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Menjana Pembangunan K-Pekerja



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MySkills

# OCCUPATIONAL STRUCTURE

## *Tourism Industry*







# **OCCUPATIONAL STRUCTURE**

## **TOURISM INDUSTRY**



**Department of Skills Development**  
**Ministry of Human Resources, Malaysia**

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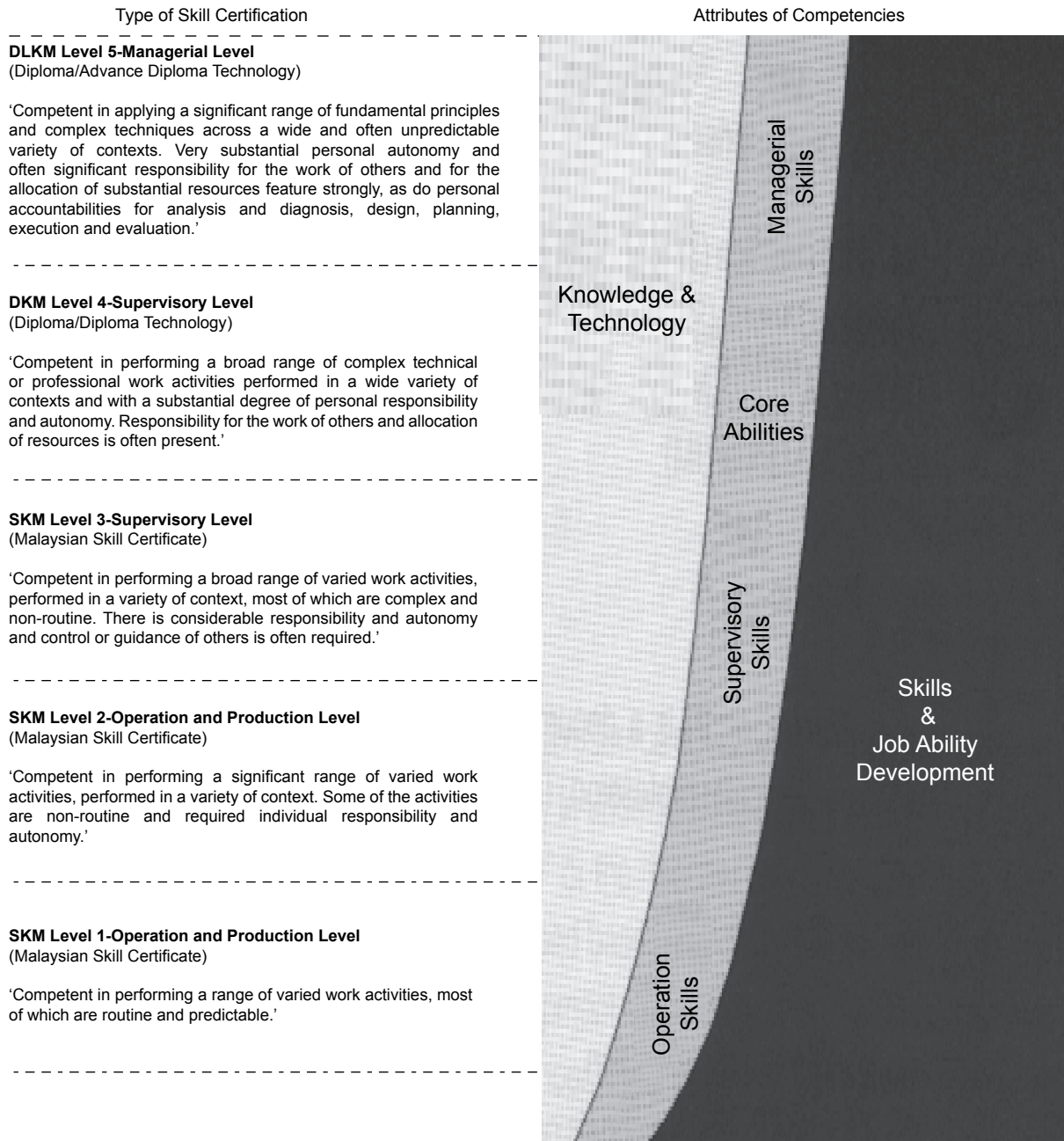
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## Concept and Structure of Malaysia Skill Certification System





# **TOURISM INDUSTRY**

## **OVERVIEW**

Tourism is travel for predominantly recreational or leisure purposes or the provision of services to support this leisure travel. Tourism has become a popular global leisure activity. In 2004, there were over 763 million international tourist arrival. Tourism is vital for many countries, due to the income generated by the consumption of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services such as cruise ships and taxis, accommodation such as hotels, restaurants, bars, and entertainment venues, and other hospitality industry services such as spas and resorts.

(<http://en.wikipedia.org/wiki/Tourism>)

## **DEFINITION OF TOURISM AND TRAVEL INDUSTRY**

Tourism is the act of travel for the purpose of recreation and business, and the provision of services for this act. Tourists are people who are traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. The distance between these two places is of no significance.

(\* official UNWTO definition)

## **DEFINITION OF AIRLINE**

1. A system for scheduled air transport for passenger and freight.
2. A business providing a system of scheduled air transport. Also called *airway*.
3. An airline provides air transport services for passengers or freight.

([www.thefreedictionary.com/airline](http://www.thefreedictionary.com/airline))

## **DEFINITION OF HOTEL**

1. An establishment that provides lodging and usually meals and other services for travelers and other paying guests.
2. A hotel is an establishment that provides paid lodging, usually on a short-term basis. Hotels often provide a number of additional guest services such as a restaurant, a swimming pool or childcare. Some hotels have conference services and meeting rooms and encourage groups to hold conventions and meetings at their location.

([www.businessdictionary.com/definition/hotel.html](http://www.businessdictionary.com/definition/hotel.html))

## **HOSPITALITY AND TRAVEL INDUSTRY**

A group of interrelated organizations providing personal services to customers who are away from home.

## **DEFINITION OF TRAVEL AGENT**

A person or organization who sells and reserves the services of suppliers, carriers, other travel trade intermediaries and destinations marketing organizations to individual and group customers and receives commissions for these facilities. Plans itineraries, and arranges accommodations and other travel services for customers of travel agency: Converses with customer to determine destination, mode of transportation, travel dates, financial considerations, and accommodations required. Provides customer with brochures and publications containing travel information, such as local customs, points of interest, and special events occurring in various locations, or foreign country regulations, such as consular requirements and currency limitations. Computes cost of travel and accommodations, using calculator, computer, carrier tariff books, and hotel rate books, or quotes package costs. Books transportation and hotel reservations, using computer terminal or telephone. Prints or requests transportation carrier tickets, using computer printer system or system link to travel carrier. Collects payment for transportation and accommodations from customer. Plans, describes, arranges, and sells itinerary tour packages and promotional travel incentives offered by various travel carriers, utilizing knowledge of available travel services and promotional techniques. May specialize in foreign or domestic travel, individual or group travel, specific geographic area, airplane charters, or package tours.



May be located in transportation terminal and specialize in group and individual escorted tours and be designated Tour Agent (motor trans).

### **TOUR OPERATOR**

A tour wholesaler, other company or individually who operates packages or tours, i.e. provides the necessary ground transportation and guide services.

### **TOUR WHOLESALER**

A company or individual who plans, prepares markets and administers travel packages, usually combining the services of several suppliers and carriers.

([www.answers.com/topic/travel-agency](http://www.answers.com/topic/travel-agency))

**TOURIST ARRIVALS TO MALAYSIA FROM SELECTED MARKET  
JANUARY - DECEMBER 2006**

Country of Residence	January - December		(%) Change Jan-Dec 2006/ Jan-Dec 2005
	2005	2006	
<b>SINGAPORE</b>	9,634,506	9,656,251	0.2
<b>THAILAND</b>	1,900,839	1,891,921	-0.5
<b>INDONESIA</b>	962,957	1,217,024	26.4
<b>BRUNEI</b>	486,344	784,446	61.3
<b>CHINA</b>	352,089	439,294	24.8
<b>JAPAN</b>	340,027	354,213	4.2
<b>TAIWAN</b>	172,456	181,829	5.4
<b>HONG KONG</b>	77,528	89,577	15.5
<b>SOUTH KOREA</b>	158,177	189,464	19.8
<b>INDIA</b>	225,789	279,046	23.6
<b>WEST ASIA</b>	152,869	186,821	22.2
<b>SAUDI ARABIA</b>	53,682	67,679	26.1
<b>UAE</b>	29,606	35,118	18.6
<b>JORDAN</b>	2,086	2,657	27.4
<b>KUWAIT</b>	11,506	13,369	16.2
<b>LEBANON</b>	8,522	6,885	-19.2
<b>SYRIA</b>	5,613	5,772	2.8
<b>OMAN</b>	9,228	11,905	29.0



Country of Residence	January - December		(%) Change Jan-Dec 2006/ Jan-Dec 2005
	2005	2006	
<b>CANADA</b>	31,167	34,730	11.4
<b>U.S.A</b>	151,354	174,336	15.2
<b>AUSTRALIA</b>	265,346	277,125	4.4
<b>UNITED KINGDOM</b>	240,030	252,035	5.0
<b>TURKEY</b>	6,673	7,654	14.7
<b>DENMARK</b>	11,681	12,773	9.3
<b>FINLAND</b>	13,172	19,918	51.2
<b>NORWAY</b>	9,823	11,290	14.9
<b>SWEDEN</b>	32,408	36,280	11.9
<b>GERMANY</b>	59,344	66,171	11.5
<b>RUSSIA</b>	8,386	12,945	54.4
<b>ITALY</b>	21,561	26,248	21.7
<b>FRANCE</b>	40,473	49,378	22.0
<b>SOUTH AFRICA</b>	16,381	20,174	23.2
<b>OTHERS</b>	1,059,675	1,275,920	20.4
<b>GRAND TOTAL</b>	16,431,055	17,546,863	6.8

([www.motours.gov.my](http://www.motours.gov.my))

## EXECUTIVE SUMMARY FOR SUBSECTORS IN TOURISM INDUSTRY

	SUBSECTOR/LEVEL			Level					Total
			NL	L1	L2	L3	L4	L5	
1	Tour & Travel	Non-Critical			7	7	6	6	35
		Critical		7	1	1			
2	Hotel	Non-Critical		2	10	9	8	6	43
		Critical		8					
3	Entertainment	Non-Critical			5	4	3	3	20
		Critical		5					
4	Transportation	Non-Critical		2	8	8	7	7	38
		Critical		4	1	1			
			Non-Critical						108
			Critical						28
Total				28	32	30	24	22	136



## **EXECUTIVE SUMMARY OF TOTAL JOB TITLES**

1. Based on panel discussions, members agreed that the tourism services is sectorised into 4 subsectors, and job profiles were determined according to subsectors.
2. Only 6 job areas in Subsector Hotel have been considered in the analysis because the other job areas are not directly involved with tourists.
3. A total 136 relevant job titles are identified with 108 job titles are non-critical while 28 job titles were found to be critical.
4. Water Transportation subsector is identified as new prospect industry which could offer more job titles in the future.

## **EXECUTIVE SUMMARY FOR CRITICAL AND NON-CRITICAL JOB TITLES**

1. Tour and travel is the most significant and most critical subsector in tourism industry since it is the prime mover of the industry. The capability of the tourism industry to bring in tourists into the country is very much depends on the competency of the tour and travel's workers. Tour and travel subsector is the first to interact with the prospect tourist it needs to aggressively compete in the global market which require some skill developments as below:
  - ♠ Skills and expertise especially in promoting the tourism products available in the country.
  - ♠ Productivity and efficiency through improvement in inter-personal skill and multilingual.
  - ♠ Knowledge in various market requirements in term of product quality and standards.

The other subsectors which need attention are Hotel and Transportation. These subsectors are playing an important role in the tourism industry.

Therefore, it is recommended that the development of NOSS for this sector will be given priority as below:

- ♠ Level 3 : Domestic Executive – Tour & Travel

- ♠ Level 3 : Marketing Executive – Tour & Travel
- ♠ Level 3 : Mate Domestic – Transportation
- ♠ Level 2 : Localise Nature Guide – Tour & Travel
- ♠ Level 2 : Domestic Officer – Tour & Travel
- ♠ Level 2 : Boatman – Transportation
- ♠ Level 1 : Porter – Tour & Travel
- ♠ Level 1 : Domestic Coordinator – Tour & Travel

The existing NOSS:

- i) Meeting, Incentive, Convention & Exhibition (MICE) – Event Coordinator (L-140-1), Event Officer (L-140-2), Event Executive (L-140-3) need to be revised according to current MICE.

2. Other subsectors which need development of NOSS are:

- ♠ Level 5 : Inbound Manager – Tour & Travel
- ♠ Level 5 : Domestic – Tour & Travel
- ♠ Level 5 : Ticketing Manager – Tour & Travel
- ♠ Level 5 : Event Manager – Tour & Travel
- ♠ Level 5 : Reservation & Ticketing Manager – Transportation (Air)
- ♠ Level 5 : Transport Manager – Transportation (Land)
- ♠ Level 4 : Assistant Inbound Manager – Tour & Travel
- ♠ Level 4 : Assistant Outbound Manager – Tour & Travel
- ♠ Level 4 : Assistant Ticketing Manager – Tour & Travel
- ♠ Level 4 : Assistant Event Manager – Tour & Travel
- ♠ Level 4 : Duty Manager – Hotel
- ♠ Level 4 : Assistant Reservation & Ticketing Manager – Transportation (Air)
- ♠ Level 4 : Assistant Transport Manager – Transportation (Land)
- ♠ Level 3 : Marketing Executive – Tour & Travel
- ♠ Level 3 : Banquet Manager – Hotel
- ♠ Level 2 : Banquet Captain – Hotel

3. New prospect subsectors which need development of NOSS are:

- ♠ Level 5 : Event Manager – Tour & Travel
- ♠ Level 5 : Restaurant Manager – Entertainment
- ♠ Level 5 : Sales Manager – Transportation (Air)
- ♠ Level 5 : Counter Manager – Transportation (Air)
- ♠ Level 5 : Lounge Manager – Transportation (Air)
- ♠ Level 5 : Sales & Marketing Manager – Transportation (Water)
- ♠ Level 4 : Assistant Event Manager – Tour & Travel
- ♠ Level 4 : Assistant Restaurant Manager – Entertainment
- ♠ Level 4 : Assistant Sales Manager – Transportation (Air)
- ♠ Level 4 : Assistant Counter Manager – Transportation (Air)
- ♠ Level 4 : Assistant Lounge Manager – Transportation (Air)
- ♠ Level 4 : Assistant Sales & Marketing Manager – Transportation (Water)
- ♠ Level 3 : Domestic Executive – Tour & Travel
- ♠ Level 3 : Reservation Executive – Hotel
- ♠ Level 3 : Sales Executive – Tour & Travel
- ♠ Level 3 : Marketing Executive – Hotel
- ♠ Level 3 : Sales Executive – Entertainment
- ♠ Level 3 : Restaurant Supervisor – Entertainment
- ♠ Level 3 : Sales Supervisor – Transportation (Air)
- ♠ Level 3 : Counter Supervisor – Transportation (Air)
- ♠ Level 3 : Lounge Supervisor – Transportation (Air)
- ♠ Level 3 : Station Master – Transportation (Water)
- ♠ Level 3 : Liner Sales Executive – Transportation (Water)
- ♠ Level 2 : Domestic Officer – Tour & Travel
- ♠ Level 2 : Sales Officer – Hotel
- ♠ Level 2 : Sales Officer – Entertainment
- ♠ Level 2 : Ticketing Officer – Entertainment
- ♠ Level 2 : Head Waiter – Entertainment

- ♠ Level 2 : Sales Officer – Transportation (Air)
- ♠ Level 2 : Counter Officer – Transportation (Air)
- ♠ Level 2 : Lounge Officer – Transportation (Air)
- ♠ Level 2 : Liner Sales Officer – Transportation (Water)
- ♠ Level 1 : Counter Check-in Agent – Transportation (Air)

#### 4. Development Methodology

The development methodology used consist of three methods

1. Literature search
2. Brainstorming (DACUM Method)
3. Workshop

The details are as follows:

	Method	Date	Place	Remarks
1.	Literature Search	1st July 2007 -30th July 2007	-	With reference to IMP3, RK9, DOC, Government Policy, MASCO, Industrial Association. <a href="http://www.jobtitles.com">www.jobtitles.com</a>
2.	Brainstorming Session	27th July 2007	Madita Sdn. Bhd.'s Office	OA Job Titles
3.	Brainstorming Session	18th August 2007	Natrabu Minang Restaurant, Kuala Lumpur	Job Definitions Analysis
4.	Workshop	25th August 2007	Vecta Armada's Office, Kuala Lumpur	Grammar Validation and proof reading
5.	Workshop	21st Sept 2007	Madita Sdn. Bhd.'s Office	Grammar Validation and proof reading

A few small group discussions were held at various places and times, before and after the brainstorming sessions. The discussions done by various groups which involved the same or different panels, based on opportunities to meet. Besides the small group discussions, some panels have taken the initiative to have informal discussion amongst their subordinates, colleagues and counterparts in order to get clearer picture on the matters discussed. The ideas and opinions gathered by panels during informal discussions had been discussed during panels' brainstorming sessions and small group discussion.

