

Tourism Transformation Index Assessment on Stan User Guide

V1.0

(for Stan Industry Admin & Sub-Admins granted access to TXI Assessment)

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1. About the Tourism Transformation Index (TXI)

The Tourism Transformation Index (TXI) is a self-assessment tool developed specifically for the tourism industry. It guides organisations to future proof their businesses by providing a holistic diagnosis of their current state of transformation, and targeted insights to take action on to stay relevant and thrive.

2. Who is the TXI for?

TXI is developed for Singapore-based tourism organisations.

To ensure TXI score is an accurate representation of the **organisation's** actual state of transformation, it is encouraged for TXI survey to be taken by the **organisation's** senior management.

3. Benefits of TXI

Know Your State of Transformation

TXI is a starting point for your organisation's management team to develop or refine your transformation strategy.

Reports & Recommendations

Receive customised recommendations on areas of priority as well as programs to explore with the support from your STB account managers.

Benchmark

Know where your organisation stands amongst industry peers and gain insights to industry trends.

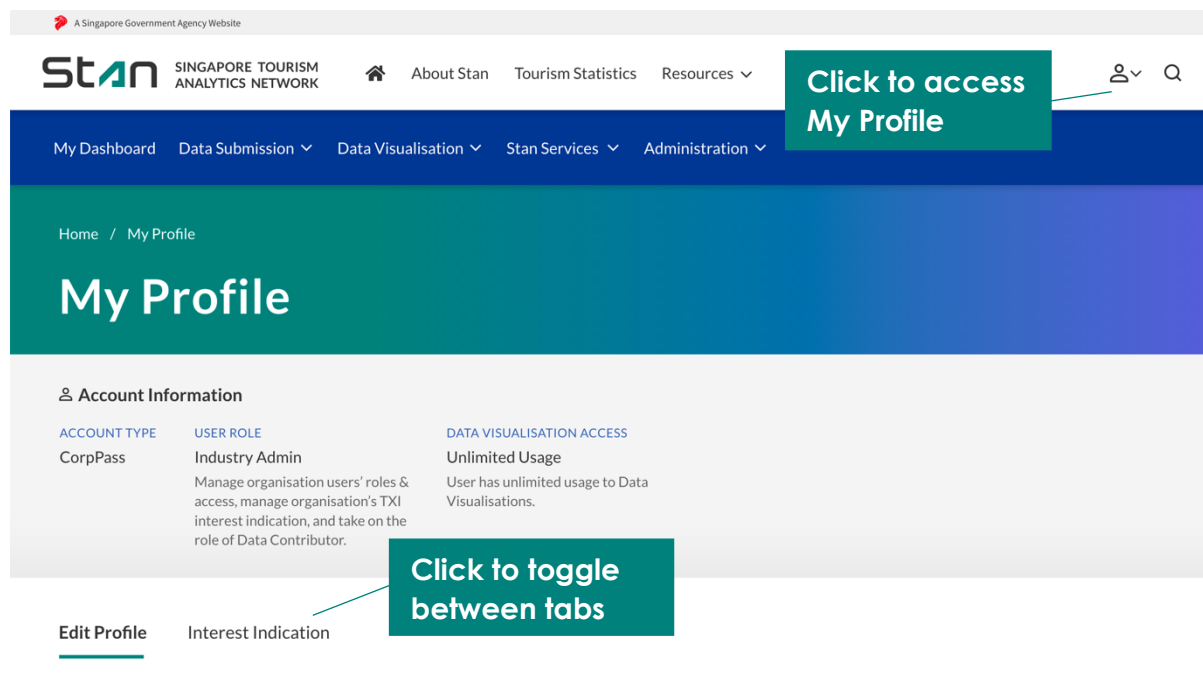
Access to Exclusive Programs

Organisations who have completed their TXI assessment may get early invitations to exclusive STB's programs.

