



## PROJECT NOTIFICATION

Ref. No.: 20-IN-41-GE-TRC-A-486

<b>Date of Issue</b>	16 October 2020
<b>Project Code</b>	20-IN-41-GE-TRC-A
<b>Title</b>	Training Course on Smart Service and Technology for the Hospitality Industry
<b>Timing and Duration</b>	9–11 December 2020 (three days)
<b>Hosting Country</b>	The APO Secretariat
<b>Modality</b>	Digital Multicountry (DMC)
<b>Implementing Organization(s)</b>	The APO Secretariat
<b>Participating Countries</b>	All Member Countries
<b>Overseas Participants</b>	19
<b>Local Participants</b>	12
<b>Closing Date for Nominations</b>	11 November 2020

## **1. Objectives**

- a. To familiarize participants with the latest smart service models and technologies and their impact on the hospitality industry;
- b. To disseminate knowledge of best-of-class smart service, technologies, and future trends for accelerated productivity growth and competitiveness in the hospitality industry, including subsectors such as travel, attractions, food and beverages (F&B), exhibitions, etc.; and
- c. To formulate action plans for digital transformation in the hospitality and lifestyle industries in member countries.

## **2. Background**

Service-sector innovation is the result of continuous process improvements in service firms, sectors, and industries. According to a 2019 Deloitte Insights report, smart technology advances in Industry 4.0 hold promise to spark labor productivity and innovation. While its roots are in manufacturing, Industry 4.0 transcends production. Smart technology also transforms how services are delivered to customers and organizations themselves. The global hospitality industry has benefited from Industry 4.0 smart services and technology, with digital automation, data analytics, and data-driven business intelligence changing its operations.

However, the COVID-19 pandemic has upended hospitality and tourism. The International Air Transport Association predicts that global passenger traffic will not return to pre-COVID-19 levels until 2024. On top of that, McKinsey research suggests that the hospitality industry will only recover to pre-COVID-19 levels by 2023 or even later. Drastic drops in tourist arrivals has greatly impacted the Asia-Pacific hospitality and tourism industry. The industry is a sizable component of the economies of many APO member countries and contributes substantially to their annual GDP. It is estimated that Asia-Pacific economies could suffer losses of more than USD210 billion due to the pandemic in 2020. This will cause both subtle and substantial shifts in the hospitality industry moving forward.

For example, one of the buzzwords in the hospitality industry has been “seamless,” envisioned as an ideal experience in which every moment of a journey, i.e., before, during, and after a trip, feels effortless and yet is customized to the needs and demands of the customer. In the wake of the pandemic, “contactless” has become even more important. Now that COVID-19 has made the world aware of the potential invisible risks associated with physical touch points, the goal of a hands-free experience has become paramount. Even though the shift toward contactless smart services and technology has been developing for years, the pandemic has accelerated it as hotels worldwide offer digital check-in, digital room keys, and other contactless technology.

This training course will familiarize participants with the latest smart service business models and their impact on the hospitality industry in the new post pandemic normal. It will also equip them to disseminate the latest knowledge of advanced smart services, technologies, and future trends for accelerated productivity growth and competitiveness in the hospitality industry.

## **3. Modality of Implementation**

- a. This training course will be conducted online using videoconference applications.
- b. The resource speakers and participants will participate in the course virtually by using their own devices, applications, and Internet connections.
- c. The duration of each day’s session will be up to three hours.
- d. The APO Secretariat will inform the resource speakers and participants of the applicable videoconference application and link to the virtual sessions.
- e. The videoconference link will be provided exclusively to resource speakers and participants in this training course and should not be shared.

