

## SKILLS FRAMEWORK FOR TOURISM SKILLS MAP - GUIDE

<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>Guide</b>	
<b>Job Role Description</b>	<p>The Guide is the primary interface with the visitors, guests and customers experiencing the attractions or rides, and works closely with both the content and experience development department and operations crew to enhance the visitor experience as well as safety of the attractions or rides. He/she may be required to present or perform for attractions visitors.</p> <p>Service-oriented with excellent interpersonal skills, he enhances the enjoyment of guests by confidently enacting narratives around the attractions themes and sub-themes. He also looks out for the safety of the visitors and checks for any hazards which may pose a danger to the visitors before, during and after the attractions/rides. He holds steadfast to safety standards if visitors contravene any safety issues. He monitors the queue statuses of the attractions/rides and ensures only visitors with the right tickets or credentials can embark onto the attractions/rides. He is also comfortable with communicating 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 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>
	Support attractions operations	Regulate queue times according to queue management approaches and methods
		Direct crowd flows through the attractions sites
		Provide feedback to management team on improving ground operations
		Operate vehicles for guest transportation
	Engage attractions visitors	Collaborate with content and experience development department or subject matter experts to deliver attractions narratives
		Build relevant content knowledge in order to deliver compelling narratives
		Engage visitors through play or storytelling
		Tailor audience engagement based on visitor demographics
	Enhance customer service	Perform service assistance and recovery
		Apply technology to enhance attractions experience
		Address attractions-related visitor enquiries
	Enforce safety and security of attractions site	Enforce visitor adherence to safety rules
		Conduct health and safety checks, emergency response and risk assessment procedures
		Assist operations management in conducting incident investigations
		Generate incident reports
		Conduct safety briefs
		Perform crowd control measures

		Support emergency response procedures		
	Support human resource, technology and/or finance operations	Provide formal trainings to subordinates		
		Provide feedback based on usage of 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 2	Communication	Intermediate
	Attractions Content and Experience Development and Delivery	Level 2	Interpersonal Skills	Intermediate
	Attractions Guest Relations Management	Level 1	Service Orientation	Advanced
	Attractions Transportation Operations	Level 1	Teamwork	Intermediate
	Business Continuity Planning	Level 2	Creative Thinking	Intermediate
	Business Performance Management	Level 2		
	Crowd Control and Planning	Level 2		
	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			
<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.