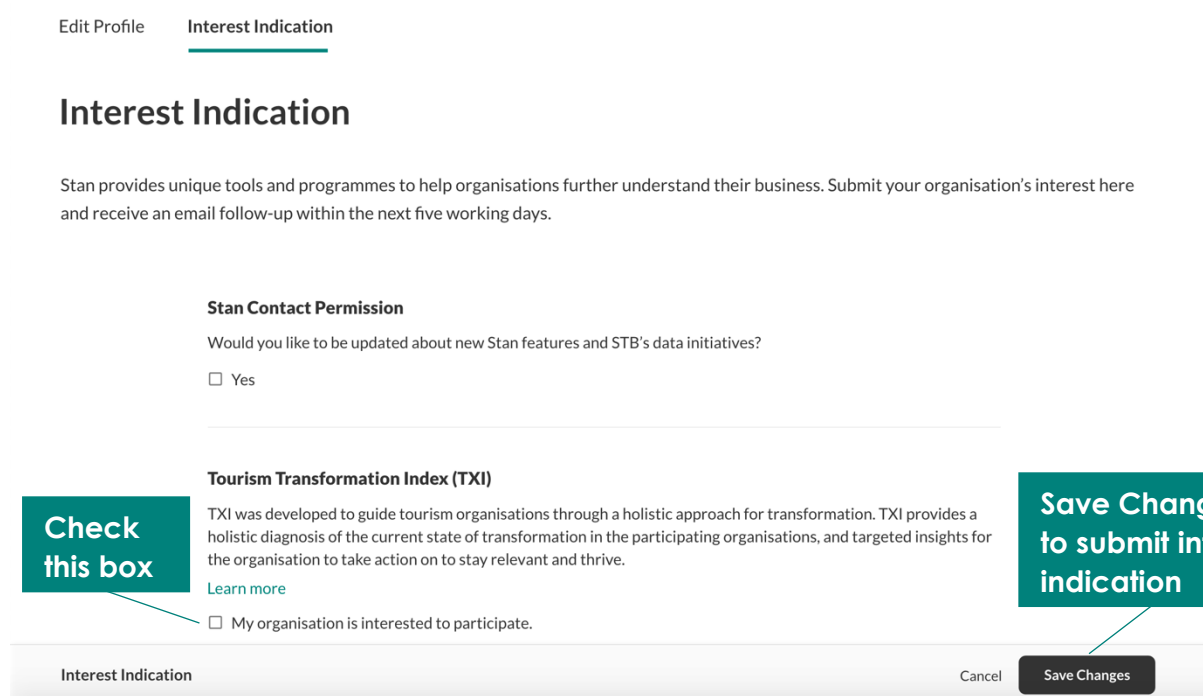
4. Submit TXI Interest Indication Request

Step 1: Sign in or Register to Stan (refer to Stan user guide)

Step 2: Access “My Profile” page, and toggle to the “Interest Indication” tab.



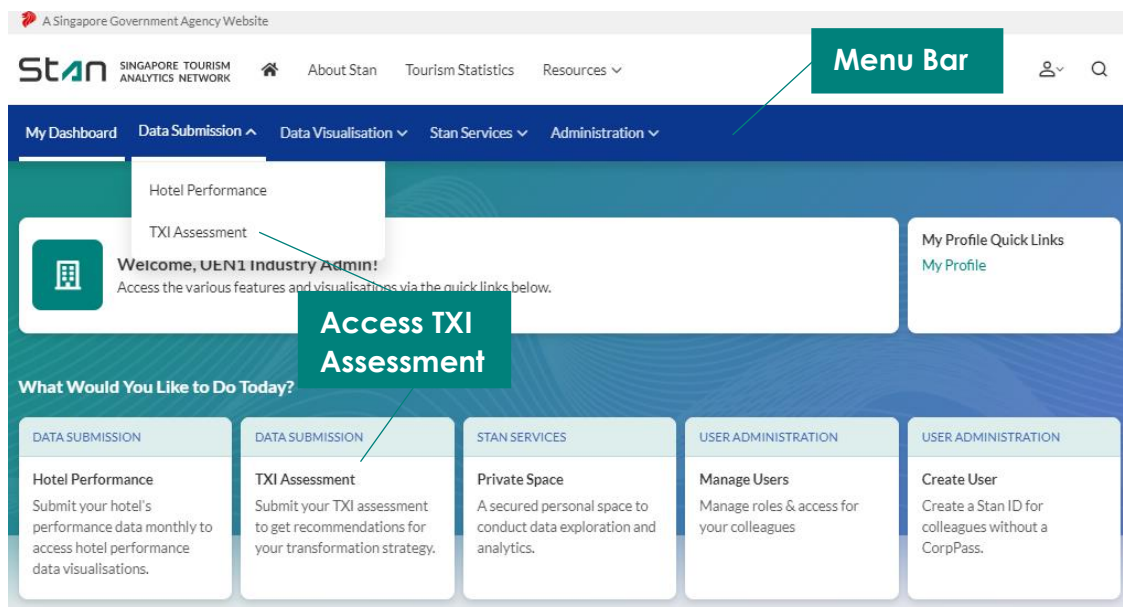
Step 3: Check the box and “Save Changes”.