For the purpose of the analysis, panels are identified and selected earlier based on their discipline, carrier, position, experience, willingness, working environment and nature of duty. However some of them could not make it to attend the brainstorming sessions or small group discussions due to their prior engagement, and other commitments. However they have agreed to be panels and to contribute in the analysis especially on matters related to their discipline. Their years of experience in this sector has made an impact to the analysis. Therefore we have agreed to hold personal interviews. Amongst the personalities that have been interviewed are:

1. Phua Tai Neng - Chief Operating Officer, Malaysia Travel and Tours Association (MATTA).
2. Hj. Mustapa Kamal Bin Maulut, Managing Director, REE ZA Travel Link Sdn. Bhd.
3. Khairul Azhar bin Mohd Noor - P/O Merinyu Kapal, Jabatan Laut Semenanjung Malaysia, Mersing, Johor.
4. Zurina Abd. Samad - Statistic Officer, Tourism Malaysia.
5. Roseli Bin Awang - Manager, Teluk Gurek Chalet & Camp Site, Mersing, Johor.

The approach taken in identifying job titles in the Tourism Services Sector is by considering subsectors and job areas available in the tourism services. The tourism sector is divided into 4 subsectors which cover all aspects of tourism services. The subsectors are:

- a. Tour and Travel
- b. Hotel
- c. Entertainment
- d. Transportation



The above subsectors can be divided into various Job-areas.

- Tour and Travel – Ticketing, Inbound, Outbound, Domestic, Sales and Marketing, and MICE (Management, Incentive, Convention, Event).
- Hotel – Front Office, Reservation, Sales and Marketing, Food And Beverages, Housekeeping, Maintenance, Security, Admin and Finance, Public Relation. However Maintenance, Security, Admin & Finance, Public Relation are not considered under Tourism sector because they are not directly involved with tourist.
- Entertainment – Theme Park, Sales & Marketing, and Restaurant.
- Transportation – Air (Reservation & Ticketing, Sales, Counter, and Lounge), Land (Coach/Limo, Car Rental), and Water (Sea Liner).

## COMMITTEE MEMBERS FOR OCCUPATIONAL ANALYSIS OF TOURISM SERVICES SECTOR

- |   |  |
|---|--|
| 1. <b>NIZAM SHAHABUDIN</b>                  | - VECTOR ARMADA TRAVEL & TOURS/MALAYSIAN ASSOCIATION OF TRAVEL & TOUR AGENTS |
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| 4. <b>SUZYANA SUJOD</b>                     | - PALACE OF THE GOLDEN HORSES  |
| 5. <b>PHUA TAI NENG</b>                     | - MALAYSIAN ASSOCIATION OF TRAVEL & TOUR AGENTS                              |
| 6. <b>SUHAIMMI BIN ALI</b>                  | - MANAGER NATRABU MINANG RESTAURANT  |
| 7. <b>RIDZUAN BIN LAZI</b>                  | - GENTING DAMAI CHALET, PULAI TIOMAN   |
| 8. <b>ZURINA ABD. SAMAD</b>                 | - TOURISM MALAYSIA   |
| 9. <b>KHAIRUL JAZA SA'ADON</b>              | - LOUNGE, MALAYSIAN AIRLINES   |
| 10. <b>MARZAILI MOHD</b>                    | - VECTOR ARMADA TRAVEL & TOURS   |
| 11. <b>HAIRIL IZWAN CHE HASNI</b>           | - LOUNGE MALAYSIA AIRLINES   |
| 12. <b>JAFRI BIN ABDULLAH</b>               | - BENUA KUALITI SDN. BHD.  |

**COMMITTEE MEMBERS FOR OCCUPATIONAL ANALYSIS OF TOURISM  
SERVICES SECTOR**

- |   |   |
|---|---|
| 13. <b>MUHAMMAD LAILI BASIR</b>         | - APPLIX EVENT & ADVENTURE SDN. BHD.                    |
| 14. <b>ZAINOL ALIAS</b>                 | - SHIRO TRAVEL & TOURS SDN. BHD.                        |
| 15. <b>FAUZIAH ABDUL RAHMAN</b>         | - WINN TRAVEL & TOURS SDN. BHD.                         |
| 16. <b>ROSELI BIN AWANG</b>             | - MANAGER TELUK GUREK CHALET & CAMP SITE MERSING, JOHOR |
| 17. <b>SUHAILA RASID</b>                | - IMPIANA HOTEL KLCC                                    |
| 18. <b>KHAIRUL AZHAR BIN MOHD NOOR</b>  | - JABATAN LAUT SEM. MALAYSIA, MERSING                   |
| 19. <b>AZMEL OTHMAN</b>                 | - RESORT WORLD BERHAD                                   |
| 20. <b>KHAIRULAZMIZA BIN ISHAK</b>      | - BLUEWATER EXPRESS, MERSING                            |
| 21. <b>HJ. MUSTAPA KAMAL BIN MAULUT</b> | - REE ZA TRAVEL LINK SDN. BHD.                          |

**URUSETIA – DR. CHE HASSAN BIN CHE HARON**

**FASILITATOR – RAZILSHAM BIN CHE OMAR (DACUM FACILITATOR)  
DAN MEJAR (B) MOHAMAD BIN OMAR - MADITA SDN. BHD.**

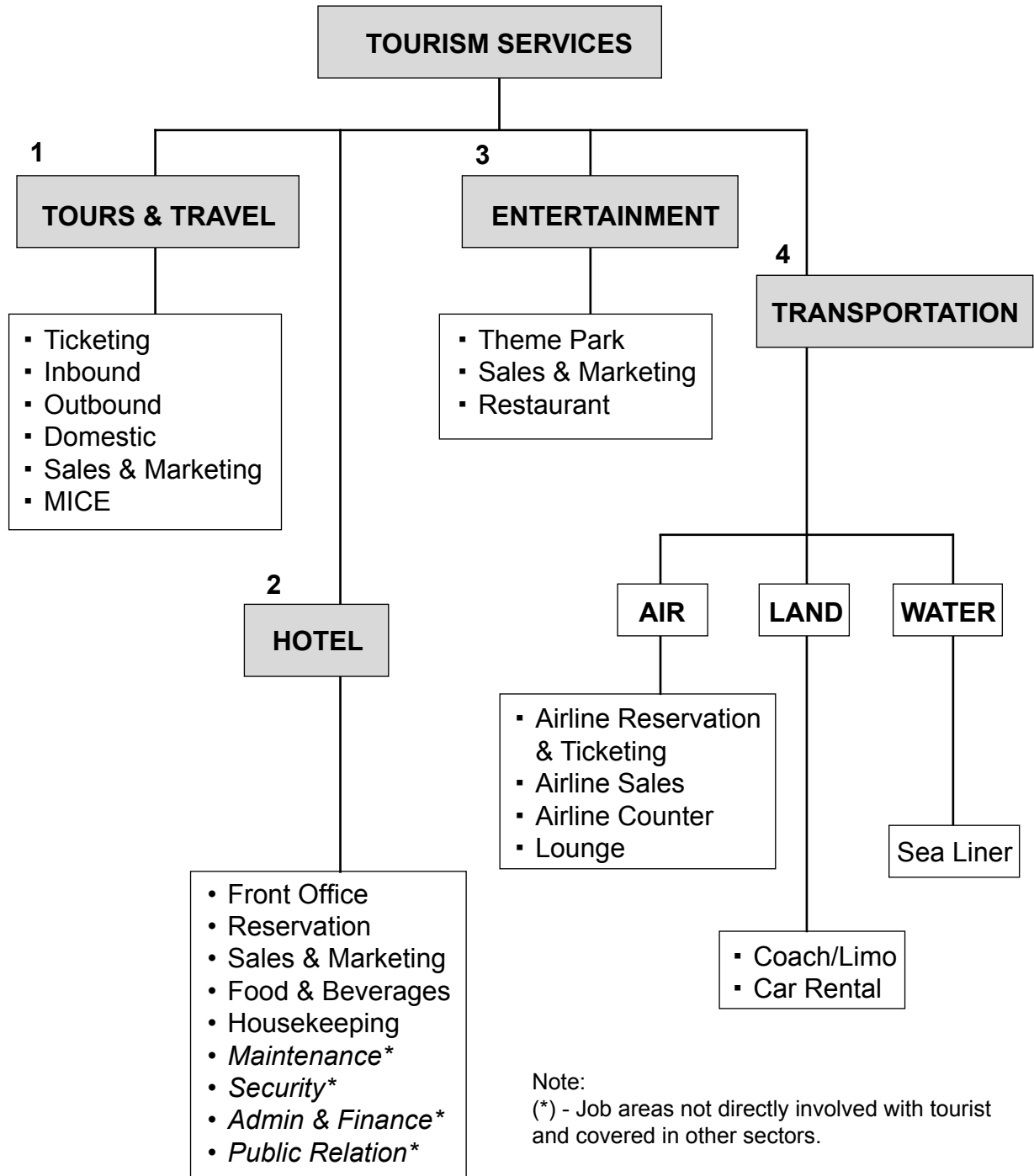
## **CHART OF SUBSECTORS & JOB AREAS FOR TOURISM SERVICES**

Job areas in various subsectors in the tourism services sector are shown in the Chart of Tourism Services Sector. The Subsectors of Tourism Services are as follows:

1. Tour and Travel (6 Job areas)
2. Hotel (9 Job areas)
3. Entertainment (3 Job areas)
4. Transportation (8 Job areas)

Job titles are shown in the Tables of Job Areas. However for subsector hotel only 5 job areas are considered i.e. Front Office, Reservation, Sales & Marketing, Food & Beverages and Housekeeping. These are chosen because they are directly involved with tourist, whereas the other job areas such as Maintenance, Security, Admin & Finance, and Public Relation are not directly involved tourist. Therefore for the purpose of job titles they are not considered in the tourism sector.

## CHART OF SUBSECTORS & JOB AREAS FOR TOURISM SERVICES





## **SUBSECTORS, JOB AREAS AND JOB TITLES OF TOURISM SERVICES SECTOR**

### **1a. TOUR & TRAVEL**

L	<b>INBOUND</b>				
5	Inbound Manager	No Level 5			
4	Assistant Inbound Manager	No Level 4			
3	Inbound Executive (L-020-3)	<b>**Tourist Guide**</b> (L-030-3)	Nature Guide (L-201-3)	No Level 3	No Level 3
2	Inbound Officer (L-020-2)	No Level 2	No Level 2	<b>**Localise Nature Guide**</b>	No Level 2
1	<b>**Inbound Coordinator**</b> (L-020-1)	No Level 1	No Level 1	No Level 1	<b>**Porter**</b>

### **1b. TOUR & TRAVEL**

L	<b>OUTBOUND</b>	<b>DOMESTIC</b>	<b>SALES &amp; MARKETING – TOURS &amp; TRAVEL</b>	
5	Outbound Manager	Domestic Manager	Sales & Marketing Manager (L-180-5)	
4	Assistant Outbound Manager	Assistant Domestic Manager	Assistant Sales & Marketing Manager (L-180-4)	
3	Outbound Executive (L-060-3)	Domestic Executive	Sales Executive (L-180-3)	<b>**Marketing Executive**</b>
2	Outbound Officer (L-060-2)	Domestic Officer	Sales Officer (L-180-2)	
1	<b>**Outbound Coordinator**</b> (L-060-1)	<b>**Domestic Coordinator**</b>	<b>**Sales Coordinator**</b> (L-180-1)	

### 1c. TOUR & TRAVEL

<b>L</b>	<b>TICKETING</b>	<b>MEETING, INCENTIVE, CONVENTION &amp; EXHIBITION (M.I.C.E.)</b>
5	Ticketing Manager	Event Manager
4	Assistant Ticketing Manager	Assistant Event Manager
3	Reservation & Ticketing Executive (L-010-3)	Event Executive (L-140-3)
2	Reservation & Ticketing Officer (L-010-2)	Event Officer (L-140-2)
1	<i><b>**Reservation &amp; Ticketing Coordinator**</b></i> (L-010-1)	<i><b>**Event Coordinator**</b></i> (L-140-1)

Note:

1. (L-020-1) - code number of the existing NOSS.
2. ***\*\*Event Coordinator\*\**** - Critical

## 2a. HOTEL

L	FRONT OFFICE		
5	Front Office Manager (L-160-5)		
4	Assistant Front Office Manager (L-160-4)	Duty Manager	Chief Concierge (L-203-4)
3	Front Office Supervisor (L-160-3)		Concierge Supervisor (L-203-3)
2	Front Office Officer (L-160-2)		Concierge (L-203-2)
1	<b>**Front Office Coordinator**</b> (L-160-1)	<b>**Porter**</b> (L-203-1)	<b>**Valet**</b>

## 2b. HOTEL

L	RESERVATION	SALES & MARKETING	
5	Reservation Manager	Sales & Marketing Manager	
4	Assistant Reservation Manager	Assistant Sales & Marketing Manager	
3	Reservation Executive	Sales Executive	Marketing Executive
2	Reservation Officer	Sales Officer	No Level 2
1	<b>**Reservation Coordinator**</b>	<b>**Sales Coordinator**</b>	No Level 1

## 2c. HOTEL

L	FOOD & BEVERAGES		
5	Food & Beverage Manager (L-050-5)		Executive Chef (L-040-5)
4	Food & Beverage Outlet Manager (L-050-4)		Executive Sous Chef (L-040-4)
3	Food & Beverage Supervisor (L-050-3)	Banquet Manager	Sous Chef, (Chef De Partie) (L-040-3)
2	Food & Beverage Captain (L-050-2)	Banquet Captain	Demi Chef, (Cook) (L-040-2)
1	Food & Beverage Waiter (L-050-1)		Commis (L-040-1)

## 2d. HOTEL

L	HOUSEKEEPING		
5	Executive Housekeeper (L-150-5)		
4	Assistant Executive Housekeeper (L-150-4)		
3	Housekeeping Supervisor (L-150-3)		
2	Senior Room Attendant (L-120-2)	Senior Public Area Attendant (L-121-2)	Senior Linen Attendant (L-122-2)
1	<b>**Room Attendant**</b> (L-120-1)	<b>**Public Area Attendant**</b> (L-121-1)	<b>**Linen Attendant**</b> (L-122-1)

### Note:

Job Areas such as Maintenance, Security, Admin & Finance and Public Relation in the Hotel Subsector are not listed here, because they are not directly involved with tourist and therefore their functions are not covered under Tourism Industry sector.

### 3a. ENTERTAINMENT

L	THEME PARK		SALES & MARKETING	
5	Theme Park Operation Manager (L-200-5)		Sales & Marketing Manager	No Level 5
4	Theme Park Operations Executive (L-200-4)		Assistant Sales & Marketing Manager	No Level 4
3	Dry Park Supervisor (L-191-3)	Water Park Supervisor (L-190-3)	Sales Executive	No Level 3
2	Dry Park Assistant Supervisor (L-191-2)	Water Park Assistant Supervisor (L-190-2)	Sales Officer	Ticketing Officer
1	<i>**Dry Park Attendant**</i> (L-191-1)	<i>**Water Park Attendant**</i> (L-190-1)	<i>**Sales Coordinator**</i>	<i>**Ticketing Clerk**</i>

### 3b. ENTERTAINMENT

L	RESTAURANT
5	Restaurant Manager
4	Assistant Restaurant Manager
3	Restaurant Supervisor
2	Head Waiter
1	<i>**Waiter**</i>



#### 4a. TRANSPORTATION - AIR

L	AIRLINE RESERVATION & TICKETING	AIRLINE SALES	AIRLINE COUNTER	AIRLINE LOUNGE
5	Reservation & Ticketing Manager	Sales Manager	Counter Manager	Lounge Manager
4	Reservation & Ticketing Executive	Sales Executive	Counter Executive	Lounge Executive
3	Reservation & Ticketing Supervisor (L-010-3)	Sales Supervisor	Counter Supervisor	Lounge Supervisor
2	Reservation & Ticketing Officer (L-010-2)	Sales Officer	Counter Officer	Lounge Officer
1	<b><i>**Reservation &amp; Ticketing Clerk** (L-010-1)</i></b>	<b><i>**Sales Coordinator**</i></b>	Counter Check-in Agent	No. Level 1

#### 4b. TRANSPORTATION - LAND

L	COACH/LIMO		CAR RENTAL
5	Transport Manager	No. Level 5	Car Rental Operations Manager (L-170-5)
4	Assistant Transport Manager	No. Level 4	Car Rental Station Manager (L-170-4)
3	Transport Supervisor (L-090-3)	No. Level 3	Car Rental Station Supervisor (L-170-3)
2	Transport Officer (L-090-2)	Tour Vehicle Driver (L-080-2)	Car Rental Operations Officer (L-170-2)
1	<b>**Transport Coordinator**</b> (L-090-1)	No. Level 1	<b>**Car Rental Operations Assistant**</b> (L-170-1)

#### 4c. TRANSPORTATION - WATER

L	SEA LINER - OPERATIONS		SEA LINER - SALES & MARKETING
5	No. Level 5		Sales & Marketing Manager
4	No. Level 4		Assistant Sales & Marketing Manager
3	Station Master	<b>**Mate Domestic**</b>	Liner Sales Executive
2	<b>**Boatman**</b>		Liner Sales Officer
1	No. Level 1		Liner Sales Coordinator

## ***Occupational Definition***

## **TOUR & TRAVEL**

### ***LEVEL 1***

**INBOUND COORDINATOR (L-020-1)**

**PORTER**

**OUTBOUND COORDINATOR (L-060-1)**

**DOMESTIC COORDINATOR**

**SALES COORDINATOR (L-180-1)**

**RESERVATION & TICKETING COORDINATOR (L-010-1)**

**EVENT COORDINATOR**

### ***LEVEL 2***

**INBOUND OFFICER (L-020-2)**

**LOCALISE NATURE GUIDE**

**OUTBOUND OFFICER (L-060-2)**

**DOMESTIC OFFICER**

**SALES OFFICER (L-180-2)**

**RESERVATION & TICKETING OFFICER (L-010-2)**

**EVENT OFFICER (L-140-2)**

## **TOUR & TRAVEL**

### ***LEVEL 3***

**INBOUND EXECUTIVE (L-020-3)**  
**TOURIST GUIDE (L-030-3)**  
**NATURE GUIDE (L-201-3)**  
**OUTBOUND EXECUTIVE (L-060-3)**  
**DOMESTIC EXECUTIVE**  
**SALES EXECUTIVE (L-180-3)**  
**MARKETING EXECUTIVE**  
**RESERVATION & TICKETING EXECUTIVE (L-010-3)**  
**EVENT EXECUTIVE (L-140-3)**

### ***LEVEL 4***

**ASSISTANT INBOUND MANAGER**  
**ASSISTANT OUTBOUND MANAGER**  
**ASSISTANT DOMESTIC MANAGER**  
**ASSISTANT SALES & MARKETING MANAGER (L-180-4)**  
**ASSISTANT RESERVATION & TICKETING MANAGER**  
**ASSISTANT EVENT MANAGER**

## **TOUR & TRAVEL**

### ***LEVEL 5***

**INBOUND MANAGER**

**OUTBOUND MANAGER**

**DOMESTIC MANAGER**

**SALES & MARKETING MANAGER (L-180-4)**

**RESERVATION & TICKETING MANAGER**

**EVENT MANAGER**



## TOUR & TRAVEL (INBOUND)

# Level 1

### *O*ccupational definition for INBOUND COORDINATOR

An Inbound Coordinator is designated to process all related bookings, travel documentation and related vendor services to facilitate movements of passengers.

