

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

<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 Manager</b>	
<b>Job Role Description</b>	<p>The Product and Experience Development Manager assists in the operational aspect of executing the organisation's travel product roadmap strategies and implementation. This includes identifying areas of development based on competitor analysis, market research on the differing travel needs of travellers as well as keeping abreast of market trends in order to plan and design the products and services.</p> <p>Innovative with strong communication skills, he/she collaborates closely with various internal stakeholders on managing the changes with the roll out of new products and services. He possesses strong negotiation skills and builds and maintains strong working relationships with vendors. He also prepares and conducts travel package training to the sales department.</p> <p>He may be required to attend trade shows, engages suppliers and also promotes the organisation's products and services.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
		Develop new products and services
		Develop overall product and service offering mix and strategies based on market research and portfolio gap analysis
		Propose innovative products and services based on business environment analysis, feedback from internal stakeholders and cost-benefit and risk analysis
		Develop new products and services pricing strategies
		Collaborate with sales department to monitor sales and understand customer feedback and market sentiments
		Collaborate with marketing department to develop product and service messaging for marketing campaigns
		Collaborate with key internal and external stakeholders in roll out of new products and services
	Conduct training for sales department on the rollout of new products and services	
	Respond to complex internal queries on new products and services	
	Manage procurement	Conduct negotiation of contracts with vendors
	Evaluate vendors based on market research, cost-benefit and risk analysis	
	Evaluate contracts and service level agreements with vendors	
	Review feedback from operations department on service level standards of vendors	
	Manages vendor performance metrics and deviations	
	Enhance existing products and services	Recommend areas of innovation to existing products and services
Evaluate existing products and services based on customer insights, customer data, market trends and business environment analysis		
Analyse impact of changes to internal stakeholders from enhancements to products and services		
Support human resource, technology and/or finance operations	Propose department's financial budgets for management approval	
Manage financial budgets in accordance with departmental work plans		

	Develop corporate governance measures			
	Provide on-the-job training to subordinates			
	Implement department's recruitment and retention efforts			
	Evaluate how latest technology trends can be leveraged to improve productivity and innovation			
	Evaluate how workplace technology approaches can be revised based on feedback			
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Budgeting	Level 4	Computational Thinking	Intermediate
	Business Negotiation	Level 4	Creative Thinking	Intermediate
	Business Performance Management	Level 4	Decision Making	Intermediate
	Business Planning	Level 4	Developing People	Advanced
	Change Management	Level 4	Transdisciplinary Thinking	Advanced
	Continuous Improvement Management	Level 4		
	Contract Development and Management	Level 4		
	Corporate Governance	Level 4		
	Financial Planning and Analysis	Level 4		
	Financial Management	Level 4		
	Innovation Management	Level 4		
	Intellectual Property Management	Level 4		
	Learning and Development	Level 4		
	Market Research	Level 4		
	Organisational Vision, Mission and Values Formulation	Level 4		
	Product, Content and Experience Performance Management	Level 4		
	Risk Management and Administration	Level 4		
	Stakeholder Management	Level 4		
	Strategy Implementation	Level 4		
	Strategy Planning	Level 4		
	Succession Planning	Level 4		
	Technology Application	Level 4		
	Technology Scanning in Tourism	Level 4		
	Tour and Travel Services Product and Experience Development and Delivery	Level 4		
Tourism and the Economy	Level 4			
Vendor Management	Level 4			

**Programme  
Listing**

For a list of Training Programmes available for the Tourism sector, please visit [www.skillsfuture.sg/skills-framework/tourism](http://www.skillsfuture.sg/skills-framework/tourism)

The information contained in this document serves as a guide.