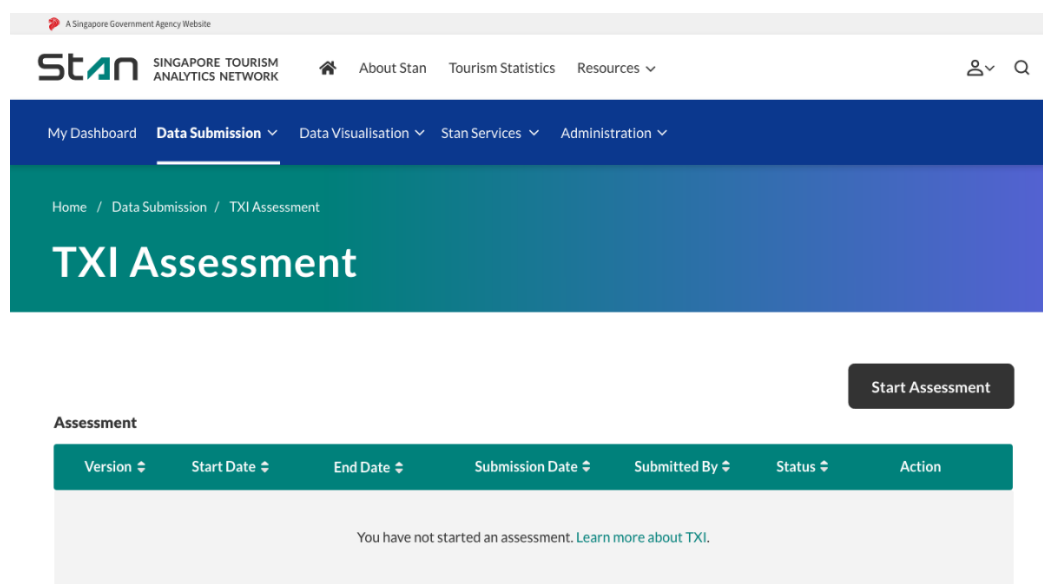
Step 4: STB will review your organisation's suitability to complete the TXI Assessment. Upon approval, access to the TXI Assessment will be granted to your organisations Admin and Sub-Admins.