In particular he/she:

- 1) Performs safety/security and sanitation function.
- 2) Operates office equipment.
- 3) Assist in preparing quotation.
- 4) Makes reservation.
- 5) Prepares travel documentation and service arrangement.
- 6) Performs reconfirmation for other services.

## **TOUR & TRAVEL (INBOUND)**

# **Level 1**

### *O***ccupational definition for PORTER**

A Porter is designated to carry tourist's luggage during the tour.

In particular he/she:

- 1) Teaches skills, such as proper climbing methods, and demonstrate and advise on the use of equipment.
- 2) Selects travel routes and sites to be visited based on knowledge of specific areas.
- 3) Assists on luggage/supplies carriage.
- 4) Ensures safety and wellbeing of all guests.
- 5) Gives extra hand and assist the guides.

## TOUR & TRAVEL (OUTBOUND)

# Level 1

### *O*ccupational definition for OUTBOUND COORDINATOR

An Outbound Coordinator is designated to prepare all itineraries, quotations and performing tour functions done at the highest level or customer service.

In particular he/she:

- 1) Performs safety/security and sanitation functions.
- 2) Establishes good rapport with airlines/agents.
- 3) Prepares itineraries and quotations.
- 4) Performs air transportation arrangements.
- 5) Organises customer services.
- 6) Performs pre-tour functions.
- 7) Performs administrative functions.

## TOUR & TRAVEL (DOMESTIC)

# Level 1

### *O*ccupational definition for DOMESTIC COORDINATOR

A Domestic Coordinator is designated to process all related bookings, travel documentation and related vendor services to facilitate movements of passengers.

In particular he/she:

- 1) Performs safety/security and sanitation function.
- 2) Operates office equipment.
- 3) Assists in preparing quotation.
- 4) Makes reservation.
- 5) Prepares travel documentation and service arrangement.
- 6) Performs reconfirmation for other services.

**TOUR & TRAVEL**  
**(SALES & MARKETING – TOURS & TRAVEL)**

## **Level 1**

### *O*ccupational definition for **SALES COORDINATOR**

A Sales Coordinator is designated to perform the daily administrative function and assist in the operational of the sales Department.

In particular he/she:

- 1) Performs customer service in attending liaise.
- 2) Compiles record, documents and updates.
- 3) Builds good rapport with customers.
- 4) Assist on organization in daily transaction.
- 5) Performs safety-security and sanitation function.
- 6) Assists in organizing in daily collection.
- 7) Assists in arranging special request and gather passenger feedback.
- 8) Attends training programmes and briefing.

## **TOUR & TRAVEL (TICKETING)**

# **Level 1**

### ***O*ccupational definition for RESERVATION & TICKETING COORDINATOR**

A Reservation and Ticketing Coordinator is designated to make reservations, confirm booking, issue tickets and other travel documentations by manual or computerize (CRS) systems.

In particular he/she:

- 1) Operates office equipment.
- 2) Attends to walk-in customer and inquiry.
- 3) Prepares quotation.
- 4) Activates reservation.
- 5) Prepares travel document.
- 6) Performs public relation.
- 7) Performs administrative function.
- 8) Attends vendor training programme.

**TOUR & TRAVEL  
(MEETING, INCENTIVE, CONVENTION & EXHIBITION (M.I.C.E))**

# **Level 1**

## *O***ccupational definition for EVENT COORDINATOR**

An Event Coordinator is designated to prepare documentation for event arrangements. He/she performs specific operational and administration on the event for the duties based on set guidelines and instructions.

In particular he/she:

- 1) Prepares event (transport, accommodation and etc.) arrangements according to customer's requirements.
- 2) Performs administrative functions.
- 3) Prepares documentation pertaining to event's supplier and customers.
- 4) Distributes event materials.
- 5) Compiles pre/post event information.

## TOUR & TRAVEL (INBOUND)

# Level 2

### *O*ccupational definition for INBOUND OFFICER

An Inbound Officer is designated to implement/coordinate the planned tour itineraries and process all related bookings, travel documentations and related vendor services, to ensure smooth movement of passengers.

In particular he/she:

- 1) Performs public industry relation.
- 2) Determines transportation system and coordinate vendor services.
- 3) Implements tour itinerary.
- 4) Prepares quotation.
- 5) Makes reservation.
- 6) Prepares travel documentation and services arrangement.
- 7) Performs meet and greet service for arrival and departure.
- 8) Performs reconfirmation for other services.
- 9) Correlates information and charges on service provided.
- 10) Generates invoice and cash payment.



## TOUR & TRAVEL (INBOUND)

# Level 2

### *O*ccupational definition for LOCALISE NATURE GUIDE

A Localise Nature Guide is designated to plan, organize, supervise, conduct and lead tours and nature activities in the natural environment of the country.

In particular he/she:

- 1) Plans and organizes tour itinerary, nature activities and guiding evaluation.
- 2) Delivers information on Malaysia culture, history, conservation and tourism products.
- 3) Prepares and maintain tour/activities, equipments and handle emergency situations.
- 4) Checks and arrange logistic arrangements.
- 5) Prepares and deliver nature interpretive information.
- 6) Locates studies and assesses the nature feasibility of new tour products.

## TOUR & TRAVEL (OUTBOUND)

# Level 2

### *O*ccupational definition for OUTBOUND OFFICER

An Outbound Officer is designated to establish contact with handling agents, performs check-in services and prepares documents for payment purpose.

In particular he/she:

- 1) Establishes contact with handling agents.
- 2) Performs and confirms ground arrangements.
- 3) Performs post-tour functions.
- 4) Performs airport check-in duties.
- 5) Prepares documents for payment.

## TOUR & TRAVEL (DOMESTIC)

# Level 2

### *O*ccupational definition for DOMESTIC OFFICER

A Domestic Officer is designated to implement and coordinate the planned tour itineraries and process all related bookings, travel documentations and related vendor services, to ensure smooth movement of passengers.

In particular he/she:

- 1) Operates office equipment.
- 2) Performs public industry relation.
- 3) Determines transportation system and coordinate vendor services.
- 4) Implements tour itinerary.
- 5) Prepares quotation.
- 6) Makes reservation.
- 7) Prepares travel documentation and services arrangement.
- 8) Performs meet and greet service for arrival and departure.

**TOUR & TRAVEL  
(SALES & MARKETING – TOURS & TRAVEL)**

## **Level 2**

### *O*ccupational definition for **SALES OFFICER**

A Sales Officer is designated to coordinate in daily administrative function and requirement of sales transaction.

In particular he/she:

- 1) Performs customer service in handling walk-in customers and FIT/ GIT check-ins.
- 2) Assists in preparing tour packages.
- 3) Prepares all documents, records and files to be properly maintained and updated.
- 4) Assists in supervisory function.
- 5) Organises in daily sales collection.
- 6) Performs and coordinates in arranging special request by customer.
- 7) Participates in training and briefing.
- 8) Follows up on passenger feedback.

## TOUR & TRAVEL (TICKETING)

# Level 2

### *O*ccupational definition for **RESERVATION & TICKETING OFFICER**

A Reservation & Ticketing Officer is designated to make reservations, confirm booking, issue tickets and other travel documentations by manual or computerize (CRS) systems.

In particular he/she:

- 1) Operates office equipment.
- 2) Attends to walk-in customer and inquiry.
- 3) Prepares quotation.
- 4) Activates reservation.
- 5) Prepares travel document.
- 6) Performs public relation.
- 7) Performs administrative function.
- 8) Attends vendor training programme.

**TOUR & TRAVEL  
(MEETING, INCENTIVE, CONVENTION & EXHIBITION (M.I.C.E.))**

## **Level 2**

### *O*ccupational definition for **EVENT OFFICER**

An Event Officer is designated to check and monitor all documentation are in a proper order. He/she has to coordinate the services required by the relevant authorities in accordance to the event with relevant suppliers.

In particular he/she:

- 1) Monitors and coordinates events requirements.
- 2) Prepares quotations and programs.
- 3) Monitors reconfirmation of reservation all arrangement.
- 4) Verifies documentation pertaining to event, suppliers and customers.
- 5) Provides assistance on special request from delegates.

## TOUR & TRAVEL (INBOUND)

# Level 3

### *O*ccupational definition for INBOUND EXECUTIVE

An Inbound Executive is designated to plan, lead, control and coordinates the implementation of tour operations and their related vendor services in accordance with industry practices.

In particular he/she:

- 1) Plans the use and maintenance of all office equipment.
- 2) Coordinates vendors' services.
- 3) Plans and prepares itinerary and quotation.
- 4) Coordinates and controls the making of reservation.
- 5) Verifies final tour documentation and arrangement.
- 6) Performs and coordinates customer services.

## TOUR & TRAVEL (INBOUND)

# Level 3

### *O*ccupational definition for TOURIST GUIDE

A Tourist Guide is designated to lead a tourist or a group of tourists within the bound of the country for the purpose of sight seeing excursion business or social and recreational and other activities normally undertaken by a tourist/group of tourist.

In particular he/she:

- 1) Demonstrates an in-depth combination of skills, language competence and necessary knowledge.
- 2) Executes tour itineraries.
- 3) Coordinates client's needs desires and requirements.
- 4) Safeguards and upholds his/her reputation and professional image.
- 5) Exercises good public relation values.



## TOUR & TRAVEL (INBOUND)

# Level 3

### *O*ccupational definition for NATURE GUIDE

A Nature Guide is designated to plan, organise, supervise, conduct and lead tours and nature activities in the natural environment of the country.

In particular he/she:

- 1) Plans and organises tour itinerary, nature activities and guiding evaluation.
- 2) Delivers information on Malaysia culture, history, conservation and tourism products.
- 3) Prepares and maintains tour/activities, equipments and handle emergency situations.
- 4) Checks and arranges logistic arrangements.
- 5) Prepares and deliver nature interpretive information.
- 6) Locates, studies and assesses the nature feasibility of new/tour products.

## TOUR & TRAVEL (OUTBOUND)

# Level 3

### *O*ccupational definition for OUTBOUND EXECUTIVE

An Outbound Executive is designated to oversee the running of department in providing good staff management, planning itineraries, obtaining best negotiated rates and managing the financials of the department.

In particular he/she:

- 1) Plans itineraries.
- 2) Establishes good relationship with vendors.
- 3) Uses sales and marketing skills.
- 4) Uses operations management skills
- 5) Develops products.
- 6) Attends walk in customers, telephone and e-mail enquiries for ticketing, tour packages, visas, ground arrangement and others related travel arrangement.

## TOUR & TRAVEL (DOMESTIC)

# Level 3

### *O*ccupational definition for DOMESTIC EXECUTIVE

A Domestic Executive is designated to plan, lead, control and coordinates the implementation of tour operations and their related vendor services in accordance with industry practices.

In particular he/she:

- 1) Plans the use and maintenance of all office equipment.
- 2) Coordinates vendors' services.
- 3) Plans and prepares itinerary and quotation.
- 4) Coordinates and controls the making of reservation.
- 5) Verifier final tour documentation and arrangement.
- 6) Performs and coordinates customer services.
- 7) Prepares billing instruction.
- 8) Researches new products and up-grading existing services.
- 9) Performs and leads administrative function.

**TOUR & TRAVEL  
(SALES & MARKETING – TOURS & TRAVEL)**

## **Level 3**

### *O*ccupational definition for **SALES EXECUTIVE**

A Sales Executive is designated to assist the Sales Manager to planning, organizing, monitoring, recommending, analyzing, and enforcing all activities involved in the sales department in accordance to the standard set by management.

In particular he/she:

- 1) Monitors and controls operational task.
- 2) Enforces and implements department policy.
- 3) Collects information and assist in market survey.
- 4) Promotes products and services
- 5) Handles special assignment.
- 6) Exercises public relation function.

**TOUR & TRAVEL  
(SALES & MARKETING – TOURS & TRAVEL)**

## **Level 3**

### *O*ccupational definition for **MARKETING EXECUTIVE**

A Marketing Executive is designated to sells products and/or services as identified in the sales and marketing plan of an organization, and must be able to set and achieve goals.

In particular he/she:

- 1) Promotes products and services.
- 2) Identifies and solicits new clients or target groups.
- 3) Prepares sales reports and track activities.
- 4) Estimates or quote prices, credit terms, warranties and delivery dates.
- 5) Prepares sales contracts, process orders and make delivery arrangements.
- 6) Sets direction or guidelines, and assigns or reviews work of others.
- 7) Organizes and conducts sales campaigns.

## TOUR & TRAVEL (TICKETING)

# Level 3

### *O*ccupational definition for RESERVATION & TICKETING EXECUTIVE

A Reservation and Ticketing Executive is designated to plan, coordinate, lead and control the making of a reservation, confirmation of booking, issuing of ticketing and supervising financial and security system.

In particular he/she:

- 1) Plans the use and maintenance of all office equipment.
- 2) Coordinates customer services.
- 3) Verifies quotation.
- 4) Activates reservation.
- 5) Verifies the issue of all travel document and arrangement.
- 6) Maintains airline and company sale report.
- 7) Performs and coordinates public relations.
- 8) Performs and leads administrative function.
- 9) Plans and coordinates supervisory function.

**TOUR & TRAVEL  
(MEETING, INCENTIVE, CONVENTION & EXHIBITION (M.I.C.E.))**

## **Level 3**

### *O***ccupational definition for EVENT EXECUTIVE**

An Event Executive is designated to ensure all events are made according to organisers and delegates requirement.

In particular he/she:

- 1) Plans and organises events arrangement.
- 2) Verifies all relevant documents pertaining to the event.
- 3) Maintains liaison with relevant parties suppliers and delegates.
- 4) Maintains good public relationship with relevant authorities, suppliers and delegates.
- 5) Plans itineraries and event prices.
- 6) Evaluates performance of staff and suppliers.

## TOUR & TRAVEL (INBOUND)

# Level 4

### *O*ccupational definition for **ASSISTANT INBOUND MANAGER**

An Assistant Inbound Manager is designated to assist Inbound Manager in planning, development, promotion, administration and implementation of tourism products.

In particular he/she:

- 1) Oversees all the day-to-day tasks and also supervise, motivate and train staff.
- 2) Travels to proposed tour sites, check them out and experience the services first hand before assessing their tourism potential.
- 3) Uses operations management skills.
- 4) Uses sales and marketing skills.
- 5) Manages human resources.
- 6) Develop products.
- 7) Uses financial management skills.
- 8) Coordinates inbound tour bookings from overseas agents, i.e: co-ordinate hotels, transport companies, tour guides and other relevant tour service provider.



## TOUR & TRAVEL (OUTBOUND)

# Level 4

### *O*ccupational definition for ASSISTANT OUTBOUND MANAGER

An Assistant Outbound Manager is designated to assist Outbound Manager in planning, development, promotion, administration and implementation of tourism products.

In particular he/she:

- 1) Oversees all the day-to-day tasks.
- 2) Supervises, motivates and trains staff.
- 3) Travels to proposed tour sites, check them out and experience the services first hand before assessing their tourism potential.
- 4) Uses sales and marketing skills.
- 5) Uses operations management skills.
- 6) Develops products.
- 7) Uses financial management skills.
- 8) Attends walk in customers, telephone and e-mail enquiries for ticketing, tour packages, visas, ground arrangement and others related travel arrangement.
- 9) Liaises with International agents for ground arrangements from another country.

## **TOUR & TRAVEL (DOMESTIC)**

# **Level 4**

### ***O*ccupational definition for ASSISTANT DOMESTIC MANAGER**

An Assistant Domestic Manager is designated to assist Domestic Manager in planning, development, promotion, administration and implementation of tourism products.

