

# Careers@Singapore: Tourism & Hospitality

Contact  
Singapore 



*Photo courtesy of the Singapore Tourism Board*

## Singapore's vision for this industry

Tourism contributes to about 4% of Singapore's GDP and employs about 150,000 people. Visitor arrivals to Singapore reached 9.7 million in 2009, with tourism receipts from January to December 2009 reaching S\$12.5 billion.

The recent opening of the two Integrated Resorts (IRs) - Resorts World Sentosa and Marina Bay Sands - are expected to boost tourism figures exponentially, with their convention and exhibition facilities, themed attractions, entertainment venues, recreation facilities, as well as hotel and retail mix. Recent developments such as the Formula 1 Singapore Grand Prix night race and the Singapore Flyer have also created buzz and attracted international attention.

In early 2010, the Singapore Tourism Board (STB) announced its forecasts for the tourism industry for 2010: between 11.5 and 12.5 million visitor arrivals and S\$17.5 – S\$18.5 billion in tourism receipts. The STB also announced the evolution of Singapore's destination brand, from "Uniquely Singapore" to "YourSingapore", at the Tourism Industry Conference 2010. The optimistic forecasts for Singapore came on the back of a positive outlook for the tourism industry globally in 2010, with Asia expected to lead the growth. A rebound in the performance of Singapore's tourism sector seen in the final quarter of 2009 was also a contributing factor.

In the pipeline over the next few years are other bold and original ideas such as the International Cruise Terminal, Gardens by the Bay, National Art Gallery, River Safari and Changi Motor Sports Hub that will add depth and breadth to its tourism offerings.

### Where do you fit in?

Major employers in the tourism and hospitality industry include hotels, attractions, the Meetings, Incentives, Conventions and Exhibitions (MICE) sector, travel companies, retail establishments, food and beverage enterprises and the two IRs.

The tourism industry is seeking committed and passionate individuals from all disciplines of study. Fresh entrants as well as mid-career professionals are welcome.

### Attractions

Singapore's attractions sector is bustling with popular tourist sites such as Universal Studios, the Singapore Flyer, the Zoo and the Night Safari. Upcoming projects include the Art Science Museum at Marina Bay Sands, and the new Botanical gardens. Demand for specialist talent such as museum curators, veterinarians, attraction engineers and area managers will increase. This segment is looking for people to:

- Develop, plan and run shows, tours and activities
- Run and manage attractions
- Conduct talks and presentations to visitors and VIPs
- Pitch for and secure corporate sponsorship
- Market attractions locally and internationally

*Positions available:*

*Marine Biologists, Botanists, Project Managers, Attractions Engineers*



*Photo courtesy of the Singapore Tourism Board*

### Meetings, Incentive Travel, Conventions & Exhibitions (MICE)

MICE activities play a significant role in strengthening Singapore's position as a tourism centre in Asia. Currently, more than 6,000 MICE events are held in Singapore annually. Event organisers such as Pico Art and Kingsmen Exhibition have increased their capacity in recent years. Both the IRs also offer MICE venues and are set to draw in new events.

MICE offers a rewarding career with exposure to international businesses and opportunities to work with professionals from different backgrounds and cultures.



*Photo courtesy of the Singapore Tourism Board*



Photo courtesy of the Singapore Tourism Board

This sector is looking for people who are willing and able to:

- Conceptualise events, exhibitions, conventions and other such meetings
- Pitch, present and market the events
- Develop creative concepts and transform ideas into stunning layouts and visuals
- Plan, organise and ensure the successful execution of events

*Positions available:*  
Interactive Media Managers

### Hotels & Accommodation

The hotels and accommodation sector has been performing well consistently. Upcoming developments and investments point to a continued, positive outlook for the sector in the mid to long term.

Hotel employees are important tourism ambassadors who play a vital role in enhancing visitor experience. Meeting visitors' accommodation needs requires coordinating dozens of functions - ranging from housekeeping to sales and marketing. This sector is looking for people who can:

- interact with people from different countries and cultures
- handle and adapt to different situations, including emergencies and crisis
- think decisively and quickly on their feet

*Positions available:*  
Front Desk Managers

### Integrated Resorts

Together, the two IRs are expected to employ 20,000 directly, with another 30,000 jobs created throughout the economy. Both IRs offer a whole array of positions from gaming positions (cage supervisors, croupiers and

gaming auditors) to non-gaming positions in areas such as theme park management, MICE, hotel, F&B, retail, IT, properties and security, finance, audit and HR.

*Positions available:*  
Dealers



Photo courtesy of the Singapore Tourism Board

There is no better time to be in Singapore than now – the city-state is growing economically, with a constant bustle of activity. Situated at the heart of the world's fastest growing economies, the city is a bridge between the East and West, burgeoning with diversity and opportunities. Couple these factors with the city's superb physical infrastructure, sophisticated IT network, great variety of living, dining and entertainment options, and you have one of the most livable cities around.



Photo courtesy of the Singapore Tourism Board

## Contact Singapore now!

Contact Singapore is an alliance of the Singapore Economic Development Board and Ministry of Manpower. It aims to attract global talent to work, invest and live in Singapore.

With offices in Asia-Pacific, Europe and North America, Contact Singapore is the one-stop centre for those who wish to pursue a rewarding career in Singapore, as well as individuals and entrepreneurs who are keen to invest in or initiate new business activities here. Contact Singapore actively links Singapore-based employers with global talent and provides updates on career opportunities and industry developments

in Singapore. We work with private sector partners to facilitate the interests of potential individual investors in Singapore.

For more information on working, investing and living in Singapore, please visit [www.contactsingapore.sg](http://www.contactsingapore.sg). To find out more about the career opportunities in Singapore, log on to [www.JobsAtSingapore.sg](http://www.JobsAtSingapore.sg) or email us at [singapore@contactsingapore.sg](mailto:singapore@contactsingapore.sg).

For more information on Singapore's tourism industry, visit the Singapore Tourism Board's website at [www.stb.gov.sg](http://www.stb.gov.sg).

