

Peoplebank



# **Building a Future-Ready Hospitality Workforce in Singapore**

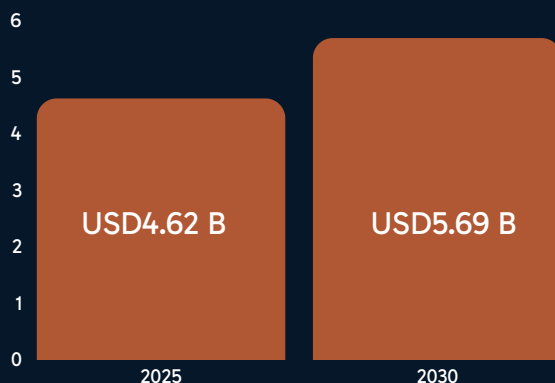
# Executive Summary

Singapore's hospitality sector is undergoing a significant transformation, driven by technological disruption, sustainability imperatives, and evolving guest expectations. Technology plays an important role in streamlining operations, but human touch remains irreplaceable in delivering exceptional service. Employers must adopt a strategic approach to hire for adaptability to bridge technical and soft skills. This report provides data-driven insights and actionable recommendations to help hospitality leaders build a resilient, future-ready workforce that balances innovation with the human touch.



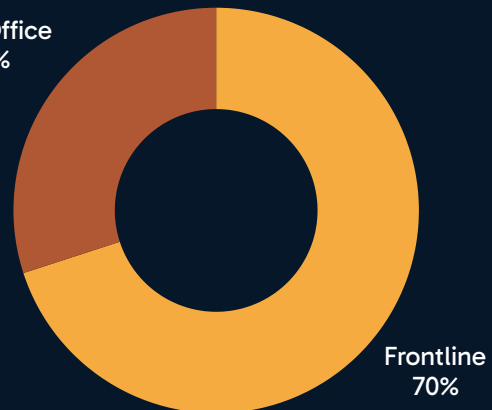
# Overview of Hospitality's Job Market

**Hospitality Industry in Singapore**  
Market Size in USD Billion



Source: Mordor Intelligence

Back Office  
30%



**The majority of roles in hospitality are customer-facing**



## **SURGING TALENT DEMAND**

**14.6%**

increase in hospitality and tourism job postings from April 2024 to April 2025



## **RISING CANDIDATE INTEREST**

**130.3%**

growth in clicks per million from 2021 to 2025

The hospitality job market remains highly dynamic, with its size projected to grow from USD 4.62B to USD 5.69B over the next decade. Both candidate demand and supply are on the rise, reflecting sustained industry expansion. As hospitality continues to be customer-facing, the need for frontline staff remains critical to delivering exceptional guest experiences.





## Key Trends for Singapore's Hospitality Sector



### Guest Preference

Evolving social habits and lifestyles require innovative, seamless, and personalized experiences.



### Sustainability

Rising environmental consciousness is pushing guests and regulators to scrutinize sustainability practices.



### Competitive Landscape

Competition from new brands, distribution channels, and other industries place pressure on hospitality.



### Workforce Challenges

Aging population, shortage of manpower, changing workforce aspirations are straining operations.



Singapore's hospitality sector is undergoing a major shift, driven by digital innovation, sustainability priorities, and changing guest expectations. While service excellence remains critical, success now requires **a holistic approach** by combining technology, environmental responsibility, and personalized experiences.

To stay competitive, hospitality leaders must leverage technological advancements to boost efficiency while **building a workforce that can adapt and thrive**. Building resilience means redefining roles, bridging technical and soft skills, and fostering continuous learning.



# Key Roles in Demand

As evolving trends redefine hospitality standards, certain roles are undergoing significant transformation to meet these new demands.

## In-demand Roles in Hospitality



Receptionists



Food & Beverage Managers



Housekeeping Supervisors



Concierge Services



Event Planners



Hotel Managers

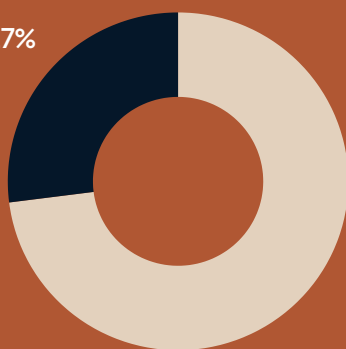


Chefs & Cooks



Guest Relations Officers

27%



73%

73% of hospitality leaders acknowledge frontline staff as critical to guest satisfaction.

\*Source: [www.workjam.com](http://www.workjam.com)

Professionals in these roles must move beyond traditional responsibilities by embracing expanded job scopes that combine digital proficiency, sustainability practices, and personalized guest engagement.

To stay competitive, continuous upskilling in areas is essential. Employers who invest in transforming these roles will not only boost operational efficiency but also deliver exceptional guest experiences that drive loyalty in a dynamic hospitality landscape.

# Balance Technology with Human Skills

## Robotics



Hotels integrating services robots report up to **30% faster service times** and up to **40% reduction in labour costs**.

Source: [Smart Robots in Hotels 2025](#)

## IoT & Smart Room



IoT-enabled rooms deliver **15-20% higher guest satisfaction scores** thanks to personalized comfort settings.