In particular he/she:

- 1) Oversees all the day-to-day tasks and supervise, motivate and train staff.
- 2) Travels to proposed tour sites, check them out and experience the services first hand before assessing their tourism potential.
- 3) Uses financial management skills.
- 4) Liaises with local agents/hotels/resorts/transportation/flight for ground arrangements.
- 5) Attends walk in customers, telephone and e-mail enquiries for ticketing, tour packages, visas, ground arrangement and others related travel arrangement.
- 6) Manages staff under him/her.
- 7) Develops tour and travel products.

**TOUR & TRAVEL  
(SALES & MARKETING – TOURS & TRAVEL)**

## **Level 4**

### ***O*ccupational definition for ASSISTANT SALES & MARKETING MANAGER**

An Assistant Sales and Marketing Manager is designated to assist the Sales Manager in planning, organizing, monitoring, recommending, analyzing, and enforcing all activities involved in the sales department in accordance to the standard set by management.

In particular he/she:

- 1) Monitors and controls operational task.
- 2) Enforces and implements department policy.
- 3) Collects information and assist in market survey.
- 4) Handles special assignment.
- 5) Exercises public relation function.
- 6) Assists in performing managerial function.
- 7) Coordinates with other department.
- 8) Assists in planning budget and controlling sales department cost.
- 9) Implements office safety and security.

**TOUR & TRAVEL**  
**(SALES & MARKETING – TOURS & TRAVEL)**

## **Level 4**

### ***O*ccupational definition for ASSISTANT RESERVATION & TICKETING MANAGER**

An Assistant Ticketing Manager is designated to assist Ticketing Manager in ensuring the accuracy of ticket sales from programming to selling, cash control as well as taking exceptional care of guests purchasing tickets.

In particular he/she:

- 1) Attends to ticketing, reservation, quotation, invoice, other general operational and duties as deemed fit by the management.
- 2) Makes sure staff are well trained and able to inform each guest of their best ticketing option.
- 3) Handles reservation and ticketing.
- 4) Processes travel documents including visa.
- 5) Manages customer accounts including offering best services
- 6) Assists customer on tickets redemption.
- 7) Offers other related services e.r. hotel transfer, tour, etc.

**TOUR & TRAVEL  
(MEETING, INCENTIVE, CONVENTION & EXHIBITION (M.I.C.E.))**

## **Level 4**

### *O***ccupational definition for ASSISTANT EVENT MANAGER**

An Assistant Event Manager is designated to assist Event Manager for the arrangement, preparation and execution of Meetings, Incentive, Convention & Exhibition (M.I.C.E.) and Specialized Travel in interest with extension programs, assisting clients with site inspections familiarizations, educational and customer visits, etc.

In particular he/she:

- 1) Manages and executes all aspects of special events for local and international clients.
- 2) Provides strategic advice, solutions and be an authoritative from the conceptualization, contracting, proposals, selling ideas, costing and events delivery.
- 3) Caters special events for MICE i.e. thematic dinners, entertainment, teambuilding, sport, recreational, etc.
- 4) Maintains and developing relationship with existing and new partner, including in-house business units on events collaboration.
- 5) Contacts with suppliers/contractors on the setting up of events negotiations of best price, terms and conditions, database, etc.

## TOUR & TRAVEL (INBOUND)

# Level 5

### *O*ccupational definition for INBOUND MANAGER

An Inbound Manager is designated to plan, develop, promote, administer and implement tourism products.

In particular he/she:

- 1) Oversees all the day-to-day tasks and also supervise, motivate and train staff.
- 2) Travels to proposed tour sites, check them out and experience the services first hand before assessing their tourism potential.
- 3) Manages human resources.
- 4) Develops travel and tour products.
- 5) Coordinates inbound tour bookings from overseas agent, i.e: co-ordinate hotels, transport companies, tour guides and other relevant tour service provider.

## TOUR & TRAVEL (OUTBOUND)

# Level 5

### *O*ccupational definition for OUTBOUND MANAGER

An Outbound Manager is designated to plan, develop, promote, administer and implement tourism products.

In particular he/she:

- 1) Oversees all the day-to-day tasks.
- 2) Supervises, motivates and trains staff.
- 3) Travels to proposed tour sites, check them out and experience the services first hand before assessing their tourism potential.
- 4) Develop travel and tour products.
- 5) Attends walk in customers, telephone and e-mail enquiries for ticketing, tour packages, visas, ground arrangement and others related travel arrangement.
- 6) Liaise with International agents for ground arrangements from another country.

## TOUR & TRAVEL (DOMESTIC)

# Level 5

### *O*ccupational definition for DOMESTIC MANAGER

A Domestic Manager is designated to plan, develop, promote, administer and implement of tourism products.

In particular he/she:

- 1) Oversees all the day-to-day tasks and also supervise, motivate and train staff.
- 2) Travels to proposed tour sites, check them out and experience the services first hand before assessing their tourism potential.
- 3) Liaises with local agents, hotels, resorts, transportation and flight for ground arrangements.
- 4) Attends walk in customers, telephone and e-mail enquiries for ticketing, tour packages, visas, ground arrangement and others related travel arrangement.
- 5) Manages human resources.
- 6) Develops tour and travel products.



**TOUR & TRAVEL  
(SALES & MARKETING – TOURS & TRAVEL)**

## **Level 5**

### *O*ccupational definition for **SALES & MARKETING MANAGER**

A Sales & Marketing Manager is designated to plan, recommend, analyze, establish, review, control, formulate and execute activities involved in the sales department accordance to the standard set by establishment.

In particular he/she:

- 1) Plans all working activities of sales department.
- 2) Recommends changes to management for the improvement of operating efficiently.
- 3) Analyzes market trend.
- 4) Delegates job function.
- 5) Participates in meeting.
- 6) Reviews staff performance and recommends staff development programmes to uphold competitive productivity.
- 7) Prepares sales department budget.
- 8) Prepares report required by establishment.
- 9) Administers operational tasks.
- 10) Review sales productivity performance.
- 11) Performs managerial function.
- 12) Controls department expenditure and promotional budget.

## **TOUR & TRAVEL (TICKETING)**

# **Level 5**

### *O*ccupational definition for **RESERVATION & TICKETING MANAGER**

A Ticketing Manager is designated to be responsible for the accuracy of ticket sales from programming to selling, cash control as well as taking exceptional care of guests purchasing tickets.

In particular he/she:

- 1) Knowledgeable of all ticketing options.
- 2) Attends ticketing, reservation, quotation, invoice, other general operational and duties as deemed fit by the management.
- 3) Provides front line support and on going training to frontline ticket selling staff.
- 4) Hires, trains and supervises ticket selling staff.
- 5) Schedules staff, matching pre-determined budget while keeping in mind weather and visitor patterns.
- 6) Accountable for the accurate and timely submission of cash outs.
- 7) Responsible for all cash and cash equivalents in ticketing area.
- 8) Assists in area budgeting.
- 9) Processes travel documents including visa.
- 10) Manages customer accounts including offering best services.
- 11) Assists customer on tickets redemption.

**TOUR & TRAVEL  
(MEETING, INCENTIVE, CONVENTION & EXHIBITION (M.I.C.E.))**

## **Level 5**

### *O*ccupational definition for **EVENT MANAGER**

An Event Manager is designated to be responsible for the arrangement, preparation and execution of Meetings, Incentive, Convention & Exhibition (M.I.C.E.) and Specialized Travel in interest with extension programs, assisting clients with site inspections familiarizations, educational and customer visits, etc.

In particular he/she:

- 1) Manages and executes all aspects of special events for local and international clients.
- 2) Provides strategic advice, solutions and be an authoritative from the conceptualization, contracting, proposals, selling ideas, costing and events delivery.
- 3) Caters special events for MICE i.e. thematic dinners, entertainment, teambuilding, sport, recreational, etc.
- 4) Maintains and developing relationship with existing and new partner, including in-house business units on events collaboration.
- 5) Contacts suppliers/contractors on the setting up of events negotiations of best price, terms and conditions, database, etc.

## **HOTEL**

### ***LEVEL 1***

**FRONT OFFICE COORDINATOR**

**PORTER (L-203-1)**

**VALET**

**RESERVATION COORDINATOR**

**SALES COORDINATOR**

**FOOD & BEVERAGE WAITER (L-050-1)**

**COMMIS (L-040-1)**

**ROOM ATTENDANT (L-120-1)**

**PUBLIC AREA ATTENDANT (L-121-1)**

**LINEN ATTENDANT (L-122-1)**

### ***LEVEL 2***

**FRONT OFFICE OFFICER (L-160-2)**

**CONCIERGE (L-203-2)**

**RESERVATION OFFICER**

**SALES OFFICER**

**FOOD & BEVERAGE CAPTAIN (L-050-2)**

## **HOTEL**

### ***LEVEL 2***

**BANQUET CAPTAIN  
DEMI CHEF (L-040-2)  
SENIOR ROOM ATTENDANT (L-120-2)  
SENIOR PUBLIC AREA ATTENDANT (L-121-2)  
SENIOR LINEN ATTENDANT (L-122-2)**

### ***LEVEL 3***

**FRONT OFFICE SUPERVISOR (L-160-3)  
CONCIERGE SUPERVISOR (L-203-3)  
RESERVATION EXECUTIVE  
SALES EXECUTIVE  
MARKETING EXECUTIVE  
FOOD & BEVERAGE SUPERVISOR (L-050-3)  
BANQUET MANAGER  
SOUS CHEF (L-040-3)  
HOUSEKEEPING SUPERVISOR (L-150-3)**

## **HOTEL**

### ***LEVEL 4***

**FRONT OFFICE DUTY MANGER (L-160-4)**  
**CHIEF CONCIERGE (L-203-4)**  
**ASSISTANT RESERVATION MANAGER**  
**ASSISTANT SALES & MARKETING MANAGER**  
**FOOD & BEVERAGE OUTLET MANAGER (L-050-4)**  
**EXECUTIVE SOUS CHEF (L-040-4)**  
**ASSISTANT EXECUTIVE HOUSEKEEPER (L-150-4)**

### ***LEVEL 5***

**FRONT OFFICE MANAGER (L-160-5)**  
**RESERVATION MANAGER**  
**SALES & MARKETING MANAGER**  
**FOOD & BEVERAGE MANAGER (L-050-5)**  
**EXECUTIVE CHEF (L-040-5)**  
**EXECUTIVE HOUSEKEEPER (L-150-5)**

**HOTEL  
(FRONT OFFICE)**

**Level 1**

*O***ccupational definition for FRONT OFFICE COORDINATOR**

A Front Office Coordinator is designated to accommodate hotel patrons by registering and assigning room to guests.

In particular he/she:

- 1) Registers check in guests.
- 2) Registers check out guests.
- 3) Issues room keys.
- 4) Keeps records of occupied rooms.
- 5) Handles telephone calls and reservations.

**HOTEL  
(FRONT OFFICE)**

# **Level 1**

## *O***ccupational definition for PORTER**

A Porter is designated to carry luggage for guests.

In particular he/she:

- 1) Records luggage movement.
- 2) Sends luggage to room.
- 3) Arranges luggage for storage.
- 4) Performs housekeeping of luggage store.
- 5) Handles guest lost luggage.
- 6) Updates luggage storage record.
- 7) Writes off uncollected items/luggage.



**HOTEL  
(FRONT OFFICE)**

# **Level 1**

## *O***ccupational definition for VALET**

A Valet is designated to organize guests vehicles parking arrangement.

In particular he/she:

- 1) Handles guests vehicle.
- 2) Hands over guests vehicle.
- 3) Compiles daily valet revenue.
- 4) Hands over valet daily revenue to accounts department.
- 5) Arranges VIP vehicle parking.
- 6) Checks valet-parked vehicle record.
- 7) Checks daily valet revenue.

## HOTEL (RESERVATION)

# Level 1

### *O*ccupational definition for RESERVATION COORDINATOR

A Reservation Coordinator is designated to manage daily hotel reservation.

In particular he/she:

- 1) Keeps records of room availability and guests' accounts, manually or using computer.
- 2) Processing of bookings and updating of booking status.
- 3) Computes bill, collects payment, and makes change for guests.
- 4) Makes and confirms reservations.
- 5) Transmits and receives messages, using telephone or telephone switchboard.
- 6) Answers inquiries pertaining to hotel services, registration of guests, shopping, dining, entertainment, and travel directions.

**HOTEL  
(SALES & MARKETING)**

**Level 1**

*O***ccupational definition for SALES COORDINATOR**

A Sales Coordinator is designated to promote and sell hotel's products such as room and banquet.

In particular he/she:

- 1) Attends to sales inquiries and reservations promptly;
- 2) Produces sales quotations on time, following up on requests and completing sales.
- 3) Complies with standard operating procedures and policies set out.
- 4) Supports the sales team to attain the sales targets.
- 5) Follows up overdue accounts.

**HOTEL  
(FOOD & BEVERAGES)**

**Level 1**

***O*ccupational definition for FOOD AND BEVERAGE WAITER**

A Food and Beverage Waiter is designated to serve food and beverage outlet in accordance with the service standard set by the management.

In particular he/she:

- 1) Performs his/her duties in a safe hygienic manner, in accordance with prescribed standard.
- 2) Cleans and tidies areas assigned.
- 3) Undertakes any related job or task as assigned by his/her superior with competence and capability.
- 4) Relays complaints to his/her superior.
- 5) Familiarises himself/herself with the required knowledge of all food and beverage preparation and procedures.
- 6) Assures that all food and beverages are served according to prescribed standard.
- 7) Adheres to all house rules, regulations and policies.

**HOTEL  
(FOOD & BEVERAGES)**

**Level 1**

*O***ccupational definition for COMMIS**

A Commis is designated to work as an assistant cook within the kitchen of a hotel, restaurant or other commercial food production unit.

In particular he/she:

- 1) Observes and practices safety, security and sanitation procedures.
- 2) Identifies and operates various tool and equipment, effectively and efficiently.
- 3) Collects, sorts and stores ordered items properly.
- 4) Identifies cooking utensils and ingredients to be used and performs mis-en-place.
- 5) Assists, prepares and cooks various dishes as instructed in accordance to recipes.

**HOTEL  
(HOUSEKEEPING)**

**Level 1**

*O***ccupational definition for ROOM ATTENDANT**

A Room Attendant is designated to clean and replenish guest supply according to standard. He/she must also be able to attend to all guest complaints and request.

In particular he/she:

- 1) Performs safety/security and sanitation functions.
- 2) Carry out physical check of guest room and report room discrepancies.
- 3) Attends to guest request and complaints.
- 4) Cleans and make up guest room and ensure that guest supplies are replenished.
- 5) Keeps work area, clean tidy and secure at all times.
- 6) Controls guest supplies and chemical usage to maintain housekeeping cost.
- 7) Participates in room linen and operating equipment inventory.
- 8) Carry out general cleaning of assigned area.

**HOTEL  
(HOUSEKEEPING)**

**Level 1**

*O***ccupational definition for PUBLIC AREA ATTENDANT**

A Public Area Attendant is designated to clean all public areas and staff facilities.

In particular he/she:

- 1) Practices safety, security and sanitation functions.
- 2) Cleans all public areas and staff facilities according to set up standard.
- 3) Attends to all guest requests and complaints.
- 4) Participates in public area inventories and cost control exercises.
- 5) Reports on losses and damages of public area furnitures, fixtures and equipments.

**HOTEL  
(HOUSEKEEPING)**

**Level 1**

***O*ccupational definition for LINEN ATTENDANT**

A Linen Attendant is designated to maintain accurate record and control of all linen, equipment and supplier.

In particular he/she:

- 1) Performs safety, security and sanitation function and personal grooming.
- 2) Participates in house linen inventory (F&B, rooms, uniform).
- 3) Attends to guest requests and complaints.
- 4) Performs in issuing house linen, uniform to other sections and staff.
- 5) Controls all supplies, maintaining record books have been properly updated.
- 6) Reports lost and found items, damaged house linen to the supervisor.
- 7) Maintains linen room cleanliness.



**HOTEL  
(FRONT OFFICE)**

## **Level 2**

### ***O*ccupational definition for FRONT OFFICE OFFICER**

A Front Office Officer is designated to accommodate hotel patrons by registering and assigning room to guests.

In particular he/she:

- 1) Registers check in guests.
- 2) Registers check out guests.
- 3) Issues room keys
- 4) Keeps records of occupied rooms.
- 5) Handles telephone calls and reservations.
- 6) Handles guest inquiries.

**HOTEL  
(FRONT OFFICE)**

## **Level 2**

### *O***ccupational definition for CONCIERGE**

A Concierge is designated to handle guest inquiry and request.

In particular he/she:

- 1) Arranges function items for storage.
- 2) Arranges entertainment reservations.
- 3) Arranges guest recreational activities.
- 4) Arranges guest postal needs.
- 5) Arranges guest courier needs.
- 6) Arranges out-going items.
- 7) Arranges guest purchases.
- 8) Arranges medical assistance for guest.
- 9) Assists guest in visa application.

## **HOTEL (RESERVATION)**

# **Level 2**

### ***O*ccupational definition for RESERVATION OFFICER**

A Reservation Officer is designated to manage daily hotel reservation.

In particular he/she:

- 1) Keeps records of room availability and guests accounts, manually or using computer.
- 2) Processing of bookings and updating of booking status.
- 3) Updating of hotel tariffs and contracting of new hotel rates.
- 4) Provides good customer services to booking agencies.
- 5) Computes bill, collects payment, and makes change for guests.
- 6) Makes and confirms reservations.
- 7) Transmits and receives messages, using telephone or telephone switchboard.
- 8) Answers inquiries pertaining to hotel services; registration of guests; and shopping, dining, entertainment, and travel directions.

