

**SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - GUEST SERVICE CREW**

Sector	Tourism			
Sub-Sector	Attractions			
Track	Attractions Management and Operations			
Occupation	Attractions Operations Executive			
Job Role	Guest Service Crew			
Job Role Description	<p>The Guest Service Crew serves as the ambassador of the attraction sites, venues or zones, and addresses any guest, customer or visitor-related queries when they are within the premises of the attraction sites/venues/zones. He/She also caters for any guest-specific special needs and ensures the safety and security of guests during their stay on the premises.</p> <p>Service-oriented with excellent interpersonal skills, he is comfortable dealing with a myriad of guest-related issues and has good knowledge of the operations procedures and policies within the sites/venues/zones. As the first-responder for all guest-related enquiries, he is able to direct these queries to the relevant operations staff if and when an escalation of the issues is required to his supervisors or superiors.</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	Support attractions operations	Key Tasks	
			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 second-level service assistance and recovery, including lost and found management		
		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 human resource, technology and/or finance operations	Guide peers and subordinates on job requirements		
Provide feedback based on usage of technology				
	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Accident and Incident Response Management	Level 2	Communication	Intermediate
	Attractions Guest Relations Management	Level 2	Problem Solving	Basic

Skills and Competencies	Business Continuity Planning	Level 2	Service Orientation	Intermediate
	Business Performance Management	Level 2	Interpersonal Skills	Intermediate
	Crowd Control and Planning	Level 2	Teamwork	Intermediate
	Learning and Development	Level 2		
	Productivity Improvement	Level 2		
	Resource Management	Level 2		
	Risk Management and Administration	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.