

ANNEX A

FACTSHEET ON SKILLS FRAMEWORK FOR TOURISM

About Skills Framework for Tourism

- The Skills Framework for Tourism supports the manpower strategies by identifying pivotal jobs in the Tourism sector, outlining possible career pathways for talent attraction and retention, as well as articulating existing and emerging skills to support the growth and transformation of the sector.
- It is jointly developed by SkillsFuture Singapore (SSG), Workforce Singapore (WSG), and the Singapore Tourism Board (STB), together with employers, industry associations, union, and education and training providers. It provides information on the sector, career pathways, occupations/job roles, skills and competencies, and training programmes.

Who is it for?

- The target groups for Skills Framework for Tourism are as follows:
 - **Individuals** who wish to join or progress within the Tourism sector, will be able to assess their career interest, identify relevant training programmes to upgrade their skills, and prepare for their desired jobs;
 - **Employers** will be able to recognise these skills and invest in training their employees for career development and skills upgrading;
 - **Institutes for Higher Learning (IHLs) and training providers** can gain insights on sector trends, existing and emerging skills that are in demand, and design programmes to address the sector needs accordingly; and
 - **Government, union and professional bodies** will be able to analyse skills gaps and design appropriate SkillsFuture initiatives to upgrade the manpower capability and professionalise the sector.

Key components of the Skills Framework

- The Skills Framework for Tourism contains information on the sector, career pathways, occupations/job roles, skills and competencies, and training programmes:
 - Sector information – provides insights such as key statistics, trends and workforce profiles in the sector;
 - Career pathways – depicts the pathways for vertical and lateral progression for advancement and growth. Five (5) tracks and 69 job roles have been identified. The tracks are namely:
 1. Business Development, Sales, Sponsorships and Marketing;
 2. Attractions Management and Operations;

3. Event Management and Operations;
 4. Venue Management and Operations; and
 5. Travel Management and Operations
- Technical and Generic Skills and Competencies – covers a total of 91 existing and emerging Technical Skills and Competencies, 18 Generic Skills and Competencies, and their respective descriptions. Some of the emerging skills identified include Business Data Analysis, Data Mining and Modelling, E-Commerce Campaign Management, Innovation Management, Systems Thinking Application and Technology Scanning; and
 - Training programmes for skills upgrading and mastery – provides information on training programmes to help aspiring individuals and in-service employees acquire skills necessary for various job roles.

More information on the Skills Framework for Tourism can be found at www.skillsfuture.sg/skills-framework/tourism

**DESCRIPTION OF CAREER TRACKS
WITHIN THE SKILLS FRAMEWORK FOR TOURISM**

	Tracks	Description
1.	Business Development, Sales, Sponsorships and Marketing	Job roles in this track support the commercial needs of the business. For Business Development, they exist in all three sub-sectors, with Sales encompassing Event Sales. Sponsorships track is applicable to MICE sub-sector.
2.	Attractions Management and Operations	Job roles in this track support Attractions-related operations, including Content and Experience Development, and Nature and Wildlife-based job roles. The Nature and Wildlife-based job roles are unique to the Attractions sub-sector.
3.	Event Management and Operations	Job roles this track support the development and execution of Events, with potential synergies between the Attractions and MICE sub-sectors. This track includes Product and Experience Development, Project Management and Event Operations.
4.	Venue Management and Operations	Job roles in this track support the development and execution of venues for events, including Venue Management and Venue Operations.
5.	Travel Management and Operations	Job roles in this track support the Tour and Travel Services-related operations, including Product and Experience Development, Travel Operations, Account Management and Tourist Guiding.

