

# 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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## Wellness Concierge

### Job Description

The Wellness Concierge is responsible for driving sustainable tourism through the promotion of wellness and wellbeing related activities tailored based on each guest's dietary preferences, fitness goals and interests. Wellness programmes can include stress management, fitness, nutrition and weight management practices, participation in eco-friendly activities with local communities, guided meditations and locally sourced and sustainable meals.

### Other Considerations

- Hotels that prioritise guest wellbeing and wellness as a potential business driver may 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 guest preferences and trends and tailor solutions accordingly

### Job Tasks

- Keep abreast of the latest wellness trends and propose recommendations on how they can be translated into new products and service offerings in the hotel
- Work with functional heads to ensure that guest mental and physical wellbeing is maintained throughout the guest experience
- Conduct pre-trip consultations with guests to understand their needs and ensure a personalised guest experience even prior to arrival
- Design and develop personalised wellness itineraries and programmes for hotel guests to ensure health, wellbeing and overall guest satisfaction
- Collaborate with other departments such as Food & Beverage to develop custom meal recipes and plans based on guest dietary preferences

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

- Customer Behaviour Analysis
- Customer Experience Innovation\*
- Customer Experience Management
- Service Excellence
- Service Information and Results
- Service Innovation

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

- Adaptability
- Building Inclusivity
- Communication
- Customer Orientation
- Global Perspective
- Problem Solving

<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.