Trends impacting this role

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

In the next **1 – 3 years**…

HIGH degree of change in tasks
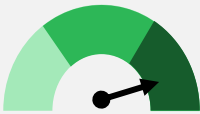
The job will potentially require
EXTENSIVE JOB REDESIGN
Job role will likely be enlarged, reconfigured or enriched. As such, there will be a need to reskill job holders with new skills to maintain their employability.

Responsibilities of the role <u>today</u>	Responsibilities of the role <u>in the future</u>
The Reservations Officer / Reservations Agent responds to reservation requests from guests, travel agents, and referral networks made through various communication platforms. He/She ensures that **reservation hotlines are attended** to at all times to meet **daily business needs**, and is responsible for **creating, updating and maintaining reservation bookings** promptly in accordance with guests' booking confirmations. Additional duties may include preparing **the list of expected arrivals** for the front office, assisting in **pre-registration activities** and **processing advance reservation deposits**.	**Moving forward,** the role will still be expected to respond to reservation requests from guests and travel agent. Technology will **augment routine tasks** such as **request handling and reporting**, allowing the job holder to focus on **building and maintaining relationships** with customers and other key stakeholders. With **analytics and automation**, the job holder will be able to **better understand customer profiles** and **develop greater personalisation of guest experiences** through **targeted services and/or upselling**.

Critical Work Function	Job tasks today		Job tasks within the next 3 years
Create sales opportunities	Create sales leads by converting guest queries into sales and upsell hotel rooms and facilities to maximise room revenue		• Create sales leads by converting guest queries into sales and upsell hotel rooms and facilities to maximise room revenue.
Manage reservation requests	Handle reservation requests and provide information to guests		• **Virtual chatbots enabled by Artificial Intelligence (AI) and Machine Learning (ML)** will **address basic customer queries** and enable **round-the-clock resolution of customer issues**. • **Automated answering systems direct call traffic to relevant channels** for follow-up and offer **ready-to-deliver responses** for common guest queries, minimising the job holder's effort in fielding incoming inquiries. However, the job holder will still need to handle diverse, complex and escalated customer queries based on customer knowledge.
	Liaise with travel agents and referral networks on reservation requests and ensure that room inventory is updated on global distribution systems		• Connected digital platforms will enhance communication of reservation requests. • This job role will continue to require human intervention for people and stakeholder management.

| Critical Work Function	Job tasks today		Job tasks within the next 3 years
Manage reservation operations	Make room reservations updates in the property management system (PMS) to reflect individual or group booking requirements, guest information and preferences		• **Property Management System (PMS)** provides **real-time visibility** through a dashboard view, allowing the job holder to efficiently capture guest reservations in accordance with room booking requirements. • **Central Reservation System (CRS)** provides **real-time visibility on room occupancies**, allowing more accurate management of multi-room bookings, group reservations and special guests' requests.
	Perform enquiries to check room inventory and availability of room types and rates and prepare pre-registration activities and process advance reservation deposits		• **Property Management System (PMS)** provides **real-time visibility on room inventory, room types and rates**, freeing up the job holder to make recommendations on improving room occupancy. • **Central Reservation System** provides **visibility to front office on pre-populated guest information** and **process advance reservation deposits** therefore enhancing the check-in process. • This job role will continue to require human intervention for people and stakeholder management to ensure synergies between departments.
Manage room inventory	Prepare reports and forecasts for room revenue and occupancy		• **Robotic Process Automation (RPA) consolidates and generates reports on room occupancy and booking patterns** into comprehensive reports for hotel utilisation. Some human judgement may still be required for oversight and managing quality of output.
Manage human resources, finance and continuous improvement	Generate ideas and provide suggestions for productivity and service improvements to enhance reservation operations		• Generate ideas and provide suggestions for productivity and service improvements to enhance reservation operations

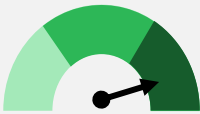| Redesign possibilities	
Horizontal stacking	• Stacked with *Reservations Executive / Reservations Supervisor* and enlarged to become **Reservations Specialist**.
Segmentation	• Tasks in this role may be segmented depending on individual workers' profiles and needs to cater for alternative workers and the contingent workforce.

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

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Job role will likely be enlarged, reconfigured or enriched. As such, there will be a need to reskill job holders with new skills to maintain their employability.

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)		
Infographics and Data Visualisation*		

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

- Skills denoted by an asterisk (*) are not available in Skills Framework (SFw) for Hotel and Accommodation Services (HAS) but available in other SFw.