



USAID
FROM THE AMERICAN PEOPLE

JOB DESCRIPTIONS FOR THE ARMENIAN TOURISM INDUSTRY

DECEMBER 2007

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For the Armenian Tourism Industry

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Bartender

Description:

Mix cocktails and other drinks using the proper ingredients and proportions - then serve to patrons, directly or through wait staff.

Tasks:

- ★ Advise on the choice of wines and other drinks
- ★ Take beverage orders from serving staff or directly from patrons
- ★ Mix ingredients, such as liquor, soda, water, sugar, and bitters, to prepare cocktails and other drinks.
- ★ Check identification of customers to verify age requirements for purchase of alcohol.
- ★ Attempt to limit problems and liability related to customers' excessive drinking by taking steps such as persuading customers to stop drinking, or ordering taxis or other transportation for intoxicated patrons.
- ★ Serve wine, and bottled or draft beer.
- ★ Serve snacks or food items to customers seated at the bar.
- ★ Arrange bottles and glasses to make attractive display.
- ★ Slice and pit fruit for garnishing drinks.
- ★ Clean glasses, utensils, and bar equipment.
- ★ Clean bars, work areas, and tables.
- ★ Alert management or purchasing agent about which types of drinks need to be bought
- ★ Stock the bar by bringing bottles and mixing ingredients from storeroom to the bar area
- ★ Enter orders into point of sales software system.
- ★ Collect money for drinks served.
- ★ Balance cash receipts.

Knowledge:

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs

assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Psychology — Knowledge of human behavior and performance; individual differences in ability, personality, and interests; learning and motivation; psychological research methods; and the assessment and treatment of behavioral and affective disorders.

Food Hygiene— Knowledge of how to safely store, preserve, and prepare food and beverages.

Skills and Abilities:

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.

Teamwork— Effectively coordinating and collaborating with colleagues so as to resolve a problem or achieve a goal more efficiently.

Mathematics — Using simple math to calculate, measure quantities, and estimate amounts for customer orders and charges or supplies needed.

Service Orientation — Actively looking for ways and desire to help people.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.

Physical Strength and Endurance — The ability to use your abdominal, legs, arms, and lower back muscles to stand, lift, and move from side to side repeatedly or continuously over time without 'giving out' or fatiguing.

Manual Dexterity — The ability to quickly move your hand, your hand together with your arm, or your two hands to grasp, manipulate, or assemble objects.

Memorization — The ability to remember information such as words, numbers, pictures, and procedures.

It must be noted that hotel rating systems have an effect on job descriptions. This means hotels achieving 4 and 5 star ratings may have added duties and expectations. For example shift work for front desk coverage, higher standards for assisting persons with special needs, and more stringent regulations.

Chef (Head Cook)

Description:

Direct the preparation, seasoning, and cooking of salads, soups, fish, meats, vegetables, desserts, or other foods. May plan and price menu items, order supplies, and keep records and accounts. May participate in cooking.

Tasks:

- ★ Check the quality of raw and cooked food products to ensure that standards are met.
- ★ Monitor sanitation practices to ensure that employees follow standards and regulations.
- ★ Check the quantity and quality of received products.
- ★ Order or requisition food and other supplies needed to ensure efficient operation.
- ★ Supervise and coordinate activities of cooks and workers engaged in food preparation.
- ★ Participate in or manage kitchen personnel hiring.
- ★ Participate in or manage kitchen personnel schedules and shifts.
- ★ Inspect supplies, equipment, and work areas to ensure conformance to established standards.
- ★ Determine how food should be presented, and create decorative food displays.
- ★ Maintain foods at appropriate temperatures.
- ★ Instruct cooks and other workers in the preparation, cooking, garnishing, and presentation of food.
- ★ Estimate amounts and costs of required supplies, such as food and ingredients.
- ★ Understand how to use different types of cutlery, slicers, and graters.
- ★ Understand how to operate different types of stoves, ovens, thermometers, and other kitchen equipment.
- ★ Manage opening and closing of the kitchen.
- ★ Collaborate with other personnel to plan and develop menus.

- ★ Determine daily specials, taking into account such factors as seasonal availability of ingredients and the likely number of customers.
- ★ Continually look for new or different versions of recipes.

Knowledge:

Food Growing and Preserving — General knowledge of techniques and equipment for planting, growing, and harvesting food products (both plant and animal) for consumption, including storage/handling techniques to better understand seasonal issues, food quality, and food safety.

