Trends impacting this role

Guest Preferences	Shift in Ops Models		
AI	Data Analytics	Enterprise Systems	Robotics & Automation

*In the next **1 – 3 years**...*

MEDIUM degree of change in tasks

The job will potentially require
MODERATE JOB REDESIGN

A fair proportion of the job tasks will be substituted by technology, with human intervention required for high value-adding tasks as against routine, repetitive tasks

Responsibilities of the role today

The Reservations Executive / Reservations Supervisor is responsible for **supervising the operations of the department** in **selling rooms** and **managing room inventory to maximise sale**s. He/She ensures that all guest requests, concerns and feedback relating to rooms reservations are addressed in a timely and professional manner and collaborates with relevant departments on **booking requirements** and **special guest requests** to provide a **seamless guest experience**.

Responsibilities of the role in the future

Moving forward, this role will still be responsible for building and maintaining guest relationships in the hotel. **High level of social interaction** will still be required for the job holder to **identify new business opportunities** for **targeted upselling** and **grow relationships** with **key accounts**. The job holder will also leverage technologies such as **data and analytics** to play a **larger role in customer relationship building** and **service quality improvement**.

Critical Work Function	Job tasks today	Job tasks within the next 3 years
Manage reservation requests	Assist guests on enquiries and escalated concerns, and provide recommendations on rooms or packages, while monitoring guest satisfaction levels	• **Virtual chatbots enabled by AI and ML** will **address basic customer queries** and enable **round-the-clock resolution of customer queries**. • **Smart Customer Relationship Management (CRM) systems** provide **insights on guest preferences and purchase patterns**, allowing the job holder to provide personalised recommendations on room packages.
Manage reservation operations	Check records, data entries, and transactions in the PMS to ensure data and documentation accuracy, and execute risk response activities to manage system downtime	• **Robotic Process Automation (RPA) automates the input of records and reservation data in the Property Management System (PMS)** and **conducts auto cross checks**, therefore **increasing efficiency and accuracy**. Some human judgement may still be required for oversight and managing quality of output.
	Collaborate with relevant departments on group allocations and reservations and special guests' requests	• Collaborate with relevant departments on group allocations and reservations and special guests' requests.
Manage room inventory	Verify room inventory and availability of room types and rates on booking platforms	• **Central Reservation System (CRS) tracks real-time updates on room inventory** and **availability of room types and rates on multiple booking platforms**. • The job holder may still be required to verify room availability and inventory.
	Monitor room sales, booking pick-up, and occupancy rates for management reporting and forecasting purposes	• **Central Reservation System (CRS) tracks real-time updates on room sales and booking pick-up rates** for management reporting • **Data analytics and visualisation tools** support the **analysis of seasonal and historical trends**, allowing the job holder to make informed reservation forecasts for more accurate analysis and planning.

Critical Work Function	Job tasks today		Job tasks within the next 3 years
Manage human resources, finance and continuous improvement	Implement innovation, productivity and technology enhancement plans to improve reservation operations and service delivery		• Implement innovation, productivity and technology enhancement plans to improve reservation operations and service delivery.
	Manage and improve team service performance by facilitating opportunities for knowledge and information sharing, implementing training plans and coaching team members		• Manage and improve team service performance by facilitating opportunities for knowledge and information sharing, implementing training plans and coaching team members.

Redesign possibilities	
Vertical stacking	• Stacked with *Reservations Officer / Reservations Agent* and enlarged to become **Reservations Specialist**.

 A list of new or additional skills can be found on the following page.

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In addition to the Skills and Competencies identified in the Skills Framework for Hotel and Accommodation Services, the following additional TSCs and CCSs have been identified as relevant for the job role going forward:

Additional Technical Skills and Competencies (TSCs)		
Business Acumen*	Business Negotiation	Data Analytics
Infographics and Data Visualisation*	Service Leadership	

Additional Critical Core Skills (CCSs)		
Adaptability	Digital Fluency	Learning Agility

- Skills denoted by an asterisk (*) are not available in Skills Framework (SFw) for Hotel and Accommodation Services (HAS) but available in other SFw.
- Skills not marked are available in SFw for HAS but are not currently tagged to this job role in the function.