**HOTEL  
(SALES & MARKETING)**

**Level 2**

***O*ccupational definition for SALES OFFICER**

A Sales Officer is designated to promote and sell hotel's products (rooms and/or banquet).

In particular he/she:

- 1) Attends to sales inquiries and reservations promptly.
- 2) Makes sales calls to new, existing and potential clients.
- 3) Produces sales quotations on time, following up on requests and completing sales.
- 4) Complies with standard operating procedures and policies set out.
- 5) Follows up overdue accounts.
- 6) Prepares sales reports as required.
- 7) Supports the sales team to attain the sales targets.

**HOTEL  
(FOOD & BEVERAGES)**

## **Level 2**

### ***O*ccupational definition for FOOD AND BEVERAGE CAPTAIN**

A Food and Beverage Captain is designated to supervise a team of service staff comprising of waiters/waitress in providing food and beverage to guests in accordance with prescribed standards.

In particular he/she:

- 1) Upholds all house rules, regulations, policies and assist in enforcing them.
- 2) Inspects section for effective operation of equipment, utensils and furnishing.
- 3) Monitors staff cleanliness, appearance, mannerisms and attitudes.
- 4) Identifies mistakes made by service staff and takes corrective actions.
- 5) Observes and evaluates operations and procedures and suggests for improvement to his/her supervisor.
- 6) Displays efficiency and courteous at all time.
- 7) Motivates trains and develops staff on a continuous basis to achieve maximum efficiency.
- 8) Presents menu, makes suggestions to guest and takes orders.
- 9) Handles requisitions.
- 10) Welcomes and checks reservations at the entrance.
- 11) Reports complaints and comments to his/her supervisor immediately.
- 12) Maintains par stock.
- 13) Takes charge in the absence of his/her supervisor.
- 14) Practices effective communications in a manner as to encourage fellow employees to follow his/her example.

**HOTEL  
(FOOD & BEVERAGES)**

## **Level 2**

### *O*ccupational definition for **BANQUET CAPTAIN**

A Banquet Captain is designated to direct and schedule kitchen, bar staff and food and beverage servers.

In particular he/she:

- 1) Participates in the recruitment, selection, and training of staff.
- 2) Supervises and schedule food and beverage staff.
- 3) During peak hours they may assist in seating or serving customers and ensure the cleanliness and general look of the function room
- 4) Resolves customer complaints, as well as internal conflict amongst staff.
- 5) Communicates relevant information to his/her service staff.
- 6) Inspects section for effective operation of equipment, utensils and furnishing.
- 7) Monitors staff cleanliness, appearance, mannerisms and attitudes.
- 8) Identifies mistakes made by service staff and takes corrective actions.
- 9) Observes and evaluates operations and procedures and suggests for improvement to his/her supervisor.
- 10) Motivates, trains and develops staff on a continuous basis to achieve maximum efficiency.
- 11) Handles requisitions.

**HOTEL  
(FOOD & BEVERAGES)**

## **Level 2**

### *O***ccupational definition for DEMI CHEF**

A Demi Chef is designated to work and assist the Chef De Partie (Section Head) of a kitchen in a Hotel, Restaurant or other commercial food production unit.

In particular he/she:

- 1) Performs supervisory functions in the absence of the Chef De Partie.
- 2) Observes and practices safety, security and sanitation procedures.
- 3) Identifies, operates and uses various tools and equipment effectively and efficiently.
- 4) Maintains proper food storage.
- 5) Interprets menu, and event orders.
- 6) Practices accuracy in measurement, portioning and methods of preparation.
- 7) Prepares, cooks and produces various dishes as instructed in accordance to recipes.
- 8) Promotes team work.

**HOTEL  
(HOUSEKEEPING)**

**Level 2**

*O*ccupational definition for **SENIOR ROOM ATTENDANT**

Senior Room Attendant is designated to keep up high standard of cleanliness and hygiene in all guest room. He/she must also be able to follow up on request and complaints.

In particular he/she:

- 1) Ensures safety/security and sanitations functions.
- 2) Ensures guest rooms are cleaned and replenished according to the required standard. In particular, to prepare VIP room set up.
- 3) Ensures all guest request and complaints are followed up.
- 4) Monitors guest request and complaints are followed up.
- 5) Handles special activities and assignment required.



**HOTEL  
(HOUSEKEEPING)**

**Level 2**

*O*ccupational definition for **SENIOR PUBLIC AREA ATTENDANT**

A Senior Public Area Attendant is designated to maintain and cleaning of all public areas and staff facilities.

In particular he/she:

- 1) Practices and ensure safety, security and sanitation function.
- 2) Cleans and maintains all Public Areas and Staff Facilities according to set up standard.
- 3) Handles and follow-up on all guest requests and complaints.
- 4) Participates and monitors all public area inventories and cost control exercises.
- 5) Reports and follow-up on all losses and damages of public area furniture, fixtures and equipments.
- 6) Performs special cleaning assignments.
- 7) Assists in conducting in house training.

**HOTEL  
(HOUSEKEEPING)**

**Level 2**

*O***ccupational definition for SENIOR LINEN ATTENDANT**

A Senior Linen Attendant is designated to maintain accurate record and control of all linen, equipment and supplier.

In particular he/she:

- 1) Ensures safety, security, sanitation function and personal grooming.
- 2) Follows up on guest request and complaints.
- 3) Keeps all operational equipments in good working order.
- 4) Keeps monthly record of jobs done.
- 5) Keeps record of all staff uniform measurement.
- 6) Participates in house linen inventory (F&B, rooms, uniform).
- 7) Performs in issuing house linen, uniform to other sections and staff.
- 8) Controls all supplies, maintaining record books have been properly updated.
- 9) Reports lost and found items, damaged house linen to the supervisor.

**HOTEL  
(FRONT OFFICE)**

**Level 3**

***O*ccupational definition for FRONT OFFICE SUPERVISOR**

A Front Office Supervisor is designated to supervise the functions of reception, cashing, services and perform night auditing to ensure smooth operations of the front desk to meet and exceed guests expectations in accordance to the policies and standard operating procedures by the management.

In particular he/she:

- 1) Supervises check-in functions.
- 2) Supervises check-out functions.
- 3) Follows up on all guest-related services.
- 4) Coordinates room sales to maximize revenue.
- 5) Enforces cleanliness of the work area.
- 6) Monitors effective manpower utilization.
- 7) Ensures effective coordination/communication with related departments.
- 8) Ensures end-of-day closing are balanced and accuracy of report generated.
- 9) Ensures compliance with safety and security procedures.

**HOTEL  
(FRONT OFFICE)**

**Level 3**

*O***ccupational definition for CONCIERGE SUPERVISOR**

A Concierge Supervisor is designated to supervise concierge in receiving guests.

In particular he/she:

- 1) Monitors operation log book.
- 2) Conducts daily briefing.
- 3) Organizes work assignment.
- 4) Monitors daily event.
- 5) Checks arrival and departure report.
- 6) Checks limousine transfer.
- 7) Follows up guest request.
- 8) Conducts equipment inventory.
- 9) Prepares duty roaster.
- 10) Prepares technical report.

## **HOTEL (RESERVATION)**

# **Level 3**

### *O***ccupational definition for RESERVATION EXECUTIVE**

A Reservation Executive is designated to manage daily hotel reservation.

In particular he/she:

- 1) Manages office and supervises junior reservation staff.
- 2) Keeps records of room availability and guests accounts, manually or using computer.
- 3) Processes bookings and updates of booking status.
- 4) Updates hotel tariffs and contracting of new hotel rates.
- 5) Provides good customer services to booking agencies.
- 6) Computes bill, collects payment, and makes change for guests.
- 7) Makes and confirms reservations.
- 8) Transmits and receives messages, using telephone or telephone switchboard.
- 9) Answers inquiries pertaining to hotel services; registration of guests; and shopping, dining, entertainment, and travel directions.

**HOTEL  
(SALES & MARKETING)**

**Level 3**

***O*ccupational definition for SALES EXECUTIVE**

A Sales Executive is designated to promote and sell hotel's products (rooms and/or banquet).

In particular he/she:

- 1) Attends to sales inquiries and reservations promptly.
- 2) Making sales calls to new, existing and potential clients.
- 3) Produces sales quotations on time, following up on requests and completing sales.
- 4) Complies with standard operating procedures and policies set out.
- 5) Follows up overdue accounts.
- 6) Prepares sales reports as required.
- 7) Supports the sales team to attain the sales targets.

**HOTEL  
(SALES & MARKETING)**

## **Level 3**

### ***O*ccupational definition for MARKETING EXECUTIVE**

A Marketing Executive is designated to responsible for selling products and/or services as identified in the sales and marketing plan of an organization.

In particular he/she:

- 1) Promotes products and services.
- 2) Identifies and solicits new clients or target groups.
- 3) Prepares sales reports and track activities.
- 4) Estimates and quotes prices, credit terms, warranties and delivery dates.
- 5) Prepares sales contracts, process orders and make delivery arrangements.
- 6) Organizes and conducts sales campaigns.

**HOTEL  
(FOOD & BEVERAGES)**

**Level 3**

***O*ccupational definition for FOOD AND BEVERAGE SUPERVISOR**

A Food and Beverage Supervisor is designated to supervise food and beverage operations accordance to prescribed standards.

In particular he/she:

- 1) Ensures that standards of safety, security and sanitation are observed.
- 2) Disciplines employees and instills teamwork.
- 3) Prepares work schedules, and supervise the work of his/her subordinates.
- 4) Conducts staff orientation, training and performance appraisal.
- 5) Monitors and regulates food and beverage operations in term of service standards and minimizes wastage.
- 6) Establishes guest rapport, handles complaints and ensure guest satisfaction.
- 7) Verifies requisitions and establishes par stock.
- 8) Ensures effective operations of food and beverage outlet and submit rapports to management.



**HOTEL  
(FOOD & BEVERAGES)**

**Level 3**

*O***ccupational definition for BANQUET MANAGER**

A Banquet Manager is designated to plan, organize, direct, control and evaluate the operations of Banquet Events.

In particular he/she:

- 1) Organizes, directs and evaluates food and beverage service.
- 2) Recruits and trains staff.
- 3) Schedules shift of duty.
- 4) Manages and monitors staff performance and provides feedback.
- 5) Controls of inventory.
- 6) Monitors revenues and expenses.
- 7) Ensures practice of health and safety regulations.
- 8) Negotiates with supplier on arrangements of food and beverage products.
- 9) Negotiates with clients for use of facilities for catering, parties, banquets, etc.

**HOTEL  
(FOOD & BEVERAGES)**

**Level 3**

***O*ccupational definition for SOUS CHEF**

A Sous Chef is designated to work as a section head and to supervise and assist in the management of the kitchen in a hotel, restaurant or other commercial food production unit.

In particular he/she:

- 1) Ensures, observes and practices safety, security and sanitation procedures.
- 2) Maintains par stock.
- 3) Prepares work schedules and job assignments for the staff.
- 4) Ensures discipline and encourages team work.
- 5) Conducts on the job training with in the section.
- 6) Maintains control quality and assures attractive food presentation.
- 7) Ensures effective cost control measures.
- 8) Leads staff by example.

**HOTEL  
(HOUSEKEEPING)**

**Level 3**

*O***ccupational definition for HOUSEKEEPING SUPERVISOR**

A Housekeeping Supervisor is to designated, supervise, enforce, conduct, promote, uphold, monitor, perform, follow-up, checking, planning, coordinate, rectify, liaise, analyze, maintain, control and organize all housekeeping operational activities according to the standard act in the accordance to the organizational standard.

In particular he/she:

- 1) Supervises and inspect the cleanliness of working areas.
- 2) Conducts departmental briefings and operational functions such as house training, operational key inventory and performance appraisals.
- 3) Upholds departmental rules and regulations, policies and procedures.
- 4) Monitors staff performance, key control, office supplies, consumptions and pest control activities.
- 5) Performs all operational tasks which include operational stock count and guest service activities.
- 6) Follow-up all area defects which includes working areas.
- 7) Rectifies guests complaints.
- 8) Liaises with suppliers and contractors.
- 9) Analyses staff training.
- 10) Coordinates with related departments.

**HOTEL  
(FRONT OFFICE)**

**Level 4**

***O*ccupational definition for FRONT OFFICE DUTY MANAGER**

A Front Office Duty Manager is designated to assist front office manager to plan, organize, conduct, enforce, monitor, recommend, analyze and manager all front office activities in accordance to the policies and standard operating procedures set by the management.

In particular he/she:

- 1) Monitors and control operational tasks.
- 2) Enforces or implements departmental policies and standard operating procedures.
- 3) Assists and recommend staff requirement.
- 4) Reviews and monitor staff performance and development programmes.
- 5) Collects information and assist in compiling market trend survey.
- 6) Liaises with other departments.
- 7) Assists in preparing departmental report.
- 8) Handles special assignments.
- 9) Handles emergency situation.
- 10) Performs night duty managerial functions.
- 11) Enforces safety and security procedures.

**HOTEL  
(FRONT OFFICE)**

**Level 4**

*O***ccupational definition for CHIEF CONCIERGE**

A Chief Concierge is designated to manage and supervise concierge in receiving guests, in accordance to the policies and standard operating procedures set by the management.

In particular he/she:

- 1) Administers operational task.
- 2) Monitors guest request or complaint.
- 3) Delegates job function.
- 4) Attends to VIP requirement.
- 5) Follow-up operation meeting matters.
- 6) Monitors hotel vehicle.
- 7) Monitors department petty cash float.
- 8) Monitors department orientation programme.
- 9) Controls departmental expenses.
- 10) Administers organizational policies and procedures.
- 11) Liaises with other department.

## **HOTEL (RESERVATION)**

# **Level 4**

### *O***ccupational definition for ASSISTANT RESERVATION MANAGER**

An Assistant Reservation Manager is designated to assist Reservation Manager in managing hotel reservation.

In particular he/she:

- 1) Operates hotel front office system (PMS), and reservation system.
- 2) Passes the information on facilities, services and special promotions offered by the hotel to the guest whenever possible in order to maximize hotel sales.
- 3) Maximizes at all times the rooms inventory in accordance to business demand and ensures every opportunity to grow the rev-par (revenue per available room), whilst maintaining room occupancy.
- 4) Provides on a weekly basis, business room sales and conference sales forecasts, so that the hotel can manage staffing levels.
- 5) Ensures clear and written communication at all times on a daily basis to all relevant management & staff, informing them of occupancy, competitor rate and hotel rate optimization for the day.
- 6) Anticipates guests needs, to be aware of all written and spoken requests, and to carry out these requests in a courteous and helpful manner.
- 7) Ensures all rooms and conference sales adhere to the company payment or credit procedures.

**HOTEL  
(SALES & MARKETING)**

## **Level 4**

### ***O*ccupational definition for ASSISTANT SALES & MARKETING MANAGER**

An Assistant Sales and Marketing Manager is designated to assist Sales and Marketing Manager for establishing and directing the marketing and sales activities of an organization including advertising and public relations.

In particular he/she:

- 1) Coordinates sales activities with other work units or departments.
- 2) Prepares and submits plans, budgets, progress reports and annual sales reports.
- 3) Researches on competitors' products or services.
- 4) Develops goals and objectives of projects and priorities.
- 5) Develops and conducts sales campaigns, as well as marketing and promotional plans.
- 6) Performs duties of Sales Managers as well.

**HOTEL  
(FOOD & BEVERAGES)**

**Level 4**

***O*ccupational definition for FOOD AND BEVERAGE OUTLET  
MANAGER**

A Food and Beverage Outlet Manager is designated to control, plan, direct and coordinate the activities in food and beverage outlet in order to maintain the standard set by the management.

In particular he/she:

- 1) Responsible for the practical supervision of the Food and Beverage outlet in his/her responsibility and all related administrative duties.
- 2) Participates in all activities of planning, directing, controlling and coordinating of activities in the F&B outlet.
- 3) Conducts training and supervises departmental training.
- 4) Supports improvement of revenues while costs are held to minimum, and ensures budget goals that given are attained.
- 5) Secures the high service standards in the F&B outlet at all times.
- 6) Responsible for the maintenance of the physical assets in F&B outlets in order to keep them in the best functional conditions.
- 7) Participates in establishing the annual F&B budget.
- 8) Participates in concept development of the F&B outlet.
- 9) Responsible in handling guests complaint and immediate action and ensure guests' satisfaction.
- 10) Keeps close relationship with other outlets and departments.
- 11) Seeks new ideas for F&B promotions in order to increase revenue.



**HOTEL  
(HOUSEKEEPING)**

**Level 4**

***O*ccupational definition for ASSISTANT EXECUTIVE  
HOUSEKEEPER**

An Assistant Executive Housekeeper is designated to take overall responsibility for managing the housekeeping and laundry operations of hotels to ensure product quality standards are met and that optimum service is provided to guests.

In particular he/she:

- 1) Assumes overall control and responsibility in the absence of the Housekeeping Manager.
- 2) Inspects guest rooms to ensure the highest cleaning standards are met.
- 3) Provides counseling and supports team members in meeting their responsibilities and becoming part of the team.
- 4) Ensures all team members follow hotel policies and procedures.
- 5) Expedites and oversees special requests from the front desk.
- 6) Attends management meetings.
- 7) Develops teams and its members.
- 8) Motivates employees to provide superior customer service to guests.
- 9) Monitors job performance daily.
- 10) Meets the attendance guidelines of the job and adhered to departmental and company policies.
- 11) Monitors the day-to-day operations of scheduling functions understanding labour standards.

