

**SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - TOURIST GUIDE**

Sector	Tourism			
Sub-Sector	Tour and Travel Services			
Track	Travel Management and Operations			
Occupation	Tourist Management Professional			
Job Role	Tourist Guide			
Job Role Description	<p>The Tourist Guide leads tourists on inbound tours to places of interest and proactively shares information and knowledge about the history and heritage of the places. He/She brings groups of tourists to destinations in accordance to the itineraries set out and delivers commentaries on features of the places. He is also able to conduct customised tours where necessary.</p> <p>Resourceful with strong communication skills, he serves as an important ambassador to the country in ensuring high quality and unforgettable experience for tourists. He has strong local knowledge, and monitors the tour groups' activities in order to ensure conformance with the rules and regulations of establishments. He possesses strong interpersonal skills and builds relationships with the tourists and engages the tour groups with his commentaries. He is also responsible for all aspects of tour groups' needs and address their problems promptly.</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.</p>			
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks		Performance Expectations (For legislated / regulated occupations)
		Conduct tour preparation activities	Conduct ground recce of sites	
		Perform research on sites		
	Conduct tour services	Lead tour groups according to planned itineraries		
		Deliver commentaries to enhance tour experience through local knowledge		
		Explain tour sights to tour groups through use of visuals and storytelling		
		Tailor delivery of tour content and tour journeys to tour group demographics		
	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	Service Orientation	Advanced
	Product, Content and Experience Performance Management	Level 3	Interpersonal Skills	Advanced
	Service Excellence	Level 3	Problem Solving	Advanced
	Stakeholder Management	Level 3	Decision Making	Intermediate
	Technology Application	Level 3		
	Tour and Travel Services Product and Experience Development and Delivery	Level 3		
	Tour Guide Operations	Level 3		
	Tour Leading Operations	Level 3		
	Tourism and the Economy	Level 3		

	Vendor 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.