

**SKILLS FRAMEWORK FOR TOURISM**  
**SKILLS MAP - PRODUCT AND EXPERIENCE DEVELOPMENT EXECUTIVE**

<b>Sector</b>	Tourism	
<b>Sub-Sector</b>	Tour and Travel Services	
<b>Track</b>	Travel Management and Operations	
<b>Occupation</b>	Product and Experience Development Professional	
<b>Job Role</b>	<b>Product and Experience Development Executive</b>	
<b>Job Role Description</b>	<p>The Product and Experience Development Executive supports the design of travel itineraries for travellers through research on destinations. This includes identifying key destinations through market research, market segment analysis and analysis of overall market trends. He/She also monitors and evaluates the effectiveness of the tour and travel products and services.</p> <p>Analytical and logical, he supports in the analysis of products and services and utilisation of appropriate market research tools. He is also resourceful with good communication skill and works closely with the marketing department for the development and implementation of communication materials of the products and services.</p> <p>He works on a regular work-week from Mondays to Fridays, but occasionally has to work over evenings, weekends and/or public holidays.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
		Develop new products and services
		Support development of overall product and service offering mix and strategies based on market research and portfolio gap analysis
		Assist in developing new product and service offering pricing strategies
		Conduct cost-benefit and risk analysis on proposed new products and services
		Conduct research on market trends and competitors
		Coordinate collaboration efforts with sales department to monitor sales and understand customer feedback and market sentiments
		Coordinate collaboration efforts with marketing department to develop product and service messaging for marketing campaigns
	Analyse impact of changes to key internal and external stakeholders from the introduction of new products and services	
	Respond to internal queries on new products and services	
	Manage procurement	Propose vendors needed for products and services offerings
	Conduct cost-benefit and risk analysis of existing and new vendors including risk evaluation of high risk vendor products	
	Support in contracts and service level agreements with vendors	
	Collaborate with operations department to get feedback on service level standards of vendors	
	Monitor vendors performance metrics and deviations	
	Enhance existing products and services	Generate reports on customer insights, customer data, market trends and business environment analysis to support enhancement of products and services
	Conduct cost-benefit and risk analysis on enhancements to existing products and services	
	Compile feedback on issues arising from key stakeholders on the implementation of enhancements to products and services	
	Support human resource, technology and/or finance operations	Report budget utilisation and spending against department's key performance indicators within approved departmental financial budget
	Conduct research on market trends in relevant technology applications to improve productivity and innovation	
Provide feedback based on usage of workplace technology		

	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)			
		Budgeting	Level 3	Communication	Intermediate	
	Business Performance Management	Level 3	Creative Thinking	Intermediate		
	Change Management	Level 3	Interpersonal Skills	Intermediate		
	Continuous Improvement Management	Level 3	Service Orientation	Basic		
	Contract Development and Management	Level 3	Teamwork	Intermediate		
<b>Skills and Competencies</b>	Financial Planning and Analysis	Level 3				
	Innovation Management	Level 3				
	Intellectual Property Management	Level 3				
	Market Research	Level 3				
	Product, Content and Experience Performance Management	Level 3				
	Risk Management and Administration	Level 3				
	Stakeholder Management	Level 3				
	Strategy Implementation	Level 3				
	Technology Application	Level 3				
	Technology Scanning in Tourism	Level 3				
	Tour and Travel Services Product and Experience Development and Delivery	Level 3				
	Tourism and the Economy	Level 3				
	Vendor Management	Level 3				
	<b>Programme Listing</b>	For a list of Training Programmes available for the Tourism sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/tourism">www.skillsfuture.sg/skills-framework/tourism</a>				

The information contained in this document serves as a guide.