

**SKILLS FRAMEWORK FOR TOURISM**  
**SKILLS MAP - TRAVEL OPERATIONS MANAGER**

<b>Sector</b>	Tourism	
<b>Sub-Sector</b>	Tour and Travel Services	
<b>Track</b>	Travel Management and Operations	
<b>Occupation</b>	Travel Operations Professional	
<b>Job Role</b>	<b>Travel Operations Manager</b>	
<b>Job Role Description</b>	<p>The Travel Operations Manager is responsible for all aspects of travel operations including reservations, ticketing, travel coordination and customer support. He/She is also responsible for the assignment of tour assignments. He has overall control over the day-to-day operations of all travel-related operations.</p> <p>Service-oriented with strong multi-tasking skills, he supervises the operations teams to address any customer feedback and vendor management issues. He is also able to think clearly and deliver under emergency situations and ensures the smooth conduct of tour operations in accordance to the itineraries of tour groups.</p> <p>He may be required to maintain a flexible schedule and work on weekends, evenings and public holidays in both outdoors and office environment.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Manage Tour and Travel Services operations	Evaluate performance of travel operations teams
		Recommend improvements to customer service experience
		Conduct training on service standards for employees
		Schedule tour guiding assignments based on fit and availability
		Manage customer issues and disputes
	Manage vendors	Manage escalated contractual issues with existing vendors
		Monitor adherence to service level standards by vendors
		Monitor vendors' adherence to safety and health guidelines at sites
	Develop operational guidelines	Develop disaster relief, incident and contingency guidelines
		Develop safety and security guidelines for developed itineraries
		Oversee regulatory compliance of tour operations including visa and immunisation requirements
	Support products and services improvements	Ensure accurate and timely reporting of vendors' performance
		Gather and analyse feedback for operational improvements and product development
		Review consolidated customer demand data to support product and experience development department
	Support human resource, technology and/or finance operations	Propose department's financial budgets for management approval
		Manage financial budgets in accordance with departmental work plans
		Develop corporate governance measures
		Provide on-the-job training to subordinates
		Implement department's recruitment and retention efforts

		Evaluate how latest technology trends can be leveraged to improve productivity and innovation		
		Evaluate how workplace technology approaches can be revised based on feedback		
<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 4	Problem Solving	Advanced
	Budgeting	Level 4	Leadership	Advanced
	Business Continuity Planning	Level 4	Communication	Advanced
	Business Performance Management	Level 4	Decision Making	Advanced
	Continuous Improvement Management	Level 4	Developing People	Intermediate
	Contract Development and Management	Level 4		
	Corporate Governance	Level 4		
	Data Mining and Modelling	Level 4		
	Learning and Development	Level 4		
	Manpower Planning	Level 4		
	Market Research	Level 4		
	Organisational Vision, Mission and Values Formulation	Level 4		
	Product, Content and Experience Performance Management	Level 4		
	Productivity Improvement	Level 4		
	Resource Management	Level 4		
	Risk Management and Administration	Level 4		
	Service Excellence	Level 4		
	Stakeholder Management	Level 4		
	Strategy Implementation	Level 4		
	Strategy Planning	Level 4		
	Succession Planning	Level 4		
	Systems Thinking Application	Level 4		
	Technology Application	Level 4		
	Technology Scanning	Level 4		
	Tour and Travel Coordination, Ticketing and Reservations Management	Level 3		
	Tour Guide Operations	Level 4		
Tour Leading Operations	Level 4			
Tourism and Economic Development	Level 4			
Vendor Management	Level 4			
Workplace Safety and Health Performance Management	Level 4			

**Programme  
Listing**

For a list of Training Programmes available for the Tourism sector, please visit [www.skillsfuture.sg/skills-framework/tourism](http://www.skillsfuture.sg/skills-framework/tourism)

The information contained in this document serves as a guide.