**HOTEL  
(FOOD & BEVERAGES)**

**Level 4**

*O***ccupational definition for EXECUTIVE SOUS CHEF**

An Executive Sous Chef is designated to assist the Executive Chef in planning, organizing monitoring, implementing and controlling all activities involved in the kitchen, department in accordance to standards set by the management.

In particular he/she:

- 1) Monitors and control operational task.
- 2) Enforces and implement departmental procedures.
- 3) Assists in planning budget and controlling kitchen food cost.
- 4) Reviews and monitors staff performance.
- 5) Performs human resources functions.
- 6) Designs and executes training programmes.
- 7) Ensures hygienically/sanitary operation of kitchen outlet.

**HOTEL  
(FRONT OFFICE)**

**Level 5**

*O***ccupational definition for FRONT OFFICE MANAGER**

A Front Office Manager is designated to plan, organize, recommend, analyse, identify, enforce, establish, review, implement, delegate, control and execute activities involve in the Front Office Department in accordance to the policies and Standard Operating Procedures.

In particular he/she:

- 1) Recommends changes to management for the improvement of operating efficiency and maximizing profitability of the department.
- 2) Reviews staff performance and recommend staff development programme as to uphold competitive productivity.
- 3) Controls all operating expense/revenue in line with the departmental budget.
- 4) Executes special projects as assigned by management.
- 5) Delegates job functions.
- 6) Liaises with other related departments to ensure a harmonious working environment.
- 7) Reviews and recommends departmental policies and Standard Operating Procedures to management.
- 8) Conducts or participates in all related meetings.
- 9) Prepares departmental yearly budget.
- 10) Analyses market trend.
- 11) Conducts recruitment and exit interview.
- 12) Prepares reports required by management.

## **HOTEL (RESERVATION)**

# **Level 5**

### *O*ccupational definition for **RESERVATION MANAGER**

A Reservation Manager is designated to manage hotel reservation.

In particular he/she:

- 1) Operates the hotel front office system (PMS), and reservation system.
- 2) Passes the information on hotels facilities, services and special promotions offered by the hotel to the guest whenever the possibility arises in order to maximize hotel sales.
- 3) Maximizes rooms inventory at all times in accordance to business demand, and ensures every opportunity to grow the rev-par (revenue per available room), whilst maintaining room occupancy.
- 4) Provides on a weekly basis, business room sales and conference sales forecasts, so that hotel can manage staffing levels.
- 5) Ensures clear and written communication at all times on a daily basis to all relevant management & staff, informing them of occupancy, competitor rate and hotel rate optimization for the day.
- 6) Provides a hospitable service to the standards laid down in the Hotel Manuals.
- 7) Anticipates guests needs, to be aware of all written and spoken requests, to carry out these requests in a courteous and helpful manner.
- 8) Ensures all rates are coded to the business mix, following the standard procedures.
- 9) Ensures all rooms and conference sales adhere to the company payment/credit procedures.
- 10) Ensures a daily/monthly/yearly reservations files are maintained and all data available for the reception on a daily basis, outlining any special requirements needed for guest.

**HOTEL  
(SALES & MARKETING)**

**Level 5**

*O***ccupational definition for SALES & MARKETING MANAGER**

A Sales and Marketing Manager is responsible for establishing and directing the marketing and sales activities of an organization including advertising and public relations.

In particular he/she:

- 1) Assigns sales territory, target groups and sales quotas.
- 2) Coordinates sales activities with other work units or departments.
- 3) Prepares and submits plans, budgets, progress reports and annual sales reports.
- 4) Manages human resource functions e.g. hiring, training, performance reviews.
- 5) Researches on competitors' products or services.
- 6) Develops goals and objectives, projects and priorities.
- 7) Develops and conduct sales campaigns, as well as marketing and promotional plans.
- 8) Identifies potential market opportunities including planning, sourcing and negotiating all travel-related products for the organization.
- 9) Identifies new business opportunities for new target segments, establish distinct consumer behavior and acceptance of new product concept, pricing and positioning.
- 10) Develops effective sales strategies that will ensure achievement in sales goal and target.
- 11) Analyses the environment to understand the changing customer needs and competitor trends to keep the organization at a cutting edge.

**HOTEL  
(FOOD & BEVERAGES)**

**Level 5**

*O***ccupational definition for FOOD & BEVERAGE MANAGER**

A Food and Beverage Manager is designated to plan, control, organize, lead and ensure guests' satisfaction in order to maintain the standard set by management.

In particular he/she:

- 1) Plans and controls all activities related to food and beverage operation.
- 2) Controls departmental costs and maximize operational profitability.
- 3) Identifies the training needs and implement the training plan.
- 4) Ensures the standard and quality of food and service maintained.
- 5) Analyses and keep track with current market trend and implement new ideas and strategies.
- 6) Sets a good example to colleagues and employees by his conduct.
- 7) Ensures the standard required and strategies are well informed to down line.
- 8) Establishes annual departmental business plan and budget.
- 9) Prepares annual promotional plan and promotional activities.
- 10) Works closely with other departments in running the daily operation.
- 11) Prepares F&B analysis, market observation reports, feasibility studies and F&B comparisons.

**HOTEL  
(FOOD & BEVERAGES)**

## **Level 5**

### ***O*ccupational definition for EXECUTIVE CHEF**

An Executive Chef is designated to plan, recommend, analyse, enforce, establish, review, implement, delegate, control and execute activities related to food productions, in accordance to the standard set by the management and the government regulation.

In particular he/she:

- 1) Plans and control all activities related to food production.
- 2) Ensures proper food composition and nutritional value of food at all times.
- 3) Analyses market trend and keep abreast of advancement.
- 4) Maximizes operational profitability.
- 5) Manages human resources effectively.
- 6) Forecasts and formulates department activities in accordance to market recruitment.
- 7) Implements and enforce execution of training programmes.
- 8) Portrays professional image.
- 9) Ensures and controls on effective safety and security, hygiene and sanitation procedures.

**HOTEL  
(HOUSEKEEPING)**

**Level 5**

***O*ccupational definition for EXECUTIVE HOUSEKEEPER**

An Executive Housekeeper is designated to manage the overall housekeeping and laundry operations of hotels, and to ensure product quality standards are met and that optimum service is provided to guests.

In particular he/she:

- 1) Manages the day-to-day activities of the housekeeping department.
- 2) Plans, schedules, and organizes work to ensure proper coverage.
- 3) Communicates and enforces policies and procedures.
- 4) Ensures all staffs are properly trained and have the tools and equipment needed to effectively carry out their respective job duties.
- 5) Develops and implement procedures for managing quality of housekeeping and laundry services.
- 6) Controls expenses within all areas of housekeeping.
- 7) Participates in the preparation of the annual departmental operating budget and financial plans which support the overall objectives of the hotel.
- 8) Conducts pre-shift meeting and review all information pertinent to the day's activities.
- 9) Establishes par levels for supplies and equipment.
- 10) Replenishes shortages and other business supplies for daily business.
- 11) Promotes teamwork and quality service through daily communication and coordination with other departments.
- 12) Assists with deep cleaning projects and assists housekeeping staff during unanticipated rush periods.



## **ENTERTAINMENT**

### ***LEVEL 1***

**DRY PARK ATTENDANT (L-191-1)  
WATER PARK ATTENDANT (L-190-1)  
THEME PARK SALES COORDINATOR  
TICKETING CLERK  
WAITER**

### ***LEVEL 2***

**DRY PARK ASSISTANT SUPERVISOR (L-191-2)  
WATER PARK ASSISTANT SUPERVISOR (L-190-2)  
THEME PARK SALES OFFICER  
TICKETING OFFICER  
HEAD WAITER**

## **ENTERTAINMENT**

### ***LEVEL 3***

**DRY PARK SUPERVISOR (L-191-3)  
WATER PARK SUPERVISOR (L-190-3)  
SALES & MARKETING EXECUTIVE  
RESTAURANT SUPERVISOR**

### ***LEVEL 4***

**THEME PARK OPERATION EXECUTIVE (L-200-4)  
ASSISTANT SALES & MARKETING MANAGER  
ASSISTANT RESTAURANT MANAGER**

### ***LEVEL 5***

**THEME PARK OPERATION MANAGER (L-200-5)  
SALES & MARKETING MANAGER  
RESTAURANT MANAGER**

## ENTERTAINMENT (THEME PARK)

# Level 1

### *O*ccupational definition for DRY PARK ATTENDANT

A Dry Park Attendant is designated to check, perform, execute, carry out operational attractions operation of dry park.

In particular he/she:

- 1) Performs occupational safety health, security and sanitation functions.
- 2) Performs daily attraction functions.
- 3) Performs customer service functions.
- 4) Detects attraction defects.
- 5) Carries out minor maintenance works.
- 6) Perform first aid activities.
- 7) Attends various training and promotional programmes.
- 8) Communicates with superiors.
- 9) Executes in emergency evacuation procedure.

## ENTERTAINMENT (THEME PARK)

# Level 1

### *O*ccupational definition for WATER PARK ATTENDANT

A Water Park Attendant is designated to check, perform, execute, carry-out water park operational attraction requirements.

In particular he/she:

- 1) Performs Occupational Safety and Health, security & sanitation function.
- 2) Performs daily water park attraction functions.
- 3) Performs customer service functions.
- 4) Performs life-saving activities.
- 5) Detects water park attraction defects.
- 6) Identifies water condition/quality.
- 7) Carries-out minor maintenance work.
- 8) Maintain rescue and First-Aid equipments.
- 9) Performs First-Aid activities.
- 10) Attends various training and promotional programmers.
- 11) Communicates with superiors.

**ENTERTAINMENT  
(SALES & MARKETING)**

**Level 1**

*O***ccupational definition for THEME PARK SALES COORDINATOR**

A Theme Park Sales Coordinator is designated to promote and sell theme park's products.

In particular he/she:

- 1) Attends sales inquiries and reservations promptly.
- 2) Produces sales quotations on time.
- 3) Follow up on requests and completing sales.
- 4) Visits, telephones, or writes prospective and current customers to explain benefits of service or expanded service.
- 5) Computes and quotes prices, fares, and rates and explains details such as routes, regulations, and schedules to customer.
- 6) Develops prospective customer list from business and telephone directories, telephone inquiries received, business associates, and by observing business establishments.
- 7) Consults with technical staff to obtain information on special problems or current price quotes.
- 8) Distributes sales pamphlets, promotional letters or materials and other advertising aids.
- 9) Collects payments on account and records customer payments received.

**ENTERTAINMENT  
(SALES & MARKETING)**

**Level 1**

*O***ccupational definition for TICKETING CLERK**

A Ticketing Clerk is designated to assist patrons at entertainment events.

In particular he/she:

- 1) Collects admission tickets and passes from patrons at entertainment events.
- 2) Verifies credentials of patrons desiring entrance into press-box and permits only authorized persons to enter.
- 3) Examines ticket or pass to verify authenticity, using criteria such as color and date issued.
- 4) Refuses admittance to patrons without ticket or pass, or who are undesirable for reasons, such as intoxication or improper attire.
- 5) Distributes programs to patrons, or door checks to patrons temporarily leaving establishment.
- 6) Greets patrons desiring to attend entertainment events.
- 7) Counts and records number of tickets collected.
- 8) Serves patrons at refreshment stand during intermission.
- 9) Assists other workers to change advertising display.

## ENTERTAINMENT (RESTAURANT)

# Level 1

### *O*ccupational definition for WAITER

A Waiter is designated to serve request or take orders from and serve food and beverages to guests.

In particular he/she:

- 1) Takes and relays food and beverage orders.
- 2) Serves food and beverages to guests.
- 3) Checks on guest satisfaction.
- 4) Handles complaints and concerns of customers.
- 5) Provides food and beverage product knowledge.
- 6) Uses proper serving techniques.
- 7) Cash out and reconciles cash with total sales.

## ENTERTAINMENT (THEME PARK)

# Level 2

### *O*ccupational definition for DRY PARK ASSISTANT SUPERVISOR

A Dry Park Assistant Supervisor is designated to coordinate, control, ensure handle, organize maintain dry park attraction operational requirements and co-ordinate the smooth operation of the dry park.

In particular he/she:

- 1) Ensures occupational safety and health, security and sanitation functions are carried out.
- 2) Handles dry park customer services functions.
- 3) Coordinates dry park housekeeping works.
- 4) Ensures dry parks cleanliness and sanitation of work station.
- 5) Organizes dry park minor maintenance works.
- 6) Monitors dry park emergency evaluation procedures.
- 7) Assists in administrating dry park first aid.
- 8) Monitors dry park attraction record.



## ENTERTAINMENT (THEME PARK)

# Level 2

### *O*ccupational definition for WATER PARK ASSISTANT SUPERVISOR

A Water Park Assistant Supervisor is designated to coordinate, control, ensure, handle, organize and maintain water park attraction operational requirements.

In particular he/she:

- 1) Ensures the occupational Safety and Health, Security and Sanitation function are carried out.
- 2) Handles Customer service functions.
- 3) Coordinates housekeeping works.
- 4) Ensures cleanliness and sanitation of work station.
- 5) Organizes minor maintenance works.
- 6) Monitors emergency evacuation procedures.
- 7) Ensures contents in the first aid kit.
- 8) Assists in administering first aid and life saving.
- 9) Performs live saving activities.

**ENTERTAINMENT  
(SALES & MARKETING)**

**Level 2**

*O***ccupational definition for THEME PARK SALES OFFICER**

A Theme Park Sales Officer is designated to promote and sells theme park's products.

In particular he/she:

- 1) Attends sales inquiries and reservations promptly.
- 2) Produces sales quotations on time.
- 3) Follow up on requests and completing sales.
- 4) Visits, telephones, or writes prospective and current customers to explain benefits of service or expanded service.
- 5) Computes and quotes prices, fares, and rates and explains details such as routes, regulations, and schedules to customer.
- 6) Develops prospective customer list from business and telephone directories, telephone inquiries received, business associates, and by observing business establishments.
- 7) Consults with technical staff to obtain information on special problems or current price quotes.
- 8) Confers with customers to verify service satisfaction or investigate and resolve customer complaints.
- 9) Writes and distributes sales pamphlets, promotional letters or materials and other advertising aids.
- 10) Collects payments on account and records or directs staff to record customer payments received.
- 11) Serves as advertiser or coordinator during function, such as convention or meeting.

**ENTERTAINMENT  
(SALES & MARKETING)**

**Level 2**

*O***ccupational definition for TICKETING OFFICER**

A Ticketing Officer is designated to assist patrons at entertainment events.

In particular he/she:

- 1) Collects admission tickets and passes from patrons at entertainment events.
- 2) Verifies credentials of patrons desiring entrance into press-box and permits only authorized persons to enter.
- 3) Examines ticket or pass to verify authenticity, using criteria such as color and date issued.
- 4) Refuses admittance to patrons without ticket or pass, or who are undesirable for reasons, such as intoxication or improper attire.
- 5) Distributes programs to patrons, or door checks to patrons temporarily leaving establishment.
- 6) Greets patrons desiring to attend entertainment events.
- 7) Counts and records number of tickets collected.
- 8) Monitors patrons activities to prevent disorderly conduct and rowdiness and to detect infractions of rules.
- 9) Assists other workers to change advertising display.

## ENTERTAINMENT (RESTAURANT)

# Level 2

### *O*ccupational definition for HEAD WAITER

A Head Waiter is designated to serve request or take orders from and serve food and beverages to guests.

In particular he/she:

- 1) Leads a group of waiters.
- 2) Takes and relays food and beverage orders.
- 3) Serves food and beverages to guests.
- 4) Checks on guest satisfaction.
- 5) Handles complaints and concerns of customers.
- 6) Provides food and beverage product knowledge.
- 7) Uses proper serving techniques.
- 8) Cash out and reconciles cash with total sales.

## ENTERTAINMENT (THEME PARK)

# Level 3

### *O*ccupational definition for DRY PARK SUPERVISOR

A Dry Park Supervisor is designated to supervise, plan, liaise, follow-up, monitor, and maintain overall dry park attractions operational requirement and supervise the smooth operation of the dry park.

In particular he/she:

- 1) Supervises the occupational safety and health, security and sanitation functions are carried out on the dry park attractions.
- 2) Conducts investigation on customer complaint.
- 3) Supervises his/her subordinates.
- 4) Maintains dry park attraction records.
- 5) Monitors dry park maintenance works.
- 6) Performs human relation functions and supervisory functions.
- 7) Performs and leads administrative functions.
- 8) Maintains liaison with other departmental training to dry park requirement.
- 9) Coordinates Emergency Response Plan.

## ENTERTAINMENT (THEME PARK)

# Level 3

### *O*ccupational definition for WATER PARK SUPERVISOR

A Water Park Supervisor is designated to supervise, plan, organize, liaise, follow-up monitor and maintain, overall smooth operational flow of the water park.

In particular he/she:

- 1) Supervises life saving activities at water park.
- 2) Supervises occupational safety and health, security and sanitation procedures at water park.
- 3) Supervises his/her subordinates.
- 4) Conducts investigation on customer complaint.
- 5) Maintains liaison with other departments pertaining to water park requirements.
- 6) Monitors water park attraction maintenance work.
- 7) Safeguards and maintains rescue and first aid equipment.
- 8) Performs human relation and supervisory functions.
- 9) Coordinates Emergency Response Plan.

