

# Emerging areas of work



## The Imaginative Curator

Resourceful designers with a passion for people, culture and harmonising the hotel with its precinct

The Imaginative Curator is a socially responsible individual who is highly aware of the impact hotels can have on its local community. He or she is passionate about arts and culture and constantly seeks to better understand local and global traditions. In the hotel, he or she will develop strategies and initiatives to create a more culturally immersive guest experience. He or she will also strive to forge meaningful relationships between guests, hotels, and local businesses and organisations to ensure hotels are a force for good in their community.

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

### Community Partnerships Manager<sup>1</sup>

- The Community Partnerships Manager is responsible for developing and maintaining partnerships with local enterprises, organisations and creatives in support of placemaking programmes.
- He/she manages community-led place strategies and coordinates activities and initiatives in and outside of the hotel premises.
- The job holder must be an excellent communicator and highly knowledgeable of the local arts and enterprises scene.

### Place Maker<sup>1</sup>

- The Place Maker designs and delivers new unique experiences to guests, allowing them to cultivate meaningful relationships with the destination, hotel and surrounding communities.
- He/she will be involved in developing an overall strategy for placemaking, including design and activation of public spaces within and outside of the hotel to build purposeful connections with local communities, hotel guests and employees

### Wellness Concierge<sup>1</sup>

- The Wellness Concierge is responsible for creating customised programmes based on each guest's dietary preferences, fitness goals and interests. Wellness programmes can include stress management, fitness, nutrition and weight management as well as traditional medicine practices.

### Wellness Advocate

- The Wellness Advocate helps guests and employees take an active role in improving their physical, mental and emotional health through their hotel stay. He/she will be responsible for maintaining guest and employee satisfaction, encouraging them to adopt healthier habits.
- This responsibility will be taken on as an additional task by an existing employee within the hotel.

Legend

Generalist

Specialist

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

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## Place Maker



### Job Description

The Place Maker designs and delivers new unique experiences to guests, allowing them to cultivate meaningful relationships with the destination, hotel and surrounding communities. He/she manages community-led place strategies and coordinates activities within and outside of the hotel premises to connect guests and the wider community, allowing guests to enjoy a deeper immersion into the destination. Depending on his or her specialty, the Place Maker will craft destination inspired journeys that promote immersive property experiences, meaningful connections and individual wellbeing.

### Other Considerations

- Hotels that are exploring new business models involving the design of experiences using spaces within and beyond the property can consider hiring for this role
- This role is likely to reside at property level as the job holder is required to possess deep knowledge of the hotel and destination's culture and heritage

### Job Tasks

- Develop an overall strategy for placemaking, including the design and activation of public spaces within and outside of the hotel to enhance different touchpoints along the guest journey and build purposeful connections between local communities, hotel guests and employees
- Utilise placemaking strategies to develop unique guest experiences, product and service offerings tailored to the locale, guest segment and demographics
- Enhance the guest experience through storytelling techniques, sharing local history, culture and heritage to promote immersive experiences at the destination
- Partner with Sales and Marketing teams as well as functional heads to drive awareness of place-making projects and initiatives amongst guests, hotel employees and the wider community
- Establish and build relationships with artists, designers, architects and other stakeholders to drive community enhancement efforts

### Technical Skills and Competencies (TSC) Required<sup>1</sup>

- Cultural Sensitivity for Design\*
- Consumer Intelligence Analysis\*
- Customer Experience Innovation\*
- Empathetic Design\*
- Events Planning and Management
- Placemaking for Hospitality (NEW)

### Critical Core Skills (CCSs) Required<sup>1</sup>

- Customer Orientation
- Global Perspective
- Transdisciplinary Thinking
- Collaboration
- Building Inclusivity

<sup>1</sup>Nomenclature 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.