

**SKILLS FRAMEWORK FOR TOURISM**  
**SKILLS MAP - ATTRACTIONS OPERATIONS DIRECTOR**

<b>Sector</b>	Tourism	
<b>Sub-Sector</b>	Attractions	
<b>Track</b>	Attractions Management and Operations	
<b>Occupation</b>	Attractions Operations Professional	
<b>Job Role</b>	<b>Attractions Operations Director</b>	
<b>Job Role Description</b>	<p>The Attractions Operations Director assumes overall responsibility for the organisation's daily operations, ensuring smooth and profitable operations through a combination of sound financial, people and resource management across multiple operational sites and localities. As the leader of the operations arm of the organisation, he/she sets the strategies and plans to achieve these goals and objectives, and maps out the key performance indicators of the operations which are monitored and managed by his operations department. His purview of operations extends from main attractions operations to fringe operations such as facility management, merchandising as well as food and retail services.</p> <p>Resourceful and detail-oriented, he has strong multi-tasking skills and is able to maintain focus on key operational aspects of the multiple sites and parks he oversees, while providing hands-on leadership to his teams where required. He leverages his collaborative nature to deal with other departments effectively, and also possesses strong communication and interpersonal skills to manage emergencies and/or escalated customer complaints or enquiries. Experienced in managing multiple operations, he also serves as a mentor to direct reports, and provides strategic guidance on the plans covering all operational aspects within the organisation.</p> <p>He commutes frequently to visit the operations sites to maintain presence and provide on-site guidance to his teams, and maintains a flexible schedule, including evenings, weekends and public holidays.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Manage attractions operations	Lead engineering, facility management, retail as well as food and beverages operations
		Define boundaries and zones within attractions sites
		Lead business continuity planning and management, including contingency and crisis management
		Review modes of guest transportation within attractions sites
	Drive operational performance management	Develop operational excellence standards and goals
		Develop plans for improvements to productivity and innovation
		Determine operations teams' key performance indicators
	Drive customer service excellence	Develop customer service excellence standards and goals
		Develop customer service and visitor engagement strategies
		Evaluate customer satisfaction levels to determine areas of service improvement
		Drive the enhancement of the customer journey by leveraging data analytics of customer behaviour
		Evaluate applicability of research on technology applications to better engage participants and monitor attractions facilities
		Determine types of technology to use for enhancement of attractions experience and attractions facilities monitoring
	Drive safety and security of attractions sites	Develop organisational key performance indicators for attractions safety and security

		Drive compliance with standards and protocols for workplace health and safety, emergency response and risk assessment			
		Evaluate performance of attractions operations with regards to safety and security			
		Lead safety evaluations of attractions installations			
		Review risk-mitigating measures for attractions events			
	Support human resource, technology and/or finance operations	Lead department's financial budgeting process to acquire funds for department's activities			
		Oversee department's financial budget utilisation against departmental work plans			
		Drive corporate governance measures			
		Manage subordinates' professional and career development			
		Manage department's recruitment and retention efforts			
		Lead technology application for improvements to productivity and innovation			
		Develop revised workplace technology approaches for productivity improvement and innovation			
	<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
		Accident and Incident Response Management	Level 5	Communication	Advanced
Budgeting		Level 5	Decision Making	Advanced	
Business Data Analysis		Level 5	Resource Management	Advanced	
Business Continuity Planning		Level 5	Transdisciplinary Thinking	Advanced	
Business Performance Management		Level 5	Developing People	Advanced	
Business Planning		Level 5			
Continuous Improvement Management		Level 5			
Corporate Governance		Level 5			
Employee and Labour Relations		Level 5			
Financial Management		Level 5			
Internet of Things Management		Level 5			
Learning and Development		Level 5			
Manpower Planning		Level 5			
Merchandise Buying		Level 5			
Merchandise Performance Analysis	Level 5				
Organisational Vision, Mission and Values Formulation	Level 5				

	Productivity Improvement	Level 5	
	Resource Management	Level 5	
	Risk Management and Administration	Level 5	
	Service Excellence	Level 5	
	Stakeholder Management	Level 5	
	Strategy Planning	Level 5	
	Succession Planning	Level 5	
	Systems Thinking Application	Level 5	
	Technology Scanning	Level 5	
	Tourism and Economic Development	Level 5	
	Vendor Management	Level 5	
	Workplace Safety and Health Performance Management	Level 5	
<b>Programme Listing</b>	For a list of Training Programmes available for the Tourism sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/tourism">www.skillsfuture.sg/skills-framework/tourism</a>		

The information contained in this document serves as a guide.