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, staff training, and coordination of people and resources.

Procurement— Knowledge of how to acquire all pertinent materials and services, accounting for quantities, timing, prices, and storing capacity.

Production and Processing — Knowledge of raw materials, production processes, quality control, costs, and other techniques for maximizing the effective manufacture and distribution of goods.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Education and Training — Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.

Food Hygiene— Knowledge of how to safely store, preserve, and prepare food and beverages.

Mathematics — Knowledge of arithmetic and other mathematic basic principles for cost analysis, portioning, pricing, and overall food preparation.

Personnel and Human Resources — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.

Skills and Abilities:

Time Management — Managing one's own time and the time of others.

Service Orientation — Actively looking for ways to help people.

Instructing — Teaching others how to do something.

Innovation/Creativity — Generating ideas for new and unique methods, activities, products, or services that address an existing need or problem.

Equipment Maintenance — Performing routine maintenance on equipment and determining when and what kind of maintenance is needed.

Monitoring — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Leadership — Motivating and coordinating group members towards a common established goal.

Quality Control Analysis — Conducting tests and inspections of products, services, or processes to evaluate quality or performance.

Equipment Selection — Determining the kind of tools and equipment needed to do a job.

Management of Financial Resources — Determining how money will be spent to get the work done, and accounting for these expenditures.

Originality — The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.

Sequencing Information — The ability to arrange things or actions in a certain order or pattern according to a specific rule, steps needed for success, or set of written instructions (e.g., patterns of numbers, letters, words, pictures, mathematical operations).

Hand/Arm Movement — The ability to quickly move your hand, your hand together with your arm, or your two hands at the same time to grasp, pick up, manipulate, or assemble objects.

Time Sharing — The ability to shift back and forth between two or more activities or sources of information (such as speech, sounds, touch, or other sources).

It must be noted that hotel rating systems have an effect on job descriptions. This means hotels achieving 4 and 5 star ratings may have added duties and expectations. For example shift work for front desk coverage, higher standards for assisting persons with special needs, and more stringent regulations.

Concierge/Bellhop

Description:

Assist guests of lodging establishments with personal needs in order to ensure their satisfaction. Assistance often includes handling and storing luggage, valet parking, monitoring requests for housekeeping and maintenance, and arranging or giving advice on transportation, business services or entertainment.

Tasks:

- ★ Open doors and greet incoming guests
- ★ Escort guests to their rooms.
- ★ Transfer luggage, trunks, and packages to and from rooms, loading areas, vehicles, or transportation terminals, by hand or using baggage carts.
- ★ Assist physically challenged travelers and other guests with special needs.
- ★ Act as part of the security team at transportation terminals, hotels, or similar establishments.
- ★ Deliver messages and room service orders, and run errands for guests.
- ★ Explain the operation of room features such as locks, ventilation systems, and televisions.
- ★ Explain all hotel facilities, including local and hours of operation.
- ★ Arrange for shipments of baggage, express mail, and parcels by providing weighing and billing services.
- ★ Maintain clean lobbies or entrance areas for travelers or guests.
- ★ Provide information about local features such as shopping, dining, nightlife, and recreational destinations.
- ★ Make dining and other reservations for patrons, and obtain tickets for events.
- ★ Make travel arrangements for sightseeing and other tours.
- ★ Help procure tickets to shows, concerts, or other forms of entertainment

- ★ Receive, store, and deliver luggage and mail.
- ★ Perform office duties on a temporary basis when needed.
- ★ Pick up and deliver items, or run errands for guests.
- ★ Carry out unusual requests such as searching for hard-to-find items.
- ★ Arrange for the replacement of items lost by travelers.
- ★ Arrange for interpreters or translators when patrons require such services.
- ★ Maintain cleanliness of bell stand, lobby, and luggage room.

Knowledge:

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Public Safety and Security — Knowledge of relevant equipment, policies, procedures, and strategies to promote effective security operations.

Psychology — Knowledge of human behavior and performance; individual differences in ability, personality, and interests; learning and motivation; psychological research methods; and the assessment and treatment of behavioral and affective disorders.

Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Transportation — Knowledge of principles and methods for moving people or goods by air, rail, sea, or road, including the relative costs and benefits.

Skills and Abilities:

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Service Orientation — Actively looking for ways to help people.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism).

Initiative — Taking actions towards an understood objective, even without an explicit request from a manager.

Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Time Management — Managing one's own time and the time of others.

Coordination — Adjusting actions in relation to others' actions.

