

FACTSHEET ON PROFESSIONAL CONVERSION PROGRAMMES FOR PROFESSIONAL EXECUTIVES (HOTEL INDUSTRY): HOTEL SALES EXECUTIVE/ ASSISTANT SALES MANAGER

About the PCP for Professional Executives

1. In 2015, Professionals, Managers, Executives and Technicians (PMETs) constitute over 50% of Singapore's local workforce, and the proportion of PMETs is set to grow. There continues to be a sizeable number of vacancies for professions related to sales, marketing, business services and administration, with over 2,300 vacancies available for sales and marketing, project management, business development and business administration jobs.²
2. As part of the *Adapt and Grow* initiative to provide greater support for mid-career PMETs, the Singapore Workforce Development Agency (WDA) has developed the Professional Conversion Programme (PCP) for Professional Executives to help them re-skill to take on roles in leadership and management, sales and marketing, project management, business development and operations across various sectors. The classroom training and On-the-Job Training (OJT) components facilitate and enhance their employability and prepare them better to take on their new roles.
3. The PCP for Professional Executives will also help companies alleviate manpower challenges. Through structured classroom and OJT, companies are also able to align training according to their specific business and industry needs.

Overview of the Hotel Industry

4. Boasting world-class tourism infrastructure, excellent hospitality services and a wide range of accommodation choices, Singapore is consistently ranked as one of Asia's premier tourist destinations. In 2015, international visitor arrivals grew at a rate of 0.9% to 15.2 million, with a 0.8% year-on-year growth in gazetted hotel room revenue at \$3.2 billion.³

² Source: Jobs Bank Data (June to Aug 2016)

³ Source: STB Tourism Sector Performance Q4, 2015 Report.

5. Singapore's hotel industry is expanding rapidly, with new hotels e.g. M Social Singapore, Oasia Hotel Downtown and The Warehouse slated to open in 2016. These new developments add vibrancy to the diverse range of hotels, from budget to luxury, and will bring about a variety of new career opportunities.

Participating Companies

6. For a start, there are 18 hotel employers participating in the programme:
 1. Amara Sanctuary Resort Sentosa
 2. Amara Singapore
 3. Carlton Hotel Singapore
 4. Crowne Plaza Changi Airport
 5. Dorsett Singapore
 6. Four Points by Sheraton Singapore, Riverview
 7. Grand Corpthorne Waterfront Singapore
 8. Hotel Jen Orchard Gateway Singapore
 9. Hotel Jen Tanglin Singapore
 10. M Hotel Singapore
 11. M Social Singapore
 12. Mandarin Oriental Singapore
 13. Orchid Hotel
 14. Pan Pacific Singapore
 15. Ramada and Days Hotels Singapore At Zhongshan Park
 16. Shangri-La Hotel Singapore
 17. Shangri-La's Rasa Sentosa Resort & Spa
 18. JW Marriott Hotel Singapore South Beach

Career Progression

7. Participants hired through the PCP for Professional Executives (Hotel Industry) will join established hotels as a Hotel Sales Executive/ Assistant Sales Manager. Upon completion of the programme, they will have the opportunity to progress in these roles to take on the position of a Hotel Sales Manager or equivalent, depending on their individual performance.

Programme Details

8. The PCP for Professional Executives (Hotel Industry) will operate under a Place-and-Train mode, in which the participating companies will employ the participants before they

commence training. Participants will undergo a 4.5-month programme consisting of a combination of classroom training/e-learning and structured OJT at the hiring company.

9. The classroom training will be conducted by Singapore Hotel and Tourism Education Centre (SHATEC). Upon completion of the Programme, trainees under the PCP for Professional Executives (Hotel Industry) will receive a WSQ Advanced Certificate in Hotel & Accommodation Services (Sales & Marketing).