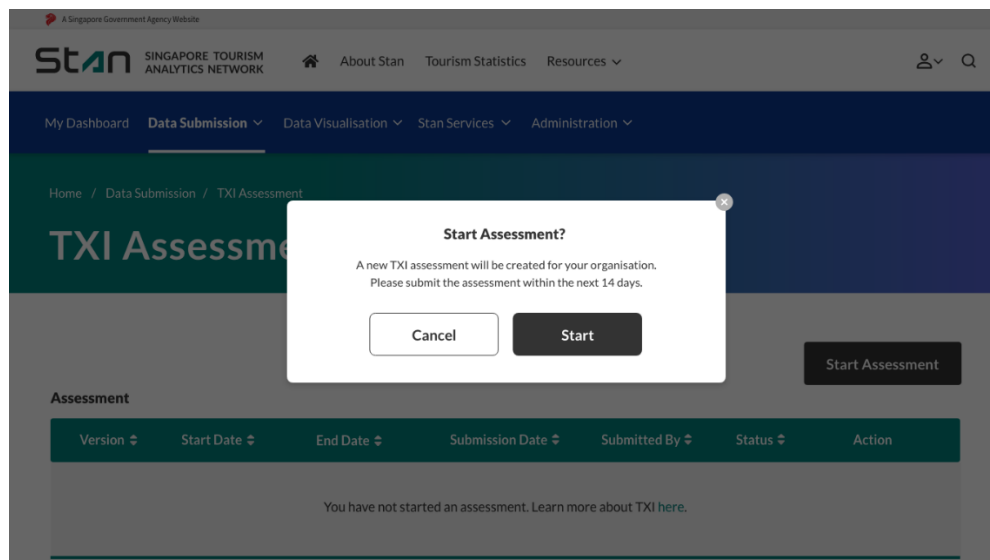
5. Submit TXI Assessment

Only the Industry Admin and Sub-Admins may access the TXI Assessment. The TXI Assessment may be accessed under the **“Data Submission”** dropdown in the **menu bar**, or via the **quick links** below.



Click on **“Start Assessment”** to begin on the TXI questionnaire, on behalf of your organisation. Your organisation will have 21 days to complete the TXI Assessment. Select **“Cancel”** if you do not wish to start the TXI Assessment.





You may view the **TXI Assessment period** and overall assessment **completion rate** at the top of the page. Your organisation's progress within each TXI Domain may also be tracked here.

Click on **“Go to Assessment”** after you have read through the instructions.

You are not required to complete the TXI assessment in the order provided. Use the **“Menu bar”** to toggle to the different TXI Domains.

A Singapore Government Agency Website

Stan SINGAPORE TOURISM ANALYTICS NETWORK

Home / Data Submission / TXI Assessment / TXI Assessment Form

TXI Assessment Form

TXI Assessment Period

Completion Rate: 0% (0% COMPLETED)

Complete the assessment from 01-OCT-2020 to 14-OCT-2020. Last edited on 07-OCT-2020 by Andrew Tan | [View Instructions](#)

PROGRESSION

- 0 Organisation Information / 2
- 0 Transformative Leadership / 20
- 0 Customer / 20
- 0 Data / 20
- 0 Innovation / 20
- 0 Process / 10
- 0 Technology / 10

Organisation Information Transformative Leadership **Customer** Data Innovation Process Technology

Instructions

Menu Bar

The Tourism Transformation Index (TXI) was developed to guide the tourism industry to future proof their businesses through a holistic approach for transformation. Through this index, we hope it can guide businesses to better identify and plan transformation strategies not only to hedge against disruptions, but also to accelerate their business growth exponentially to the power of X, thus the acronym TXI.

TXI consists of a proprietary self-diagnostic assessment questionnaire that provides a snapshot of the current state of transformation for a tourism company. This tool will measure and assess factors that are important to transformation, these factors are mapped across 24 dimensions of assessment which are grouped into the 6 domains of: Transformative Leadership, Process & Operations, Customer, Innovation, Data & Technology Application.

Participants must indicate their selection by noting the numbers in the columns titled 'Current State' and 'Aspirational State' as follows:

