

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

Sector	Tourism	
Sub-Sector	Attractions	
Track	Attractions Management and Operations	
Occupation	Attractions Operations Professional	
Job Role	Attractions Operations Manager	
Job Role Description	<p>The Attractions Operations Manager oversees the organisation's daily operations for sites, venues or zones, ensuring smooth and profitable operations through a combination of sound financial, people and resource management. This includes all activities related to the attractions within the sites, including the safety, maintenance and repairs of all rides, attractions, water features, buildings, animation and special effects in compliance with the relevant policies, procedures, regulations and legislation.</p> <p>Resourceful and detail-oriented, he/she has a thorough understanding of the utilities, mechanical and electrical maintenance requirements of all rides and equipment on the sites. He has to be proficient in managing and analysing local data. He is able to leverage his operational and tactical knowledge to provide hands-on guidance to his teams, and serves as a mentor to direct reports on the running of operations on site. He possesses a strong service mindset and is able to guide his teams to anticipate customer needs. He also develops and maintains emergency response protocols for his areas of responsibilities.</p> <p>Due to the operational and hands-on nature of his work, he maintains a flexible schedule, including evenings, weekends and public holidays, to provide the on-site leadership to his teams where required.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Manage attractions operations	Assist in management of engineering, facilities, retail as well as food and beverages operations
		Lead boundary management and zoning of attractions sites
		Develop recommendations for business continuity planning, including contingency and crisis management
		Determine modes of guest transportation within attractions sites
	Drive operational performance management	Evaluate performance of attractions operations crews
		Develop queue management protocols, approaches and methods
		Plan crowd flow movements through the attractions sites
		Review feedback from internal stakeholders to consolidate new ideas and determine areas for operational improvement
	Drive customer service excellence	Develop customer service procedures
		Advise on resolution of service issues
		Analyse visitor feedback to determine customer satisfaction levels
		Analyse customer data to understand customer behaviour
		Conduct research on market trends in technology applications to better engage participants and monitor attractions facilities
		Implement use of technology to enhance attractions experience and attractions facilities monitoring

	Drive safety and security of attractions sites	Manage implementation of health and safety, emergency response and risk assessment protocols
		Review incident reports in order to guide follow-up actions and areas for improvement
		Review equipment and ride maintenance plans to schedule timely maintenance works
		Recommend crowd control measures
		Develop emergency response procedures
	Support human resource, technology and/or finance operations	Propose department's financial budgets for management approval
		Manage financial budgets in accordance with departmental work plans
		Develop corporate governance measures
		Provide on-the-job training to subordinates
		Implement department's recruitment and retention efforts
Evaluate how latest technology trends can be leveraged to improve productivity and innovation		
Evaluate how workplace technology approaches can be revised based on feedback		

Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
Accident and Incident Response Management	Level 4	Communication	Advanced
Attractions Guest Relations Management	Level 3	Decision Making	Advanced
Attractions Membership, Admission and Ticketing Management	Level 3	Resource Management	Advanced
Attractions Ride and Equipment Maintenance	Level 3	Transdisciplinary Thinking	Intermediate
Attractions Transportation Operations	Level 3	Developing People	Advanced
Budgeting	Level 4		
Business Continuity Planning	Level 4		
Business Data Analysis	Level 4		
Business Performance Management	Level 4		
Continuous Improvement Management	Level 4		
Corporate Governance	Level 4		
Crowd Control and Planning	Level 4		
Financial Planning and Analysis	Level 4		
Financial Management	Level 4		

Skills and Competencies	Internet of Things Management	Level 4
	Learning and Development	Level 4
	Manpower Planning	Level 4
	Merchandise Buying	Level 4
	Merchandise Performance Analysis	Level 4
	Organisational Vision, Mission and Values Formulation	Level 4
	Productivity Improvement	Level 4
	Resource Management	Level 4
	Risk Management and Administration	Level 4
	Service Excellence	Level 4
	Stakeholder Management	Level 4
	Strategy Implementation	Level 4
	Strategy Planning	Level 4
	Succession Planning	Level 4
	Systems Thinking Application	Level 4
	Technology Application	Level 4
	Technology Scanning	Level 4
	Tourism and Economic Development	Level 4
	Vendor Management	Level 4
Workplace Safety and Health Performance Management	Level 4	
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.