

HOTELS INDUSTRY TRANSFORMATION MAP

**FUTURE
ECONOMY**

Customer expectations are rising and becoming more sophisticated. The hotel industry needs to transform and explore innovative services modalities to stay competitive.

VISION

To forge a competitive industry supported by a future-ready workforce.



PILLARS OF TRANSFORMATION

JOBS & SKILLS



Develop a stronger skilled workforce that is able to meet the industry's future needs



Redesign jobs for better wage and career progressions to build a pipeline of future talent

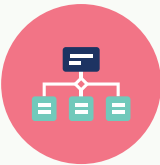


Support hotels in adopting progressive HR practices

PRODUCTIVITY



Adopt a data-driven approach to forecast demand and eliminate redundancies in job functions



Redesign existing processes and workflow models to unlock new gains



Build revenue management and digital marketing capabilities to gain customer insights and predict demand

INNOVATION



Tap on mobile and digital technologies to improve service delivery and enhance guest experience

INTERNATIONALISATION



Build a network presence in key gateway cities and tourism destination



Develop global-ready talent to become intentionally competitive



Collaborate with other businesses in adjacent industries to venture abroad collectively



Help hotels internationalise into regional and global markets

EQUIP YOURSELF FOR THE FUTURE...

Upskill and train the workforce:

[Skills Framework for Hotel and Accommodation Services](#)
[Hotel Sector Study Awards](#)

Enhance productivity with technology:

[Hotel Productivity Centre](#)
[Productivity Solutions Grant](#)

Boost capabilities through innovation:

[Hotel Industry Story-bank](#)
[Business Improvement Fund](#)

Go global:

[Global Company Partnership Grant](#)