MATURITY LEVELS

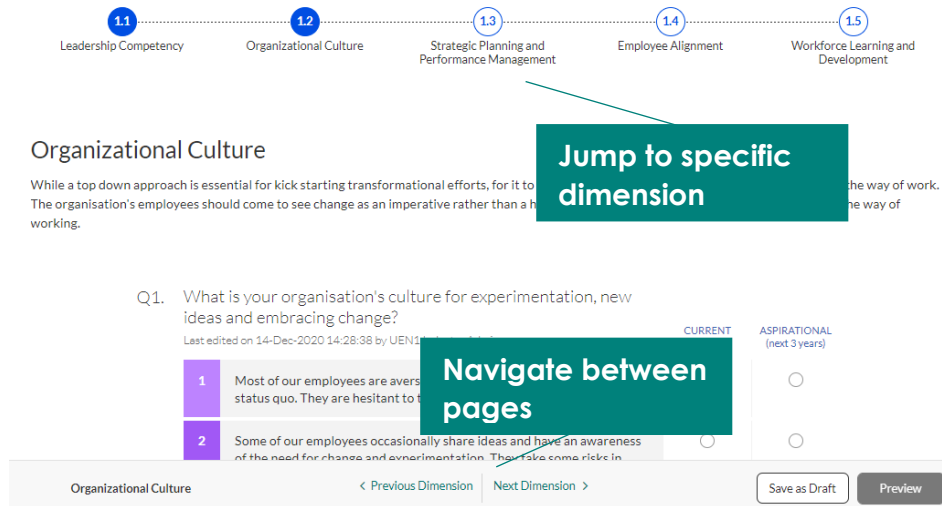
Basic	Developing	Established	Advanced	Leading
1	2	3	4	5

Please complete the following to the best of your knowledge. Once all 6 domains' assessment are submitted, a copy of your organisation's TXI report will be sent over to you. The content and questionnaire for TXI are properties of STB. Unauthorized use of the TXI, its content and questionnaire are not allowed.

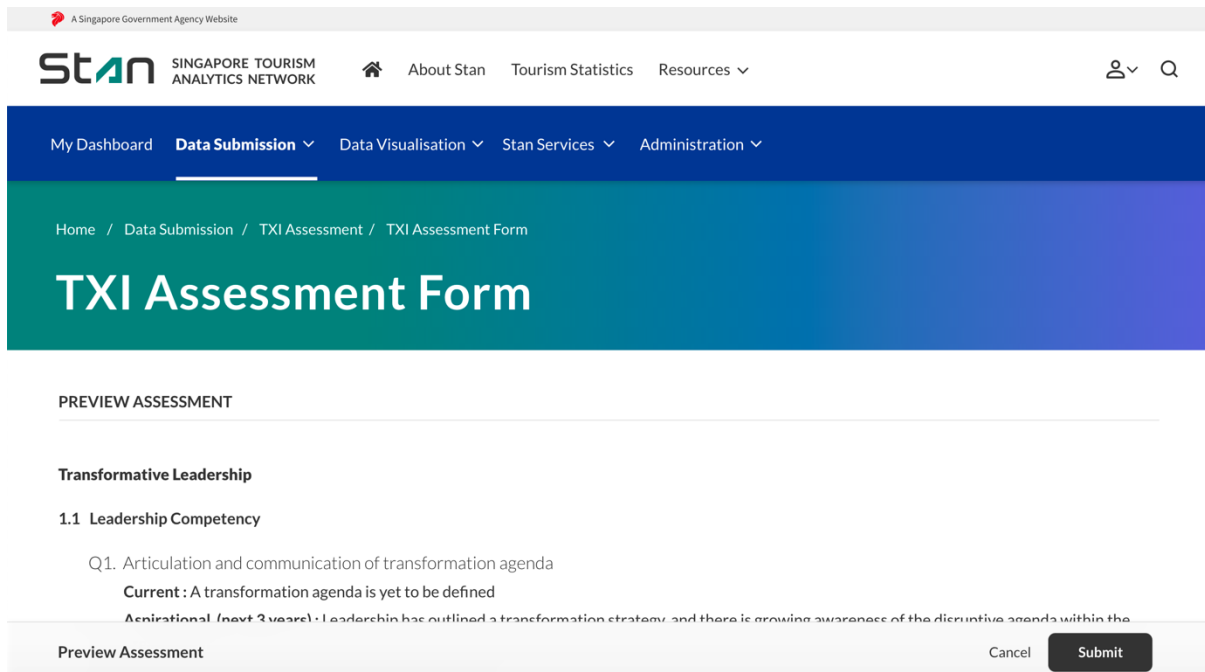
[Go to Assessment](#)

You may refer to the **“Progress Bar”**, which displays the dimensions within each TXI Domain. Click **“Previous Dimension”** or **“Next Dimension”** to navigate to between the pages. Alternatively, you may click on the **“Progress Bar”** to jump directly to a specific page.

