

**SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - ADMISSION AND TICKETING CREW**

Sector	Tourism		
Sub-Sector	Attractions		
Track	Attractions Management and Operations		
Occupation	Attractions Operations Executive		
Job Role	Admission and Ticketing Crew		
Job Role Description	<p>The Admission and Ticketing Crew provides ticketing services to the general public, corporate customers and tour groups. He/She assists in the sale of tickets, performs cashiering duties including collection of sales proceeds and handles any general enquiries according to the admission and ticketing procedures and policies. He also works closely with the finance department to conduct the daily closing of accounts and assists his supervisor in the management of all ticketing-related issues.</p> <p>Service-oriented with strong interpersonal skills, he serves as the first contact with visitors to the attractions sites and as the first-level responder to any customer or visitor queries with regards to the admissions, ticketing or membership issues. He maintains a high level of enthusiasm in his interactions with the customers and visitors. He has a high level of integrity due to the management of cash on a daily basis and is comfortable in interacting with visitors in more than one language.</p> <p>Able to work on a shift system, he is comfortable with working in an outdoor environment, be on his feet for long hours and maintains a flexible work-week including weekends, evenings and public holidays.</p>		
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks	
		Support attractions operations	Assist in regulating queue times according to queue management approaches and methods
			Assist in directing crowd flows through the attractions sites
			Provide feedback to management team on improving ground operations
			Report deviations from established operations goals, such as long queue times and crowd congestion
		Apply digital technology to enhance attractions experience	
	Enhance customer service	Deliver customer service in line with developed procedures	
		Tailor visitor engagement based on visitor demographics	
		Perform first-level service assistance and recovery	
		Address attractions-related visitor enquiries	
		Solicit visitor feedback	
	Enforce safety and security of attractions sites	Enforce visitor adherence to safety rules	
		Carry out health and safety standards and procedures	
		Escalate incidents for follow-up actions	
		Support emergency response procedures	
	Support attractions sales	Handle general visitor enquiries on admissions, ticketing and memberships	

		Utilise electronic ticketing and payment systems to conduct sales		
		Conduct membership sales and registration		
		Cooperate with finance department to conduct daily closing of accounts		
		Collect sales proceeds		
		Monitor sales statistics		
	Support human resource, technology and/or finance operations	Guide peers and subordinates on job requirements		
		Provide feedback based on usage of technology		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Accident and Incident Response Management	Level 2	Communication	Intermediate
	Attractions Guest Relations Management	Level 1	Decision Making	Basic
	Attractions Membership, Admission and Ticketing Management	Level 1	Service Orientation	Intermediate
	Business Continuity Planning	Level 2	Interpersonal Skills	Intermediate
	Business Performance Management	Level 2	Problem Solving	Basic
	Crowd Control and Planning	Level 2		
	Financial Planning and Analysis	Level 2		
	Learning and Development	Level 2		
	Productivity Improvement	Level 2		
	Resource Management	Level 2		
	Risk Management and Administration	Level 2		
	Sales Closure	Level 2		
	Service Excellence	Level 2		
	Stakeholder Management	Level 2		
	Strategy Implementation	Level 2		
	Systems Thinking Application	Level 2		
	Technology Application	Level 2		
	Technology Scanning	Level 2		
	Tourism and Economic Development	Level 2		
Workplace Safety and Health Performance Management	Level 2			

**Programme
Listing**

For a list of Training Programmes available for the Tourism sector, please visit www.skillsfuture.sg/skills-framework/tourism

The information contained in this document serves as a guide.