#### 4. Scope and Methodology

The training course will consist of interactive lectures, case studies and discussions. The tentative program is given below:

Day/Date	Activity
Wednesday, 9 December 2020	Presentations: <ul style="list-style-type: none"> <li>• Overview and Case Studies of Smart Services and Technology in the Hospitality Industry in the Asia-Pacific</li> <li>• Sustainability in the Hospitality Industry for Enhanced Productivity</li> <li>• Practical Applications of Smart Services and Technology in the Hospitality Industry</li> </ul> Explanation of Livestreamed Best Practice Sharing Session: Singapore and Malaysia Virtual Site Visits
Thursday, 10 December 2020	Best Practice Sharing Sessions: <ul style="list-style-type: none"> <li>• Pan Pacific Hotel or Hyatt Andaz Hotel, Singapore</li> <li>• Le Petit Chef Theatrical Dining Experience Demonstration, Kuala Lumpur, Malaysia</li> <li>• Marina Bay Sands or Asian Civilization Museum, Singapore</li> </ul> Q&A session and wrap-up
Friday, 11 December 2020	Presentations: <ul style="list-style-type: none"> <li>• Branding Travel and Tourism in the New Normal</li> <li>• Empowering Hospitality Industries to Be Resilient with Digital Technologies</li> <li>• How Can APO Member Countries' Hospitality Industry Do Better in the New Normal?</li> </ul> Wrap-up and closing session

#### 5. Qualifications of Candidates

Present Position	Government officials overseeing the hospitality industry and consultants or trainers from NPOs or consulting firms providing productivity improvement consultancy and training, as well as industry practitioners in the hospitality and lifestyle industries, including but not limited to travel, attractions, F&B, retail, exhibitions and meetings, etc.
Work Experience	Three years of experience or more in the position described above.
Education	University degree or equivalent qualification from a recognized university or similar tertiary institution.
Computer Literacy	Familiarity and competency in connecting to virtual meetings, including independently undertaking troubleshooting in the event of poor or lost connections.
Language	Proficiency in English, both written and spoken. Participants will be required to make presentations and engage in discussions.

#### 6. Requirements

- a. Have necessary devices comprising a computer, web camera, microphone, and speaker or headphones.
- b. Access to Internet connections suitable for videoconferencing. Stable, wired LAN connections are preferred.

- c. Follow the instructions of the moderators/presenters in asking questions, joining discussions, and answering questions.
- d. Participate in the entire course.

## **7. Financial Arrangements**

- a. The APO will meet the assignment costs for international resource persons.
- b. The host country will meet the assignment costs of local resource persons and for a virtual site visit(s), either broadcast live or recorded as applicable.

## **8. Actions by Member Countries**

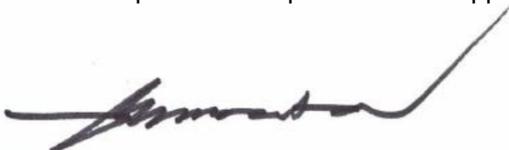
- a. Each participating country will nominate three or more candidates in order of preference.
- b. Self-nominations will not be accepted.
- c. All nominations must be endorsed by an APO Director or Alternate Director and submitted by a Liaison Officer or designated officer.
- d. Each nomination must be accompanied by the APO biodata form and uploaded to the APO Document Management System (DMS)/Fleekdrive by the NPO. The biodata form is available on the APO website.
- e. Late nominations will not be accepted. When a nomination requires the approval of higher authorities and requires a longer time, the member country concerned should send the name(s) of the nominee(s) before or by the deadline, indicating that approval will follow.
- f. If a selected participant becomes unable to participate, the NPO concerned should inform the APO Secretariat and the host country promptly.

## **9. Actions by the APO Secretariat**

- a. Selection of candidates will be at the discretion of the Participant Selection Committee of the APO Secretariat.
- b. Selection of candidates will be completed and announced three weeks prior to the start of the project.
- c. Slots that become available due to withdrawal of a selected candidate(s) or lack of nominations by a member country may be filled by alternates to be selected on a merit basis.
- d. The APO Secretariat will inform NPOs of the final program, platform, and link of the virtual meeting, as well as the schedule for technical coordination when applicable, two weeks prior to commencement of the course.

## **10. Dress Code**

Participants are required to wear appropriate business attire during the course.



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Secretary-General