**ENTERTAINMENT  
(SALES & MARKETING)**

**Level 3**

*O*ccupational definition for **SALES & MARKETING EXECUTIVE**

A Sales & Marketing Executive is designated to promote and sells the theme park's products.

In particular he/she:

- 1) Attends to sales inquiries and reservations promptly.
- 2) Makes sales calls to new, existing and potential clients.
- 3) Produces sales quotations on time, following up on requests and completing sales.
- 4) Complies with standard operating procedures and policies set out.
- 5) Follow up overdue accounts.
- 6) Prepares sales reports as required.
- 7) Visits, telephones, or writes prospective and current customers to explain benefits of service or expanded service.
- 8) Computes and quotes prices, fares, and rates and explains details such as routes, regulations, and schedules to customer.
- 9) Develops prospective customer list from business and telephone directories, telephone inquiries received, business associates, and by observing business establishments.
- 10) Consults with technical staff to obtain information on special problems or current price quotes.
- 11) Collects payments on account and records or directs staff to record customer payments received.

## ENTERTAINMENT (RESTAURANT)

# Level 3

### *O*ccupational definition for RESTAURANT SUPERVISOR

A Restaurant Supervisor is designated to direct and schedule kitchen, bar staff and food and beverage servers.

In particular he/she:

- 1) Supervises and schedule waiters.
- 2) Ensures customer satisfaction.
- 3) Resolves customer complaints, as well as internal conflict amongst staff.
- 4) Order and maintain inventory control costs.
- 5) Assists in seating or serving customers and ensure the cleanliness and general look of the restaurant during peak hours.
- 6) Maintains inventory and control costs.



## **ENTERTAINMENT (THEME PARK)**

# **Level 4**

### *O***ccupational definition for THEME PARK OPERATION EXECUTIVE**

A Theme Park Operation Executive is designated to monitor, evaluate, delegate, determine, coordinate and develop overall operational attraction.

In particular he/she:

- 1) Implements occupational safety and health, security and sanitation function on the attractions.
- 2) Manages his/her subordinates.
- 3) Ensures follow up minutes of meeting.
- 4) Follow up on maintenance work.
- 5) Manages human relation function and skills.
- 6) Enforces personnel management.
- 7) Develop staff training needs.
- 8) Organizes Emergency Response Plan.
- 9) Implement Departmental Objectives.

**ENTERTAINMENT  
(SALES & MARKETING)**

**Level 4**

***O*ccupational definition for ASSISTANT SALES & MARKETING  
MANAGER**

An Assistant Sales & Marketing Manager is to assist Sales & Marketing Manager for establishing and directing the marketing and sales activities of an organization including advertising and public relations.

In particular he/she:

- 1) Identifies potential market opportunities including planning, sourcing and negotiating all travel-related products for the organization.
- 2) Identifies new business opportunities for new target segments, establish distinct consumer behavior and acceptance of new product concept, pricing and positioning.
- 3) Develops effective sales strategies that will ensure achievement in sales goal and targets.
- 4) Develops and implements annual marketing plan, sales action plan & strategies, trade show schedule, and budgeting.
- 5) Analyses constantly the environment to understand the changing customer needs and competitor trends to keep the organization at a cutting edge.
- 6) Participates actively in all major events internally and externally organized by the company.

## ENTERTAINMENT (RESTAURANT)

# Level 4

### *O*ccupational definition for **ASSISTANT RESTAURANT MANAGER**

An Assistant Restaurant Manager is designated to assist Restaurant Manager to plan, organize, direct, control and evaluate the operations of restaurants, bars, cafeterias and other businesses that operate serving food and beverage.

In particular he/she:

- 1) Organizes, directs and evaluates food and beverage service.
- 2) Organizes shift scheduling for staff.
- 3) Manages and monitors staff performance and provides feedback to management.
- 4) Purchases and controls inventory.
- 5) Monitors revenues and expenses.
- 6) Ensures practice of health and safety regulations.
- 7) Negotiates with supplier on arrangements for food and beverage products.
- 8) Negotiates with clients for use of facilities for catering, parties, banquet, etc.

## **ENTERTAINMENT (THEME PARK)**

# **Level 5**

### *O***ccupational definition for THEME PARK OPERATION MANAGER**

A Theme Park Operation Manager is designated to plan, implement, endorse, approve, and review overall theme park operation.

In particular he/she:

- 1) Establishes Occupational Safety and Health (OSH) procedures.
- 2) Plans manpower requirement.
- 3) Conducts departmental meeting.
- 4) Incorporates with government policies.
- 5) Sets departmental objective.
- 6) Develops departmental multi-skilling programme.
- 7) Establishes Emergency Response Plan (ERP).
- 8) Reviews minutes of meeting.

**ENTERTAINMENT  
(SALES & MARKETING)**

**Level 5**

*O***ccupational definition for SALES & MARKETING MANAGER**

A Sales & Marketing Manager is responsible for establishing and directing the marketing and sales activities of an organization including advertising and public relations.

In particular he/she:

- 1) Identifies potential market opportunities including planning, sourcing and negotiating all travel-related products for the organization.
- 2) Identifies new business opportunities for new target segments, establish distinct consumer behavior and acceptance of new product concept, pricing and positioning.
- 3) Develops effective sales strategies that will ensure achievement in sales goal and targets.
- 4) Develops and implements annual marketing plan, sales action plan & strategies, trade show schedule, and budgeting.
- 5) Analyses constantly the environment to understand the changing customer needs and competitor trends to keep the organization at a cutting edge.
- 6) Participates actively in all major events internally and externally organizes by the company.

## ENTERTAINMENT (RESTAURANT)

# Level 5

### *O*ccupational definition **RESTAURANT MANAGER**

A Restaurant Manager is designated to plan, organize, direct, control and evaluate the operations of restaurants, bars, cafeterias and other businesses that operate serving food and beverage.

In particular he/she:

- 1) Organizes, directs and evaluates food and beverage service.
- 2) Organizes shift scheduling for staff.
- 3) Manages and monitors staff performance and provides feedback to management.
- 4) Purchases and controls inventory.
- 5) Monitors revenues and expenses.
- 6) Ensures practice of health and safety regulations.
- 7) Negotiates with supplier on arrangements for food and beverage products.
- 8) Negotiates with clients for use of facilities for catering, parties, banquets, etc.

## **TRANSPORTATION**

### ***LEVEL 1***

**RESERVATION & TICKETING CLERK (L-010-1)**  
**AIRLINE SALES COORDINATOR**  
**COUNTER CHECK-IN AGENT**  
**TRANSPORT COORDINATOR (L-010-1)**  
**CAR RENTAL OPERATIONS ASSISTANT (L-170-1)**  
**LINER SALES COORDINATOR**

### ***LEVEL 2***

**RESERVATION & TICKETING OFFICER (L-010-2)**  
**AIRLINE SALES OFFICER**  
**COUNTER OFFICER**  
**LOUNGE OFFICER**  
**TRANSPORT OFFICER (L-090-2)**  
**TOUR VEHICLE DRIVER (L-080-2)**  
**CAR RENTAL OPERATIONS OFFICER (L-170-2)**  
**BOATMAN**  
**LINER SALES OFFICER**

## **TRANSPORTATION**

### ***LEVEL 3***

**RESERVATION & TICKETING SUPERVISOR (L-010-3)**

**AIRLINE SALES SUPERVISOR**

**COUNTER SUPERVISOR**

**LOUNGE SUPERVISOR**

**TRANSPORT SUPERVISOR (L-090-3)**

**CAR RENTAL STATION SUPERVISOR (L-170-3)**

**STATION MASTER**

**MATE DOMESTIC**

**LINER SALES EXECUTIVE**

### ***LEVEL 4***

**RESERVATION & TICKETING EXECUTIVE**

**AIRLINE SALES EXECUTIVE**

**COUNTER EXECUTIVE**

**LOUNGE EXECUTIVE**

**ASSISTANT TRANSPORT MANAGER**

**CAR RENTAL STATION MANAGER (L-170-4)**

**ASSISTANT SALES & MARKETING MANAGER**



## **TRANSPORTATION**

### ***LEVEL 5***

**RESERVATION & TICKETING MANAGER**

**AIRLINE SALES MANAGER**

**COUNTER MANAGER**

**LOUNGE MANAGER**

**TRANSPORT MANAGER**

**CAR RENTAL OPERATIONS MANAGER (L-170-5)**

**LINER SALES & MARKETING MANAGER**

**TRANSPORTATION  
(AIRLINE RESERVATION & TICKETING)**

**Level 1**

*O***ccupational definition for RESERVATION & TICKETING CLERK**

A Reservation and Ticketing Clerk is designated to make reservations, confirm booking, issue tickets and other travel documentations by manual or computerize (CRS) systems.

In particular he/she:

- 1) Performs safety, security and sanitation function.
- 2) Operates office equipment.
- 3) Attends to walk-in customer and inquiry.
- 4) Prepares quotation.
- 5) Activates reservation.
- 6) Prepares travel document.
- 7) Performs public relation.
- 8) Performs administrative function.
- 9) Attends vendor training programme.

## **TRANSPORTATION (AIRLINE SALES)**

# **Level 1**

### *O***ccupational definition for AIRLINE SALES COORDINATOR**

An Airline Sales Coordinator is designated to promote and sell the airlines products (ticketing & packages) and supporting the sales team to attain the sales targets.

In particular he/she:

- 1) Attend sales inquiries and reservations promptly.
- 2) Makes sales calls to new, existing and potential clients.
- 3) Produces sales quotations on time, follow up on requests and completes sales.
- 4) Complies with standard operating procedures and policies set out.
- 5) Follow up overdue accounts.
- 6) Prepares sales reports as required.

**TRANSPORTATION  
(AIRLINE COUNTER)**

**Level 1**

*O***ccupational definition for COUNTER CHECK-IN AGENT**

A Counter Check-in Agent is designated to check-in ticket holders at check in terminals.

In particular he/she:

- 1) Performs safety, security and sanitation function.
- 2) Operates office equipment.
- 3) Prepares travel document.
- 4) Performs public relation.
- 5) Performs check-in operations.

## **TRANSPORTATION (COACH/LIMO)**

# **Level 1**

### *O***ccupational definition for TRANSPORT COORDINATOR**

A Transport Coordinator is designated to coordinate, control and ensure that vehicles are maintained and made available to customers.

In particular he/she:

- 1) Ensures safety, security and sanitation functions are carried out.
- 2) Monitors and coordinates transport's and driver's movements.
- 3) Ensures all transport regulations are adhered to.
- 4) Ensures vehicles' readiness.
- 5) Ensures all documents, records and files are properly maintained and updated.
- 6) Ensures that customers complaints and enquiries are dealt with accordingly.

## **TRANSPORTATION (CAR RENTAL)**

# **Level 1**

### *O***ccupational definition for CAR RENTAL OPERATIONS ASSISTANT**

A Car Rental Operations Assistant is designated to upkeep and maintains car conditions for rental.

In particular he/she:

- 1) Delivers and collects cars.
- 2) Performs quality control measure.
- 3) Provides customer service.
- 4) Performs administrative functions.
- 5) Participates in staff development programmes.
- 6) Performs safety and security functions.

**TRANSPORTATION  
(SEA LINER-SALES & MARKETING)**

**Level 1**

*O***ccupational definition for LINER SALES COORDINATOR**

A Liner Sales Coordinator is designated to promote and sell sea liner's products (travel, rooms or banquet).

In particular he/she:

- 1) Attends sales inquiries and reservations promptly.
- 2) Produces sales quotations on time, following up on requests and completing sales.
- 3) Complies with standard operating procedures and policies set out.
- 4) Supports sales team to attain the sales targets.
- 5) Participates in staff development programmes.

**TRANSPORTATION  
(AIRLINE RESERVATION & TICKETING)**

## **Level 2**

### *O***ccupational definition for RESERVATION & TICKETING OFFICER**

A Reservation and Ticketing Officer is designated to make reservations, confirm booking, issue tickets and other travel documentations by manual or computerize (CRS) systems.

In particular he/she:

- 1) Performs safety, security and sanitation function.
- 2) Operates office equipment.
- 3) Attends to walk-in customer and inquiry.
- 4) Prepares quotation.
- 5) Activates reservation.
- 6) Prepares travel document.
- 7) Performs public relation.
- 8) Performs administrative function.
- 9) Attends vendor training programme.



## **TRANSPORTATION (AIRLINE SALES)**

# **Level 2**

### *O***ccupational definition for AIRLINE SALES OFFICER**

An Airline Sales Officer is designated to promote and sell the airlines products (ticketing & packages) and supporting the sales team to attain the sales targets.

In particular he/she:

- 1) Attends to sales inquiries and reservations promptly.
- 2) Makes sales calls to new, existing and potential clients.
- 3) Produces sales quotations on time, following up on requests and completing sales.
- 4) Complies with standard operating procedures and policies set out.
- 5) Follows up overdue accounts.
- 6) Preparing sales reports as required.

## TRANSPORTATION (AIRLINE COUNTER)

# Level 2

### *O*ccupational definition for COUNTER OFFICER

A Counter Officer is designated to make reservations, confirm booking, issue tickets and other travel documentations by manual or computerize (CRS) systems.

In particular he/she:

- 1) Performs safety, security and sanitation function.
- 2) Operates office equipment.
- 3) Attends walk-in customer and inquiry.
- 4) Prepares quotation.
- 5) Activates reservation.
- 6) Prepares travel document.
- 7) Performs public relation.
- 8) Performs administrative function.
- 9) Attends vendor training programme.

**TRANSPORTATION  
(AIRLINE LOUNGE)**

**Level 2**

*O***ccupational definition for LOUNGE OFFICER**

A Lounge Officer is designated to take orders from guests and serve food and beverages to guests, check on guest satisfaction and handle the payment and complaints/concerns of customers.

In particular he/she:

- 1) Takes and relays food and beverage orders.
- 2) Serves food and beverages to guests.
- 3) Checks on guest satisfaction.
- 4) Handles complaints and concerns of customers.
- 5) Provides food and beverage product knowledge.
- 6) Uses proper serving techniques.
- 7) Cash out and reconciles cash with total sales.

## **TRANSPORTATION (COACH/LIMO)**

# **Level 2**

### ***O*ccupational definition for TRANSPORT OFFICER**

A Transport Officer is designated to coordinate, control and ensure that vehicles are maintained and made available to customers.

In particular he/she:

- 1) Ensures safety, security and sanitation functions are carried out.
- 2) Monitors and coordinates transport's and driver's movements.
- 3) Ensures all transport regulations are adhered to.
- 4) Ensures vehicles readiness.
- 5) Ensures all documents, records and files are properly maintained and updated.
- 6) Ensures that customers' complaints and enquiries are dealt with accordingly.

## TRANSPORTATION (COACH/LIMO)

# Level 2

### *O*ccupational definition for TOUR VEHICLE DRIVER

A Tour Vehicle Driver is designated to drive a licensed tour vehicle to transport tourists/customers safely and comfortably from one destination to another for the purpose of sightseeing and transfers. He is also responsible for the upkeep, security and maintenance of the vehicle. Through improved job skills and good public relations he provides quality service generally expected of a tour vehicle driver.

In particular he/she:

- 1) Performs safety, security and cleaning functions.
- 2) Complies to law and regulation.
- 3) Performs daily vehicle check.
- 4) Responds to inspection and maintenance of vehicle.
- 5) Maintains vehicle/driver documentation.
- 6) Maintains quality service.
- 7) Performs contingency procedures, updates.
- 8) Maintains public relations.

## **TRANSPORTATION (CAR RENTAL)**

# **Level 2**

### *O***ccupational definition for CAR RENTAL OPERATIONS OFFICER**

A Car Rental Operations Officer is designated to administer the entire rental transaction with customer, which includes qualifying customer and collection of payment. He is also required to prepare reports and perform administrative functions.

In particular he/she:

- 1) Handles rental enquiries e.g. telephone and fax.
- 2) Administers rental transactions.
- 3) Performs quality customer service.
- 4) Performs administrative functions.
- 5) Prepares business reports.
- 6) Performs safety and security functions.
- 7) Participates in staff development programmes.
- 8) Attends to break down and accident cases.

**TRANSPORTATION  
(SEA LINER-OPERATIONS)**

**Level 2**

*O***ccupational definition for BOATMAN**

A Boatman is designated to supervise and coordinate activities of passengers and luggage on board.

In particular he/she:

- 1) Assists passengers in preparing declarations for customs, arranging for inspections of horticultural items being brought into country, and inspection of documents by immigration authorities.
- 2) Inspects freight to determine amount of dock space freight will occupy.
- 3) Arranges for travel and scenic tours at port or other related places.
- 4) Provides safekeeping of valuables for passengers.
- 5) Examines cargo-handling gear and lifesaving equipment .
- 6) Examines, measures, and weighs cargo or materials to determine specific handling requirements.
- 7) Provides first aid for passengers and crews.

**TRANSPORTATION  
(SEA LINER-SALES & MARKETING)**

**Level 2**

*O***ccupational definition for LINER SALES OFFICER**

A Liner Sales Officer is designated to promote and sell sea liner's products (travel, rooms or banquet).

In particular he/she:

- 1) Attends sales inquiries and reservations promptly.
- 2) Makes sales calls to new, existing and potential clients.
- 3) Produces sales quotations on time, following up on requests and completing sales.
- 4) Complies with standard operating procedures and policies set out.
- 5) Follows up overdue accounts.
- 6) Prepares sales reports as required.
- 7) Supports sales team to attain sales targets.