Click **“Save as Draft”** to save your responses and continue the assessment later. Use **“Preview”** to review your responses.

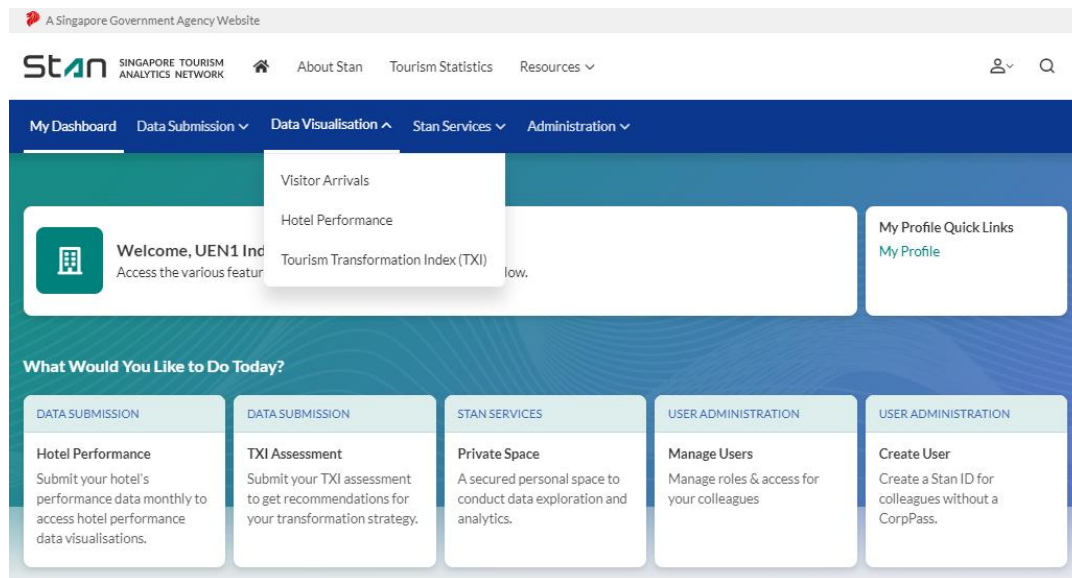


Upon clicking **“Preview”**, you will be prompted to review all your responses. Click **“Cancel”** to edit your responses; if there are no changes, you may **“Submit”** your TXI Assessment questionnaire.





