# 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.

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#### Step 3: Check the box and "Save Changes".

Edit Profile	nterest Indication	
Interest	Indication	
Stan provides uni and receive an en	que tools and programmes to help organisations further understand their business. Submit your organis nail follow-up within the next five working days.	ation's interest here
	Stan Contact Permission	
	Vould you like to be updated about new Stan features and STB's data initiatives?	
	Tourism Transformation Index (TXI)	Save Changes
Check this box	TXI was developed to guide tourism organisations through a holistic approach for transformation. TXI provides a holistic diagnosis of the current state of transformation in the participating organisations, and targeted insights for the organisation to take action on to stay relevant and thrive. Learn more	to submit interest indication
Interest Indication	<ul> <li>My organisation is interested to participate.</li> <li>Car</li> </ul>	cel 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.

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My Dashboard Data Submissio	n ^ Data Visualisation ~ Star	Services V Administration V							
Hotel Performance									
TXI Assessment Weicome, UEN1 Industry Admin! Access the various features and visualisations via the quick links below. Access TXI									
What Would You Like to Do Today?									
DATA SUBMISSION	DATA SUBMISSION	STAN SERVICES	USER ADMINISTRATION	USER ADMINISTR	ATION				
Hotel Performance	TXI Assessment	Private Space	Manage Users	Create User					
Submit your hotel's performance data monthly to access hotel performance data visualisations.	Submit your TXI assessment to get recommendations for your transformation strategy.	A secured personal space to conduct data exploration and analytics.	Manage roles & access for your colleagues	Create a Stan ID colleagues witho CorpPass.	for out a				

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.



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Home / Data Submi	ssion / TXI Assessr	•						
Assessment			_			Start Assessment		
Version \$	Start Date 🖨	End Date 🖨	Submission Date 🗢	Submitted By 🗢	Status 🗘	Action		
You have not started an assessment. Learn more about TXI here.								

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.

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Home / Data Submission / TXI	Assessment / TXI Assessment Form						
TXI Assessment Form TXI Assessment Period							
Compl 0 % COMPLETED	etion Rate mplete Last edited on 07-OCT-2020 by A PROGRESSION 0 Organisation /2 Information 0 Transformative /20 Leadership	sment: 2 hours e the assessment from <b>01</b> Andrew Tan   View Instructio	-OCT-2020 to 14-OCT-20 ins 0 Innovation 0 Process	020. 0 Technology /10			

#### 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:



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.

Leadership Competency	12 Organizational Culture	1.3 Strategic Planning and Performance Management	Employee Alignment	15 Workforce Learning and Development
Organizational Cu While a top down approach is e The organisation's employees sh working.	JITURE ssential for kick starting transfor hould come to see change as an in	Ju mational efforts, for it to mperative rather than a h di	mp to spec mension	tific the way of work. he way of
Q1. Wh idea Laste 2	at is your organisation's c as and embracing change stited on 14-Dec-2020 14-28-38 by U Most of our employees are a status quo. They are hesitan Some of our employees occ	vers Navigate I to pages sionally share ideas and have an a	n, new current Detween wareness	ASPIRATIONAL (next 3 years)
Organizational Culture	< Prev	ious Dimension Next Dimension >		Save as Draft Preview

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.

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My Dashboard <b>Data Submission ∨</b> Data Visualisation <b>∨</b> Stan Services <b>∨</b> Administration <b>∨</b>							
Home / Data Submission / TXI Assessment / TXI Assessment Form							
TXI Assessment Form							
Transformative Leadership							
1.1 Leadership Competency							
Q1. Articulation and communication of transformation agenda							
Current : A transformation agenda is yet to be defined							
Achirational (next 3 veare) - Leadershin has outlined a transformation strategy and there is growing awareness of the disruptive ages	ada within the						
Preview Assessment Cancel	Submit						

## 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.

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My Dashboard Data Submission V Data Visualisation A Stan Services V Administration V								
Welcome, UEN Access the various	Visitor Arrivals Hotel Performance I1 Ind featur	dex (TXI)		My Profile Quick Links My Profile				
What Would You Like to Do Today?								
Hotel Performance Submit your hotel's performance data monthly to access hotel performance data visualisations.	TXI Assessment Submit your TXI assessment to get recommendations for your transformation strategy.	Private Space A secured personal space to conduct data exploration and analytics.	Manage Users Manage roles & access for your colleagues	Create User Create a Stan ID for colleagues without a CorpPass.				

