

**SKILLS FRAMEWORK FOR TOURISM
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

TSC Category	Attractions Operations					
TSC	Attractions Guest Relations Management					
TSC Description	Manage guest relations strategies and policies to enhance on-site guest experience, including the management of special guest requests, requirements and needs					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	TOU-ATO-1005-1.1	TOU-ATO-2005-1.1	TOU-ATO-3005-1.1			
	Provide frontline guest service to attractions visitors	Monitor frontline guest relations operations and attractions guest visitorship levels	Develop policies and procedures for guest relations management			
Knowledge	<ul style="list-style-type: none"> • Guest relations management protocols • Service recovery and assistance procedures • Guest management emergency procedures • Telephone, email, face-to-face interaction etiquette • Attractions sites and services information • Principles of body language 	<ul style="list-style-type: none"> • Guest service standards • Measures for guest satisfaction • Tools used for tracking attractions guest visitorship • Data analytics • Principles of customer service excellence 	<ul style="list-style-type: none"> • High-profile guest visit protocols • Guest relations management risk assessment protocols • Areas for guest relations management improvement • Principles of guest experience management 			
Abilities	<ul style="list-style-type: none"> • Greet attractions visitors • Attend to visitor feedback and queries via phone, email and face-to-face interactions • Attend to guests with special needs • Provide service recovery and assistance • Coordinate special interest visits to the attractions sites • Coordinate preparations for VIP, corporate and special interest visits to the attractions sites 	<ul style="list-style-type: none"> • Provide coaching on guest interaction etiquette • Manage frontline guest relations operations • Monitor guest visitorship patterns • Monitor guest satisfaction levels • Plan VIP, corporate and special interest visits to the attractions sites • Analyse performance of guest relations management in accordance with 	<ul style="list-style-type: none"> • Propagate culture of guest service excellence • Develop organisational strategies for guest relations management • Host VIP, corporate and special interest visits to the attractions sites • Analyse guest visitorship patterns • Develop guest relations management protocols, service recovery and assistance procedures • Develop guest satisfaction metrics 			

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	<ul style="list-style-type: none"> • Perform guest management emergency procedures • Approach guests to provide information on attractions sites through surveys 	<p>established standards and metrics</p>	<ul style="list-style-type: none"> • Develop guest management emergency procedures • Drive enhancement of guest service standards 			
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