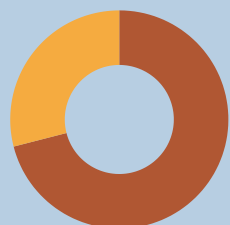
Source: [Smart Hotels Leverage IoT](#)

## Chatbots and AI



AI chatbots handle **70%** of guest inquiries, **reducing response times by 70%** and a **12-30% higher upsell conversion rate**.

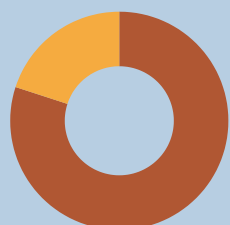
Source: [AI in the Hotel Industry](#)



**71%**

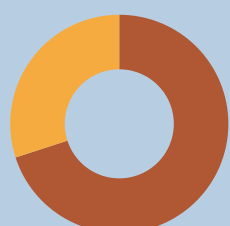
of guests prefer hotels with self-service tech.

Source: [Digital Transformation in Hospitality: 2025 Trends & Data](#)



**80%**

of hotels use, or plan to use, AI and data analytics to personalize guest experience.



**70%**

of guests find chatbots helpful for simple inquiries and tasks.

Source: [AI in Hospitality: Advantages & Use Cases](#)

## People Still Matter Most

A study conducted by Wonderlic found that

**93%**

of employers consider soft skills “essential” or “very important” when making hiring decisions.

## Critical Soft Skills

- ✓ Collaboration
- ✓ Problem Solving
- ✓ Customer Orientation
- ✓ Communication
- ✓ Creative Thinking
- ✓ Digital Fluency

By 2026, the World Economic Forum projects that

**40%**

of core skills will change, with soft skills becoming the key differentiator in career success.



## Impact on Frontline Roles

Key roles transforming service delivery through technology and human excellence



### Housekeeping

- ✓ Housekeeping Coordinator

IoT-powered tools are transforming housekeeping by automating routine tasks like cleaning schedules and inventory tracking. This shift enables staff to focus on **guest-centric, high-value services**, improving efficiency and elevating the overall guest experience.

### Skills to Invest on Employees

- ✓ Hospitality data analysis
- ✓ IoT management
- ✓ Environmental sustainability management
- ✓ Housekeeping operations management



### Security Operations

- ✓ Chief/Senior Security Officer
- ✓ Security Supervisor

AI-driven security systems now predict guest flow for better crowd management and use facial recognition to detect risks in real time. These innovations **reduce manual workload, enhance safety, and build guest trust**, which is critical for brand reputation.

### Skills to Invest on Employees

- ✓ Health and safety compliance
- ✓ Crisis & resilience management
- ✓ Digital security tools
- ✓ Fire safety and risk mitigation
- ✓ Facility maintenance basics



### Front Office

- ✓ Front Office Officer
- ✓ Guest Service Officer
- ✓ Guest Relations Officer

Mobile check-in and digital concierge tools streamline routine processes, cutting wait times and freeing staff to **deliver personalized service and handle complex guest needs**. This creates a seamless arrival experience and boosts satisfaction scores.

### Skills to Invest on Employees

- ✓ Customer relationship management
- ✓ Proficiency in digital tools
- ✓ Multilingual capability
- ✓ CRM software
- ✓ Personalized Service Strategies

# Impact on Frontline Roles

Key roles transforming service delivery through technology and human excellence



## Food & Beverage

- ✓ Operations Director
- ✓ Group Beverage Manager
- ✓ Bartender Supervisor
- ✓ Executive Chef/ Senior Cook

Digital tools and data-driven menus are reshaping F&B operations - **streamlining service, reducing waste, and enhancing guest personalization**

## Skills to Invest on Employees

- ✓ Customer relationship management
- ✓ Automation Tools Proficiency
- ✓ Menu creation & concept development
- ✓ Safety, hygiene, and compliance
- ✓ Digital communications/ social media
- ✓ Sustainability management



## Event Management

- ✓ Event Services Director/ Executive
- ✓ Venue Operations Manager/ Executive

Event roles now demand **tech-enabled planning and virtual engagement capabilities** to deliver seamless experiences and meet client expectations.

## Skills to Invest on Employees

- ✓ Digital communication tools
- ✓ Event planning & management
- ✓ Technical equipment management
- ✓ Guest experience management
- ✓ Communication skills
- ✓ Client relationships management

Frontline roles are no longer static - they demand **digital fluency, adaptability, and guest-centric expertise**. The winning formula combines technology-driven efficiency with authentic human connection, ensuring your workforce can deliver exceptional experiences while meeting the industry's fast-changing expectations.





## ABOUT US

Peoplebank Singapore is a part of RGF Staffing HKSG, Asia Pacific's leading talent solutions provider and an arm of RGF Staffing, the 4th largest recruitment company globally, owned by Recruit Holdings.

## WHO WE ARE

We are Asia Pacific's leading talent solutions provider. We offer permanent recruiting, contract recruiting, consulting, and payroll services.

## GET IN TOUCH



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