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.

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Tourism Transformation	Data	Innovation	Processes	Technology	TXI Recommendation_	GLOSSARY
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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.

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1	DCL	Tourism Transformation Inde	the States States						TOWNERS WITH A STATE
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3	Industry	This refers to the individual in	The second second		1.1				E.C. KINGSON
4	Organisation	This refers to the unique entit	Tourism	WORLDWIDE	Transformative	Customer	Data	Innovation	Processes
5	Organisation Dimension Score	An average of the Organisatio	Transformation	HOTELS PTE. LTD	Leaderanip				
6	Organisation Domain Score	An average of the Organisatio							
7	Organisation Score	An average of the Organisatio		P- ADDING COLUMN					
8	Industry Dimension Score	A weighted average of Organ	1000 =						
9	Industry Domain Score	An average of Industry Dimer	Street Internet	The second s					
10	Industry Score	An average of Industry Doma			GLOSSARY				
11	Tourism Sector Dimension Score	A weighted average of all Org		TVI					
12	Tourism Sector Domain Score	An average of Tourism Sector	Technology	Recommendation	Glossary				
13	Tourism Sector Score	An average of Tourism Sector							
14	Maturity Level	Maturity Level is an Organisa							
15	Maturity Definition	Maturity Definition describes	My sheets (θ)						
16	Basic	These organisations may und proc							
17	Developing	Gloss	arv – de	finition of	of terms				
18	Established	Orgi leve	ary ac						
19	Advanced	Organization access new ways	sheet						
20	Leading	Leading organisations not on findings seek to help particip	L						
21	Strength	Areas where the Organisation	are doing well in, when compa	ared to the Industry TXI Scon					
22	Weakness	Areas where the Organisation	are doing less well in, when co	ompared to the Industry TXI \$	Score.				
23	Revenue by footfall	Estimated annual revenue aris	ng from tourists divided by es	timated annual tourist footfa					
24	Organisation score accurate as of	The date on which organisatio	n last submitted TXI assessme	ent.					
25	Benchmark score accurate as of	The date on which latest indus	try and sector benchmarks we	ere claculated.					

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.

Home Icon		Analyze	Narrate		
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Courte screen mode     Control screen mode     Co	Benchmark data is currently unavailable	Benchmark data is currently unavailable	Developing Established Advanced but have not been si	nmark rics are d id occasio ring and tankardised at an organisation lev	shormative, but end a in that une tuber are nagmented. The sparate across the organisation. Meanwhile, employees are nally experiment, but their transformation efforts are development plans are specific to respective departments, el.
About		•	Leading		
Leadership Competency Organizational Culture	Strategic Planning And I	Per Employee Alignment	Workforce Learning & Deve	÷ N	ly Organisation Dime 🍝 Tourism Sector Dimen
Ent transformation efforts to be train meaningful, the <b>Dimensions Tab</b> The transformation vision, mission and values are fre metrics are operational in nature and are monitored to direction are uncoordinated.	transformation strategy ne mension seeks to asser on Leadership Compet gmented, and employees he y the leadership team perio	eds to be articulated in a top do is whether the organisation ha ancy dimension and is at "Devy we limited awareness of the tra dically. While the importance o	wm approach. Leadership plays a key s such a strategy and whether transfor aloping <sup>*</sup> stage. Insformation strategy. As a result, the f being transformative is recognised, e	orle in setting the mation in the propanisational fforts in that 200 200 200 200 200 200 200 200 200 20	133 133 130 130 130 130 150 150 150 150 150 150 150 15
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