

**SKILLS FRAMEWORK FOR TOURISM**  
**SKILLS MAP - ATTRACTIONS OPERATIONS SUPERVISOR/ATTRACTIONS OPERATIONS EXECUTIVE**

<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 Supervisor/Attractions Operations Executive</b>	
<b>Job Role Description</b>	<p>The Attractions Operations Supervisor/Attractions Operations Executive supervises teams over the admissions and ticketing procedures and processes, membership engagement and retention strategies, guest services as well as attractions operations within the attraction sites or venues.</p> <p>Resourceful and service-oriented, he/she has a thorough understanding of the utilities, mechanical and electrical maintenance requirements of all rides and equipment on the sites. He is also extensively familiar with attraction features. He is able to leverage his operational and tactical knowledge to provide hands-on guidance to his teams. Additionally, he leverages his strong interpersonal and communication skills to answer queries from customers or visitors with regards to the admissions, ticketing or membership policies and procedures. He is also able to guide his teams to identify and anticipate guest service needs. He facilitates the execution of drills for emergency response.</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>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Manage attractions operations	Maintain compliance of operations teams to business continuity plans
		Manage transportation of guests within the attractions sites
		Manage admissions and ticketing, membership, guest services and operations crew activities
	Drive operational performance management	Monitor operations teams performance targets
		Direct operations crew effort to regulate queue times in line with queue management approaches and methods
		Deploy operations crew personnel to direct crowd flows through the attractions sites
		Consolidate feedback from internal stakeholders
	Drive customer service excellence	Implement customer service procedures
		Resolve escalated service issues
		Consolidate visitor feedback
		Assist in analysing customer data to understand customer behaviour
		Apply technology to enhance attractions experience and attractions facilities monitoring
	Drive safety and security of attractions sites	Implement health and safety, emergency response and risk assessment protocols procedures
		Prepare incident reports
		Conduct investigations of incidents

		Liaise with attractions technical operations department to perform scheduled and unscheduled ride maintenance activities		
		Recommend improvements on communicating safety rules to attractions guests		
		Develop crowd control measures		
		Execute emergency response procedures		
	Support human resource, technology and/or finance operations	Report budget utilisation and spending against department key performance indicators within approved departmental financial budgets		
		Conduct research on market trends in relevant technology applications to improve productivity and innovation		
		Provide feedback based on usage of workplace technology		
<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 3	Decision Making	Intermediate
	Attractions Guest Relations Management	Level 2	Communication	Intermediate
	Attractions Membership, Admission and Ticketing Management	Level 2	Managing Diversity	Intermediate
	Attractions Ride and Equipment Maintenance	Level 2	Resource Management	Intermediate
	Attractions Transportation Operations	Level 2	Transdisciplinary Thinking	Basic
	Budgeting	Level 3		
	Business Continuity Planning	Level 3		
	Business Data Analysis	Level 3		
	Business Performance Management	Level 3		
	Continuous Improvement Management	Level 3		
	Crowd Control and Planning	Level 3		
	Learning and Development	Level 3		
	Financial Planning and Analysis	Level 3		
	Internet of Things Management	Level 3		
	Manpower Planning	Level 3		
	Productivity Improvement	Level 3		
	Resource Management	Level 3		
	Risk Management and Administration	Level 3		
	Service Excellence	Level 3		
	Stakeholder Management	Level 3		
Strategy Implementation	Level 3			

	Systems Thinking Application	Level 3	
	Technology Application	Level 3	
	Technology Scanning	Level 3	
	Tourism and Economic Development	Level 3	
	Vendor Management	Level 3	
	Workplace Safety and Health Performance Management	Level 3	
<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.