

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

TSC Category	Attractions Operations					
TSC	Attractions Membership, Admission and Ticketing Management					
TSC Description	Manage membership, admission and ticketing operations within the attractions sites, including the implementation of these policies at the frontline guest-servicing counters					
TSC Proficiency Description	Level 1 TOU-ATO-1006-1.1	Level 2 TOU-ATO-2006-1.1	Level 3 TOU-ATO-3006-1.1	Level 4	Level 5	Level 6
Perform counter sales of tickets and memberships	Perform counter sales of tickets and memberships	Monitor frontline ticketing, admission, membership operations and attractions counter sales statistics	Manage innovation and improvement of membership, admission and ticketing operations			
Knowledge	<ul style="list-style-type: none"> Types of regular ticketing and membership pricings and packages Seasonal discounts and offers on tickets and memberships Guidelines for ticketing, admission and membership sales Procedures for verification of visitor identification (ID) Ticketing software and systems Guest relations etiquette Daily sales targets and quotas 	<ul style="list-style-type: none"> Procedures for ticketing, admission and membership sales Web-based software programmes used to track sales of attractions tickets and memberships Data analytics Business intelligence software 	<ul style="list-style-type: none"> Principles of product pricing Psychology of consumption Emerging ticketing systems Techniques for process improvement 			
Abilities	<ul style="list-style-type: none"> Perform counter sales of tickets and memberships Verify visitor IDs Attend to queries relating to sale of tickets and memberships 	<ul style="list-style-type: none"> Monitor sales of attractions tickets and memberships Analyse sales trends Generate reports of sales trends Provide coaching on guest relations etiquette Set daily sales targets and quotas Implement new ticketing systems 	<ul style="list-style-type: none"> Analyse tickets and memberships sales trends Advise on types of tracking and business intelligence software Collaborate with sales department to develop ticketing and membership pricings and packages 			

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			<ul style="list-style-type: none"> • Review daily sales targets and quotas • Develop overall counter ticket and membership metrics • Recommend implementation of improved ticketing systems 			
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