

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

|  |  |   |
|--|--|---|
| <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 Manager</b>  |   |
| <b>Job Role Description</b>                  | <p>The Travel Account Manager is responsible for the account management aspect of key accounts. He/She is responsible to drive client profitability and retention of key accounts. This includes analysing client trends and feedback and proposing growth opportunities for the business.</p> <p>Service-oriented and with strong interpersonal skills, he is responsible to negotiate renewal of contracts to ensure that organisation's interests are protected while maintaining clients' satisfaction. He also possesses strong organisational skills to coordinate and organise client relationship management programmes to improve clients' knowledge of the organisation's products and services.</p> <p>He may travel frequently to attend trade shows to establish and maintain relationships with key clients.</p> |   |
| <b>Critical Work Functions and Key Tasks</b> | <b>Critical Work Functions</b>   | <b>Key Tasks</b>  |
|  | Grow client relationships  | Develop account management strategies to retain and grow client accounts                        |
|  |  | Analyse existing data on client accounts to support account management strategies               |
|  |  | Recommend changes to terms of renewed contracts based on cost-benefit analysis                  |
|  |  | Conduct negotiations on contract renewals   |
|  |  | Recommend other possible product and service offerings to clients based on clients' preferences |
|  |  | Evaluate client feedback on existing vendors  |
|  |  | Recommend possible areas of growth based on client feedback                                     |
|  | Manage service standards   | Execute client relationship management programmes   |
|  |  | Recommend processes to enhance client service experience  |
|  |  | Conduct training on service level standards for employees                                       |
|  |  | Develop guidelines for conflict resolutions   |
|  | Service client accounts  | Supervise personalised post-sales client support and service according to clients' needs        |
|  |  | Provide prompt responses to queries on key client accounts                                      |
|  |  | Recommend deviation in policy requests based on viability and cost-benefit analysis             |
|  |  | Plan programmes to inform clients on products and service offerings                             |
|  |  | Propose service level agreement terms for new clients   |
|  |  | Perform service recovery on client accounts   |
|  | 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 from employees  |  |              |
| <b>Skills and Competencies</b> | <b>Technical Skills and Competencies</b>  |   | <b>Generic Skills and Competencies (Top 5)</b> |              |
|                                | Budgeting   | Level 4   | Communication                                  | Advanced     |
|                                | Business Data Analysis  | Level 4   | Computational Thinking                         | Intermediate |
|                                | Business Negotiation  | Level 4   | Decision Making                                | Intermediate |
|                                | Business Performance Management   | Level 4   | Developing People                              | Intermediate |
|                                | Business Planning   | Level 4   | Interpersonal Skills                           | Advanced     |
|                                | Contract Development and Management   | Level 4   |  |              |
|                                | Corporate Governance  | Level 4   |  |              |
|                                | Customer Behaviour Analysis   | Level 4   |  |              |
|                                | Customer Loyalty and Retention Strategy Formulation   | Level 4   |  |              |
|                                | Customer Relationship Management  | Level 4   |  |              |
|                                | Financial Planning and Analysis   | Level 4   |  |              |
|                                | Financial Management  | Level 4   |  |              |
|                                | Learning and Development  | Level 4   |  |              |
|                                | Market Research   | Level 4   |  |              |
|                                | Organisational Vision, Mission and Values Formulation   | Level 4   |  |              |
|                                | Proposal Writing  | Level 4   |  |              |
|                                | Sales Closure   | Level 4   |  |              |
|                                | Sales Target Management   | Level 4   |  |              |
|                                | Service Excellence  | Level 4   |  |              |
|                                | Stakeholder Management  | Level 4   |  |              |
|                                | Strategy Implementation   | Level 4   |  |              |
|                                | Strategy Planning   | Level 4   |  |              |
|                                | Succession Planning   | Level 4   |  |              |
|                                | Tour and Travel Services Product and Experience Development and Delivery  | Level 4   |  |              |
| Technology Application         | Level 4   |   |  |              |
| Technology Scanning in Tourism | Level 4   |   |  |              |
| Tourism and the Economy        | Level 4   |   |  |              |
| <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.