

SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - PRODUCT AND EXPERIENCE DEVELOPMENT DIRECTOR

Sector	Tourism	
Sub-Sector	Tour and Travel Services	
Track	Travel Management and Operations	
Occupation	Product and Experience Development Professional	
Job Role	Product and Experience Development Director	
Job Role Description	<p>The Product and Experience Development Director assumes overall responsibility for the organisation's travel product roadmap strategies and implementation. He/She manages the refinement to current products whilst planning for future product launches. He is also an expert on the organisation's travel products and services, and manages the procurement of vendors for products.</p> <p>Innovative and forward-thinking, he keeps abreast of the market trends, including disruptive forces, legislative and regulatory changes. He possesses strong negotiation skills and identifies and pursues strategic business opportunities. He serves as a mentor to the team and provides strategic guidance in the research and development of new products.</p> <p>He may travel frequently and attend trade shows to identify developments in products and services internationally to meet customer needs.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
		Develop new products and services
		Establish overall product and service offering mix and strategies based on market research and portfolio gap analysis
		Lead review of innovative products and services based on business environment analysis, feedback from internal stakeholders and cost-benefit and risk analysis
		Establish new products and services pricing strategies
		Lead collaboration with sales department to monitor sales and understand customer feedback and market sentiments
		Lead collaboration with marketing department to develop product and service messaging for marketing campaigns
		Lead collaboration with key internal and external stakeholders in roll out of new products and services
	Ensure training is conducted for sales department on the rollout of new products and services	
	Lead business responses to complex internal queries on new products and services	
	Manage procurement	
	Lead negotiation of contracts with vendors	
	Lead vendor selection in alignment with overall product and services strategies	
	Oversee contracts and service level agreements with vendors	
	Lead relationship management with existing vendors	
	Establish vendor performance metrics	
Enhance existing products and services		
Drive innovation to existing products and services		
Review existing products and services based on customer insights, customer data, market trends and business environment analysis		
Engage key stakeholders in roll out of enhancements to products and services		
Support human resource, technology and/or finance operations		
Lead department's financial budgeting process to acquire funds for department's activities		
Oversee department's financial budget utilisation against departmental work plans		

	Drive corporate governance measures			
	Manage subordinates' professional and career development			
	Manage department's recruitment and retention efforts			
	Lead technology application for improvements to productivity and innovation			
	Develop revised workplace technology approaches for productivity improvement and innovation			
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Budgeting	Level 5	Creative Thinking	Advanced
	Business Negotiation	Level 5	Decision Making	Advanced
	Business Performance Management	Level 5	Developing People	Advanced
	Business Planning	Level 5	Transdisciplinary Thinking	Advanced
	Change Management	Level 5	Digital Literacy	Intermediate
	Continuous Improvement Management	Level 5		
	Contract Development and Management	Level 5		
	Corporate Governance	Level 5		
	Employee and Labour Relations	Level 5		
	Financial Management	Level 5		
	Innovation Management	Level 5		
	Intellectual Property Management	Level 5		
	Learning and Development	Level 5		
	Organisational Vision, Mission and Values Formulation	Level 5		
	Product, Content and Experience Performance Management	Level 5		
	Risk Management and Administration	Level 5		
	Stakeholder Management	Level 5		
	Strategy Planning	Level 5		
	Succession Planning	Level 5		
	Technology Scanning in Tourism	Level 5		
Tour and Travel Services Product and Experience Development and Delivery	Level 5			
Tourism and the Economy	Level 5			
Vendor Management	Level 5			
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.