

**SKILLS FRAMEWORK FOR TOURISM  
SKILLS MAP - TRAVEL ACCOUNT EXECUTIVE**

<b>Sector</b>	Tourism		
<b>Sub-Sector</b>	Tour and Travel Services		
<b>Track</b>	Travel Management and Operations		
<b>Occupation</b>	Travel Account Professional		
<b>Job Role</b>	<b>Travel Account Executive</b>		
<b>Job Role Description</b>	<p>The Travel Account Executive assists in managing accounts through processing of account management activity reports and acts as a first point of contact for clients regarding any account management related issues. He/She is expected to analyse reservation rate and average spending statistics of client accounts and provide initial responses to clients' complaints.</p> <p>Service-oriented with strong interpersonal skills, he interacts with clients to understand their preferences and obtain feedback on how to better serve their needs. He also explains and clarifies queries faced by clients when using organisation's products and services.</p> <p>He may be required to work on weekends, evenings, and public holidays in an office environment.</p>		
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	Grow client relationships	Generate statistics of reservation rate and average spending on client accounts to support growth strategies
			Conduct cost-benefit analysis on client accounts
			Assist with the collation of information to facilitate new product and service offerings based on clients' preferences
			Consolidate client feedback on existing vendors
			Provide suggestions on potential vendors based on client feedback
	Manage service standards	Maintain client data in client relationship management system	
		Resolve client issues within service level standards	
	Service client accounts	Perform personalised post-sales client support and service according to clients' needs	
		Provide prompt responses to queries on client accounts	
		Generate lists of policy deviation requests	
		Conduct programmes to inform clients on products and service offerings	
		Draft service level agreements for new clients	
	Support human resource, technology and/or finance operations	Resolve client conflicts and escalate to higher level when needed	
		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		
	<b>Technical Skills and Competencies</b>	<b>Generic Skills and Competencies (Top 5)</b>	
Budgeting	Level 3	Communication	Advanced
Business Data Analysis	Level 3	Interpersonal Skills	Advanced
Business Performance Management	Level 3	Service Orientation	Advanced
Contract Development and Management	Level 3	Decision Making	Basic

<b>Skills and Competencies</b>	Customer Behaviour Analysis	Level 3	Digital Literacy	Basic
	Customer Loyalty and Retention Strategy Formulation	Level 3		
	Customer Relationship Management	Level 3		
	Financial Planning and Analysis	Level 3		
	Market Research	Level 3		
	Proposal Writing	Level 3		
	Sales Closure	Level 3		
	Sales Target Management	Level 3		
	Service Excellence	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			
<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.