**TRANSPORTATION  
(AIRLINE RESERVATION & TICKETING)**

## **Level 3**

### ***O*ccupational definition for RESERVATION AND TICKETING SUPERVISOR**

A Reservation and Ticketing Supervisor is designated to plan, coordinate, lead and control the making of a reservation, confirmation of booking, issuing of ticketing and supervising financial and security system.

In particular he/she:

- 1) Controls safety, security and sanitation function.
- 2) Plans the use and maintenance of all office equipment.
- 3) Coordinates customer services.
- 4) Verifies quotation.
- 5) Activates reservation.
- 6) Verifies the issue of all travel document and arrangement.
- 7) Maintains airline and company sale report.
- 8) Performs and coordinates public relations.
- 9) Performs and leads administrative function.
- 10) Plans and coordinates supervisory function.
- 11) Coordinates and arranges professional staff development.

## **TRANSPORTATION (AIRLINE SALES)**

# **Level 3**

### *O***ccupational definition for AIRLINE SALES SUPERVISOR**

An Airline Sales Supervisor is designated to promote and sell airlines products (tickets & packages) and support sales team to attain the sales targets.

In particular he/she:

- 1) Attends to sales inquiries and reservations promptly.
- 2) Makes sales calls to new, existing and potential clients.
- 3) Produces sales quotations on time, following up on requests and completing sales.
- 4) Complies with standard operating procedures and policies set out.
- 5) Follows up overdue accounts; and
- 6) Prepares sales reports as required.

**TRANSPORTATION  
(AIRLINE COUNTER)**

**Level 3**

*O***ccupational definition for COUNTER SUPERVISOR**

A Counter Supervisor is designated to plan, coordinate, lead and control the making of a reservation, confirmation of booking, issuing of ticketing and supervising financial and security system.

In particular he/she:

- 1) Controls safety/security and sanitation function.
- 2) Plans the use and maintenance of all office equipment.
- 3) Verifies quotation.
- 4) Activates reservation.
- 5) Verifies the issue of all travel document and arrangement.
- 6) Maintains airline and company sale report.
- 7) Performs and coordinates public relations.
- 8) Plans and coordinates supervisory function.
- 9) Coordinates and arranges professional staff development.

## TRANSPORTATION (AIRLINE LOUNGE)

# Level 3

### *O*ccupational definition for LOUNGE SUPERVISOR

A Lounge Supervisor is designated to direct and schedule kitchen, bar staff and food and beverage servers.

In particular he/she:

- 1) Supervises and schedules food and beverage staff.
- 2) Ensures customer satisfaction.
- 3) Resolves customer complaints, as well as internal conflict amongst staff.
- 4) Orders and maintains inventory control costs.
- 5) Assists staff in seating or serving customers during peak hours.
- 6) Ensures the cleanliness and general look of the dining room.
- 7) Maintains inventory and control costs.

## **TRANSPORTATION (COACH/LIMO)**

### **Level 3**

#### *O***ccupational definition for TRANSPORT SUPERVISOR**

A Transport Supervisor is designated to administer the entire rental transaction with customer, which includes qualifying customer and collection of payment.

In particular he/she:

- 1) Handles rental enquiries e.g. telephone and fax.
- 2) Administers rental transactions.
- 3) Performs quality customer service.
- 4) Performs administrative functions.
- 5) Prepares business reports.
- 6) Performs safety and security functions.
- 7) Participates in staff development programmes.
- 8) Attends to break down and accident cases.

## **TRANSPORTATION (CAR RENTAL)**

### **Level 3**

#### ***O*ccupational definition for CAR RENTAL STATION SUPERVISOR**

A Car Rental Station Supervisor is designated to supervise, plan, organize and control the overall rental operations.

In particular he/she:

- 1) Supervises rental transactions.
- 2) Supervises his/her subordinates.
- 3) Develops and participates in staff development program.
- 4) Verifies and certifies car documentations.
- 5) Supervises safety and accident cases.
- 6) Supervises breakdowns and accident cases.
- 7) Supervises quality control.
- 8) Performs administrative functions and has good customer service.
- 9) Ensures smooth running of stations operations.

## **TRANSPORTATION (SEA LINER-OPERATIONS)**

# **Level 3**

### *O*ccupational definition for **STATION MASTER**

A Station Master is designated to supervise and coordinate activities of transportation and material-moving machine and vehicle operators at jetty.

In particular he/she:

- 1) Supervises and coordinates activities of workers engaged in verifying and keeping records on incoming and outgoing shipments, and preparing items for shipment.
- 2) Reviews orders, production schedules, and shipping/receiving notices to determine work sequence and material shipping dates, type, volume, and destinations.
- 3) Plans and establishes transportation routes, work schedules, and assignments and allocates equipment to meet transportation, operations, or production goals.
- 4) Maintains or verifies time, transportation, financial, inventory, ticketing and personnel records.
- 5) Recommends and implements measures to improve worker motivation, equipment performance, work methods, and customer services.
- 6) Receives telephone or radio reports of emergencies and dispatches personnel and vehicle in response to request.
- 7) Assists passengers in preparing declarations for customs, arranging for inspections of horticultural items being brought into country, and inspection of documents by immigration authorities.
- 8) Arranges for travel and scenic tours at port. Provides safekeeping of valuables for passengers.

## TRANSPORTATION (SEA LINER-OPERATIONS)

# Level 3

### *O*ccupational definition for MATE DOMESTIC

A Mate Domestic is designated to command ship or boat less than 100 passengers.

In particular he/she:

- 1) Sets course of ship, using navigational aids, such as charts, area plotting sheets, compass, and sextant, and orders crew worker at helm to steer ship.
- 2) Determines geographical position of ship, using loran or azimuths of celestial bodies.
- 3) Inspects ship to ensure that crew and passengers observe regulations pertaining to safety and efficient operation of ship.
- 4) Coordinates activities of crew members responsible for signaling devices, such as ship's whistle, flashing lights, flags, and radio, to signal ships in vicinity.
- 5) Calculates landfall (sighting of land), using electronic sounding devices and following contour lines on chart. Avoids reefs, outlying shoals, and other hazards to shipping, utilizing aids to navigation, such as lights, lighthouses, and buoys.
- 6) Maintains ship's log.
- 7) Supervises crew engaged in cleaning and maintaining decks, superstructure, and bridge of ship.



**TRANSPORTATION  
(SEA LINER-SALES & MARKETING)**

**Level 3**

*O***ccupational definition for LINER SALES EXECUTIVE**

A Liner Sales Executive is designated to promote and sell the liner's products (travel, rooms or banquet).

In particular he/she:

- 1) Attends to sales inquiries and reservations promptly.
- 2) Makes sales calls to new, existing and potential clients.
- 3) Produces sales quotations on time, following up on requests and completing sales.
- 4) Complies with standard operating procedures and policies set out.
- 5) Follows up overdue accounts.
- 6) Prepares sales reports as required.
- 7) Supports sales team to attain sales targets.

**TRANSPORTATION  
(AIRLINE RESERVATION & TICKETING)**

**Level 4**

***O*ccupational definition for RESERVATION AND TICKETING  
EXECUTIVE**

A Reservation and Ticketing Executive needs to be responsible for the accuracy of ticket sales from programming to selling, cash control as well as taking exceptional care of guests purchasing tickets. Key to this position is making sure staffs are well trained and able to inform each guest of their best ticketing option.

In particular he/she:

- 1) Attends ticketing, reservation, quotation, invoice, other general operational and duties as deemed fit by the management.
- 2) Handles reservation and ticketing.
- 3) Processes travel documents including visa.
- 4) Manages customer accounts including offering best services.
- 5) Assists customer on tickets redemption.
- 6) Offers other related services e.g. hotel, transfer, tours etc.

## **TRANSPORTATION (AIRLINE SALES)**

# **Level 4**

### *O***ccupational definition for AIRLINE SALES EXECUTIVE**

An Airline Sales Executive is designated to assist Sales and Marketing Manager in establishing and directing the marketing and sales activities of an organization including advertising and public relations. These activities affect the direction and goals of business.

In particular he/she:

- 1) Coordinates sales activities with other work units or departments.
- 2) Prepares and submit plans, budgets, progress reports and annual sales reports.
- 3) Researches competitors' products or services.
- 4) Develops goals and objectives, projects and priorities.
- 5) Develops and conducts sales campaigns, as well as marketing and promotional plans.

**TRANSPORTATION  
(AIRLINE COUNTER)**

**Level 4**

*O***ccupational definition for COUNTER EXECUTIVE**

A Counter Executive is designated to assist Counter Manager in planning, administration and implementation of the organization's plan and policy.

In particular he/she:

- 1) Oversees all the day-to-day tasks and also supervise, motivate and train staff.
- 2) Coordinates customer services.
- 3) Verifies quotation.
- 4) Activates reservation.
- 5) Verifies the issue of all travel document and arrangement.
- 6) Maintains airline and company sale report.
- 7) Performs and coordinates public relations.
- 8) Performs and leads administrative function.
- 9) Coordinates and arranges professional staff development.

## **TRANSPORTATION (AIRLINE LOUNGE)**

# **Level 4**

### *O***ccupational definition for LOUNGE EXECUTIVE**

A Lounge Executive is designated to assist Lounge Manager in planning, organizing, directing, controlling and evaluating the operations of restaurants, bars, cafeterias and other businesses that operate serving food and beverage.

In particular he/she:

- 1) Organizes, directs and evaluates food and beverage service.
- 2) Schedules shift of staffs.
- 3) Monitors staff performance and provide feedback to the management.
- 4) Purchases and controls of inventory.
- 5) Monitors revenues and expenses.
- 6) Ensures practice of health and safety regulations.
- 7) Negotiates with supplier on arrangements for food and beverage products.
- 8) Negotiates with clients for use of facilities for catering, parties, banquets, etc.

## TRANSPORTATION (COACH/LIMO)

# Level 4

### *O*ccupational definition for ASSISTANT TRANSPORT MANAGER

An Assistant Transport Manager is designated to assist Transport Manager in planning, administration and implementation of transportation.

In particular he/she:

- 1) Oversees all the day-to-day tasks and also supervise, motivate and train staff.
- 2) Prepares work schedule for operations staff.
- 3) Prepares monthly maintenance programme on vehicles.
- 4) Prepares vehicle inventories.
- 5) Ensures vehicles are in good conditions at all time.

## **TRANSPORTATION (CAR RENTAL)**

# **Level 4**

### *O***ccupational definition for CAR RENTAL STATION MANAGER**

A Car Rental Station Manager is designated to ensure the smooth running and profitability of a Rental Station.

In particular he/she:

- 1) Enforces organizational policies and standard operating procedures (SOP).
- 2) Performs managerial functions which include recruitment, staff appraisal and cost control.
- 3) Recommends fleet expansion programmes.
- 4) Performs marketing activities.
- 5) Prepares station-related business reports.
- 6) Designs and implements personnel training and development programmes.
- 7) Plans stations business budget.
- 8) Performs any other duties assigned by the management.

**TRANSPORTATION  
(SEA LINER-SALES & MARKETING)**

**Level 4**

***O*ccupational definition for ASSISTANT SALES & MARKETING  
MANAGER**

An Assistant Sales and Marketing Manager is designated to assist Marketing Manager on establishing and directing the marketing and sales activities of an organization including advertising and public relations.

In particular he/she:

- 1) Coordinates sales activities with other work units or departments.
- 2) Prepares and submits plans, budgets, progress reports and annual sales reports.
- 3) Researches competitors' products or services.
- 4) Develops goals and objectives, projects and priorities.
- 5) Develops and conducts sales campaigns, as well as marketing and promotional plans.



**TRANSPORTATION  
(AIRLINE RESERVATION & TICKETING)**

**Level 5**

*O*ccupational definition for **RESERVATION & TICKETING MANAGER**

A Reservation and Ticketing Manager is designated to be responsible for the accuracy of ticket sales from programming to selling, cash control as well as taking exceptional care of guests purchasing tickets. Key to this position is making sure staffs are well trained and able to inform each guest of their best ticketing option.

In particular he/she:

- 1) Knowledgeable of all ticketing options.
- 2) Hires, trains and supervises ticket selling staff.
- 3) Provides front line support and on going training to frontline ticket selling staff.
- 4) Accountable for the accurate and timely submission of cash outs.
- 5) Responsible for all cash and cash equivalents in ticketing area.
- 6) Schedules staff, matching predetermined budget while keeping in mind weather and visitor patterns.
- 7) Assists in area budgeting.

## **TRANSPORTATION (AIRLINE SALES)**

# **Level 5**

### *O***ccupational definition for AIRLINE SALES MANAGER**

An Airline Sales Manager is designated to establish and direct the marketing and sales activities of an organization including advertising and public relations. These activities affect the direction and goals of business.

In particular he/she:

- 1) Assigns sales territory, target groups and sales quotas.
- 2) Coordinates sales activities with other work units or departments.
- 3) Prepares and submits plans, budgets, progress reports and annual sales reports.
- 4) Manages human resource functions e.g. hiring, training, performance reviews.
- 5) Researches competitors' products/services.
- 6) Develops goals and objectives, projects and priorities and assign them to Sales Managers.
- 7) Develops and conducts sales campaigns, as well as marketing and promotional plans.
- 8) Identifies new business opportunities for new target segments, establish distinct consumer behavior and acceptance of new product concept, pricing and positioning.
- 9) Develops effective sales strategies that will ensure achievement in sales goal and targets.

**TRANSPORTATION  
(AIRLINE COUNTER)**

**Level 5**

*O***ccupational definition for COUNTER MANAGER**

A Counter Manager is designated to plan operation of the counter, administer and implement of the organization's plan and policy.

In particular he/she:

- 1) Oversees all the day-to-day tasks and also supervise, motivate and train staff.
- 2) Coordinates customer services.
- 3) Verifies quotation.
- 4) Activates reservation.
- 5) Verifies the issue of all travel document and arrangement.
- 6) Maintains airline and company sale report.
- 7) Performs and coordinates public relations.
- 8) Performs and leads administrative function.
- 9) Plans and coordinates supervisory function.
- 10) Coordinates and arranges professional staff development.

## TRANSPORTATION (AIRLINE LOUNGE)

# Level 5

### *O*ccupational definition for LOUNGE MANAGER

A Lounge Manager is designated to plan, organize, direct, control and evaluate the operations of restaurants, bars, cafeterias and other businesses that operate serving food and beverage.

In particular he/she:

- 1) Organizes, directs and evaluates food and beverage service.
- 2) Recruits and trains staff.
- 3) Schedules shift of staffs.
- 4) Monitors staff performance and provide feedback to the management.
- 5) Purchases and controls of inventory.
- 6) Monitors revenues and expenses.
- 7) Ensures practice of health and safety regulations.
- 8) Negotiates with supplier on arrangements for food and beverage products.
- 9) Negotiates with clients for use of facilities for catering, parties, banquets, etc.

## **TRANSPORTATION (COACH/LIMO)**

# **Level 5**

### *O***ccupational definition for TRANSPORT MANAGER**

A Transport Manager is designated to plan, manage and implement of the fleet of transport.

In particular he/she:

- 1) Oversees all the day-to-day tasks and also supervise, motivate and train staff.
- 2) Uses operations management skills.
- 3) Uses sales and marketing skills.
- 4) Manages human resources.
- 5) Develops products.
- 6) Uses financial management skills.
- 7) Prepares work schedule for Operations staff – driver etc.
- 8) Prepares month maintenance on vehicles.
- 9) Prepares vehicle inventories.
- 10) Ensures vehicles are in good conditions.

## **TRANSPORTATION (CAR RENTAL)**

# **Level 5**

### *O*ccupational definition for **CAR RENTAL OPERATIONS MANAGER**

A Car Rental Operations Manager is designated to plan, organize, control, report, forecast and review the overall car rental operations. He is also responsible to provide staff counseling, recruit personnel to ensure discipline and to motivate productivity and quality control.

In particular he/she:

- 1) Implements the rental system.
- 2) Exercises cost control, plans budgets, reviews and forecasts business trends.
- 3) Develops rental products and activities.
- 4) Develops effective communication between staff and management.
- 5) Acts as liaison in the business environment.
- 6) Organizes human resource development programmes.
- 7) Analyses rental performance and provides accurate feedback to management.
- 8) Motivates staff morale at all levels of operations.
- 9) Designs precautionary measures to protect company interest on safety features and against undesirable recruitment.
- 10) Designs counter measures in meeting business challenges.

**TRANSPORTATION  
(SEA LINER-SALES & MARKETING)**

**Level 5**

*O*ccupational definition for **LINER SALES & MARKETING MANAGER**

A Liner Sales and Marketing Manager is designated to establish and direct the marketing and sales activities of an organization including advertising and public relations.

In particular he/she:

- 1) Assigns sales territory, target groups and sales quotas.
- 2) Prepares and submit plans, budgets, progress reports and annual sales reports.
- 3) Researches competitors' products/services.
- 4) Develops goals and objectives, projects and priorities and assign them to subordinates.
- 5) Develops and conducts sales campaigns, marketing and promotional plans.
- 6) Identifies potential market opportunities including planning, sourcing and negotiating all travel-related products for the organization.
- 7) Identifies new business opportunities for new target segments, establishes distinct consumer behavior and acceptance of new product concept, pricing and positioning.
- 8) Develops effective sales strategies that will ensure achievement in sales goal and targets.
- 9) Analyses constantly the environment to understand the changing customer needs and competitor trends to keep the organization at a cutting edge.
- 10) Participates actively in all major events internally and externally organizes by the company.

