

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

TSC Category	Product Development, Content and Experience Management					
TSC	Attractions Content and Experience Development and Delivery					
TSC Description	Manage the content development and experience concepts within the attractions site to enhance visitor engagement and experience					
TSC Proficiency	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		TOU-PMN-2014-1.1	TOU-PMN-3014-1.1	TOU-PMN-4014-1.1		
		Support creation and development of attractions content and experience concepts	Develop attractions content and experience concepts	Lead creation and development of attractions content and visitors experience		
Knowledge		<ul style="list-style-type: none"> Principles of content and experience creation Research skills and techniques Attractions market segments Market trends Attractions guest profiles Brainstorming techniques Sources of information Resources for delivery of attractions Attractions products and installation plans Methods of gathering feedback 	<ul style="list-style-type: none"> Attractions content and experience vision Content and experience creation frameworks Methods for synthesis and interpretation of researches Key success factors for attractions experience Sources of attractions products and installations Feedback from attractions visitors Data analytics Business intelligence software 	<ul style="list-style-type: none"> New innovations and technologies for attractions content and experience development Procurement procedures Components of attractions site feasibility studies Overall attractions vision and theme 		
Abilities		<ul style="list-style-type: none"> Carry out research to support the curation, creation and development of attractions content and experience Provide administrative and logistical support to execute products and installation plans Collate feedback from attractions visitors 	<ul style="list-style-type: none"> Analyse research to determine market opportunities for content and experience development Develop attractions content and experience concepts Analyse resources needed for attractions content and experience 	<ul style="list-style-type: none"> Formulate organisational vision for attractions content and experience Review proposals for attractions content and experience development Lead site feasibility studies of implementation of attractions content and experience proposals 		

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		<p>regarding attractions content and experience</p>	<ul style="list-style-type: none"> • Source for relevant attractions products and installation providers • Develop proposals for attractions and content development • Curate and develop content aligned to attraction experience concepts • Analyse feedback received from visitors regarding attractions content and experience 	<ul style="list-style-type: none"> • Implement innovation and technology application in delivering attractions content and experience • Drive adoption of new innovations and technologies of attractions content and experience • Lead procurement processes of attractions products and installations 		
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