

SKILLS FRAMEWORK FOR TOURISM SKILLS MAP - TOUR LEADER				
Sector	Tourism			
Sub-Sector	Tour and Travel Services			
Track	Travel Management and Operations			
Occupation	Tourist Management Professional			
Job Role	Tour Leader			
Job Role Description	<p>The Tour Leader leads tour groups to places of interest and coordinates and handles the tour logistics while on outbound tours. He/She brings tour groups to destinations in accordance to the itineraries set out and provides any information requested by tour groups.</p> <p>Resourceful with strong coordination skills, he handles any situations that arise during tours and addresses any travel concerns of the tour groups. He is able to multitask and coordinate the tour logistics for the tour and monitors tour groups' activities in order to ensure conformance with the rules and regulations of establishments. He is also responsible for all aspects of tour groups' needs and provides feedback of the vendors to the tour agencies.</p> <p>His work often follows an irregular working arrangement and may have to work over weekends, evening and public holidays in an outdoor environment in overseas tour sites.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		
		Conduct tour preparation activities	Provide tour briefs to tour groups	
			Coordinate with relevant parties to ensure smooth operations for tours including travel coordination with bus captains	
	Review agreements between tour agencies and tour groups to guide response actions during tours			
	Conduct tour services	Provide information of logistic arrangements		
		Address travel queries of tour groups		
		Provide information on tour destinations		
		Provide responses to tour groups' complaints		
		Respond to emergencies and unexpected situations during tours		
		Monitor safety and security of members within tour groups		
		Coordinate accommodation, flights and transportation for outbound travel groups		
		Coordinate with operations department regarding safety, disaster recovery and evacuation procedures		
	Drive business performance management	Review feedback from tour groups on tour services		
Provide feedback from tour groups to operations department				
Provide feedback to operations department on vendor selection, vendor service performance and itinerary management				
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Accident and Incident Response Management	Level 3	Communication	Advanced
	Market Research	Level 3	Problem Solving	Advanced
	Product, Content and Experience Performance Management	Level 3	Service Orientation	Advanced
	Service Excellence	Level 3	Managing Diversity	Intermediate
	Stakeholder Management	Level 3	Interpersonal Skills	Advanced
	Tour Leading Operations	Level 3		
	Tourism and the Economy	Level 3		

	Vendor Management	Level 3	
	Workplace Safety and Health Performance Management	Level 3	
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.