

Emerging areas of work



The Hyper-Technologist

Develop guest-centric experiences enabled by data-driven and innovative technologies, blending the digital and physical realms

The Hyper-Technologist is highly attuned to the competitive hotel landscape and is passionate about the ways in which technology can enrich the guest experience and increase operational efficiency. He or she is always up-to-date with emerging technologies and seeks to be at the helm of the hotel's digital transformation. He or she will develop the hotel's technology roadmap, evaluate new technologies for adoption and collaborate with relevant stakeholders to drive technology implementation.

The following roles have been identified under this emerging area of work:

Business Intelligence Analyst¹

- The Business Intelligence Analyst manages and analyses business information using business intelligence tools and technologies to derive insights on business development, sales and marketing strategies.
- The job holder must be data-driven and possess a fundamental understanding of end-to-end business intelligence functions

Technology and Innovation Strategist¹

- The Technology and Innovation Strategist is responsible for leading all technology and innovation initiatives for the hotel and making recommendations for technological process improvements.
- He/she will provide technical leadership and direction to hotel management in the adoption and implementation of tech solutions and identify needs and opportunities for the adoption of new technology.
- He/she will promote the use of emerging technologies and build digital transformation initiatives in the hotel.
- Job holders must be familiar with market trends, emerging technology and innovation methodologies.

Digital Advocate

- The Digital Advocate is responsible for organising and disseminating information pertaining to digital strategy and new technology adoption.
- He/she will instill good data habits in employees and will be the lead advocate for digitalisation in the hotel, acting as a change champion when the hotel adopts new technologies.
- This responsibility will be taken on as an additional task by an existing employee within the hotel.

Legend

Generalist

Specialist

¹More information on the job details of the specialist roles can be accessed by clicking on the job title.

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Business Intelligence Analyst

Job Description

The Business Intelligence Analyst manages and analyses business information using business intelligence tools and technologies to derive data-driven performance insights on hotel performance metrics, including market share performance, pricing effectiveness, market segmentation and market trends. The job holder must be data-driven and possess a fundamental understanding of end-to-end business intelligence functions. This role will support any analysis as need to determine factors that impact hotel performance and work in collaboration with management teams to formulate solutions.

Other Considerations

- Full-service and/or larger hotels may consider placing this function at the corporate and/or group level and having dedicated analysts per business unit to manage and analyse function-specific data
- For select-service and/or smaller hotels, a single headcount may be sufficient for managing data cross multiple functions

Job Tasks

- Analyse and evaluate business trends and provide business analysis support to hotel leadership and management to support strategic decision making
- Drive information integration from different data sources such as Property Management Systems (PMS) and Customer Relation Management (CRM) system to generate insights on parameters of interest such as market share performance, market segmentation and overall business performance
- Create and maintain tools, report and dashboards to support performance management and manage the underlying data
- Collaborate with other functions in the hotel such as Front Office, Revenue & Distribution, Business Development, Sales & Marketing, Food & Beverage and Venue Management & Operations to analyse business and operational performance and recommend improvements to increase productivity and revenue
- Communicate and present findings to hotel leadership and management and propose recommendations to hotel strategy in alignment to business priorities and market demand

Technical Skills and Competencies (TSC) Required¹

- Business Acumen*
- Data Analytics
- Data Mining and Modelling*
- Data Storytelling and Visualisation*
- Hospitality Data Collection and Analysis

Critical Core Skills (CCSs) Required¹

- Adaptability
- Collaboration
- Digital Fluency
- Problem Solving
- Sense Making

¹Nomenclature of Technical Skills and Competencies and Critical Core Skills are derived from SkillsFuture Singapore's Skills Framework (SFw). Skills denoted by an asterisk (*) are not available in SFw for Hotel and Accommodation Services (HAS) but available in other SFw. Skills denoted as (NEW) are future skills not currently captured by SFws. Skills not marked are available in SFw for HAS.