify areas of improvements for products and services portfolio
		Support development of product and services strategies based on market research and organisational analysis
	Develop new programmes	Propose potential programmes or MICE events based on market research
		Develop proposals for new programmes or MICE events
		Translate market insights to advise on pricing strategies
		Identify potential event speakers based on event requirements
	Develop participants' experience	Conduct analysis of participants' experience with event content delivery and event experience
		Analyse research to recommend creative methods to deliver content and enhance user experience
		Conduct research on new technologies to enhance content delivery and user experience
	Support human resource, technology and/or finance operations	Report budget utilisation and spending
		Conduct research on market trends in relevant technology applications to improve productivity and innovation
Provide feedback on usage of workplace technology		

	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Skills and Competencies	Budgeting	Level 3	Communication
Business Data Analysis		Level 3	Creative Thinking	Intermediate
Data Mining and Modelling		Level 3	Digital Literacy	Intermediate
Financial Planning and Analysis		Level 3	Global Mindset	Basic
Innovation Management		Level 3	Interpersonal Skills	Basic
Intellectual Property Management		Level 3		
Internet of Things Management		Level 3		
Market Research		Level 3		
Meetings, Incentives, Conferences and Exhibitions (MICE) Content and Experience Development and Delivery		Level 3		
Product, Content and Experience Performance Management		Level 3		
Proposal Writing		Level 3		
Stakeholder Management		Level 3		
Strategy Implementation		Level 3		
Systems Thinking Application		Level 3		
Technology Application		Level 3		
Technology Scanning		Level 3		
Tourism and Economic Development	Level 3			
Programme Listing	For a list of Training Programmes available for the Tourism sector, please visit www.skillsfuture.sg/skills-framework/tourism			

The information contained in this document serves as a guide.