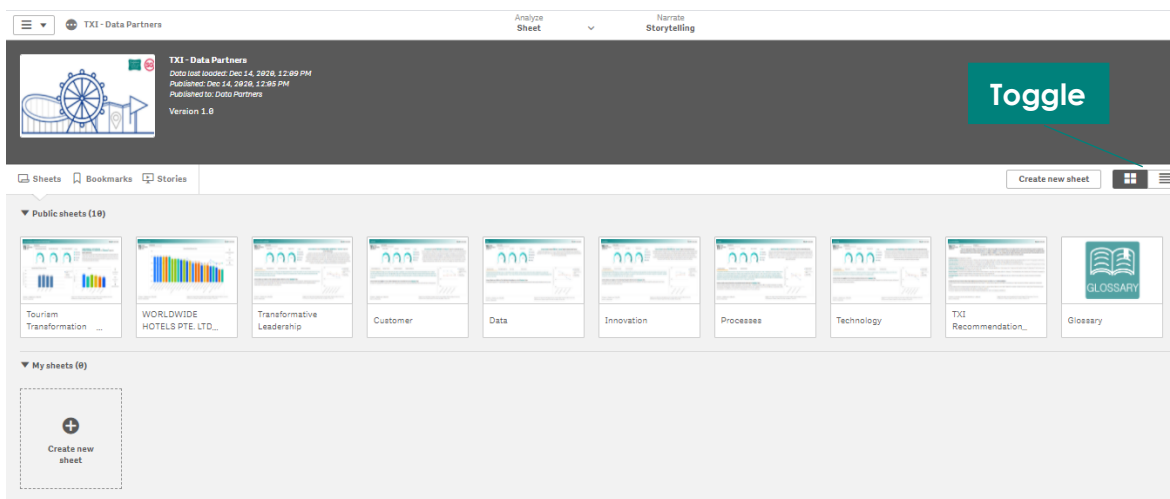
6. Accessing TXI Dashboard

The TXI Dashboard may be accessed under the “**Data Visualisation**” dropdown in the **menu bar**. Please note that the classification of the Tourism Transformation Index dashboard is Confidential. You may refer to the Terms of Use for more information.

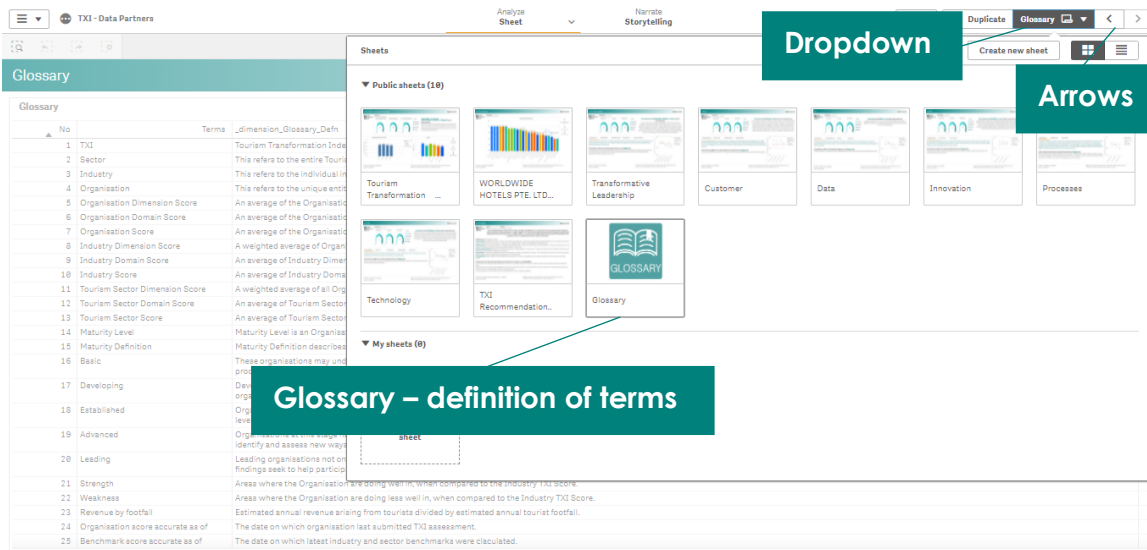


You will be redirected to the TXI Dashboards overview.

You may **toggle** between grid view  and list view . The list view is especially useful for sheets with long titles. Double click to access the selected sheet.



Use the navigation bar at the top to move around the various pages available in the visualisation. By clicking on the **dropdown**, you will see an overview of the various pages in the visualisation – select the specific page you would like to navigate to. Alternatively, you may use the **arrows** to navigate back and forth between pages.



Select **app overview** under the **home icon** to return to page overview. To download the visualisations, you may select the option to **export** the entire page to PDF under the home icon.

Use the **dimensions tab** to navigate directly to a specific dimension for more information. You may also **benchmark** your organisation within your industry and the entire tourism sector, for each dimension.

The **hyperlinks** at the bottom right of the page allows quick navigation to Stan Portal. It also allows access to materials such as FAQ, Privacy Statement, and Terms of Use.

The bottom left of the page indicates the **data source** and the statistics up to the specified time period of the visualisation.