Learning Strategies — Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.

Trunk Strength — The ability to use your abdominal and lower back muscles to support part of the body repeatedly or continuously over time without 'giving out' or fatiguing.

Oral Expression — The ability to communicate information and ideas in speaking so others will understand.

It must be noted that hotel rating systems have an effect on job descriptions. This means hotels achieving 4 and 5 star ratings may have added duties and expectations. For example shift work for front desk coverage, higher standards for assisting persons with special needs, and more stringent regulations.

Cook

Description:

Prepare, season, and cook soups, meats, vegetables, desserts, or other foodstuffs in restaurants. May order supplies, keep records and accounts, price items on menu, or plan menu.

Tasks:

- ★ Inspect food preparation and serving areas to ensure observance of safe, sanitary food-handling practices.
- ★ Turn or stir foods to ensure even cooking.
- ★ Season and cook food according to recipes or personal judgment and experience.
- ★ Observe and test foods to determine if they have been cooked sufficiently, using methods such as tasting, smelling, or piercing them with utensils.
- ★ Weigh, measure, and mix ingredients according to recipes or personal judgment, using various kitchen utensils and equipment.
- ★ Portion, arrange, and garnish food, and serve food to waiters or patrons.
- ★ Regulate temperature of ovens, broilers, grills, and roasters.
- ★ Substitute for or assist other cooks during emergencies or rush periods.
- ★ Bake, roast, broil, and steam meats, fish, vegetables, and other foods.
- ★ Wash, peel, cut, and seed fruits and vegetables to prepare them for consumption.
- ★ Understand how to use different types of cutlery, slicers, and graters.
- ★ Understand how to operate different types of stoves, ovens, thermometers, and other kitchen equipment.
- ★ Assist chef in planning of daily specials
- ★ Assist chef in opening and closing of kitchen.
- ★ Maintain control charts of all foods produced.

Knowledge:

Food Growing and Preserving — General knowledge of techniques and equipment for planting, growing, and harvesting food products (both plant and animal) for consumption, including storage/handling techniques to better understand seasonal issues, food quality, and food safety.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Production and Processing — Knowledge of raw materials, production processes, quality control, costs, and other techniques for maximizing the effective manufacture and distribution of goods.

Food Hygiene— Knowledge of how to safely store, preserve, and prepare food and beverages.

Skills and Abilities:

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

Teamwork— Effectively coordinating and collaborating with colleagues so as to resolve a problem or achieve a goal more efficiently.

Active Learning — Understanding the implications of new information for both current and future problem-solving and decision-making.

Coordination — Adjusting actions in relation to others' actions.

Time Management — Managing one's own time and the time of others.

Service Orientation — Actively looking for ways to help people.

Equipment Maintenance — Performing routine maintenance on equipment and determining when and what kind of maintenance is needed.

Time Sharing — The ability to shift back and forth between two or more activities or sources of information (such as speech, sounds, touch, or other sources).

Hand/Arm Movement — The ability to quickly move your hand, your hand together with your arm, or your two hands at the same time to grasp, pick up, manipulate, or assemble objects.

Sequencing Information — The ability to arrange things or actions in a certain order or pattern according to a specific rule, steps needed for success, or set of written instructions (e.g., patterns of numbers, letters, words, pictures, mathematical operations).

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Curator (Museum or Heritage Site)

Description:

Organize exhibitions, conduct research programs, and ensure the preservation of the historical, cultural or artistic artifacts contained within the museum or heritage site.

Tasks:

- ★ Plan and organize the acquisition, storage, and exhibition of collections and related materials.
- ★ Confer with the board of directors to determine budget requirements and plan overall operations.
- ★ Confer with board of directors to formulate visitation policies, including admission fees, hours of visitation, visitation restrictions, etc.
- ★ Create the design and content for guided tours.
- ★ Train and supervise tour guides as well as curatorial, fiscal, technical, research, and clerical staff, including volunteers or interns.
- ★ Develop and maintain an institution's registration, cataloging, and basic recordkeeping systems, using computer databases.
- ★ Provide information from the institution's holdings to other curators and to the public.
- ★ Inspect premises to assess the need for repairs and to ensure that climate and pest-control issues are addressed.
- ★ Negotiate and authorize purchase, sale, exchange, or loan of collections.
- ★ Plan and conduct special research projects in area of interest or expertise.
- ★ Conduct or organize workshops and instructional sessions to acquaint individuals with an institution's facilities and materials.
- ★ Conduct fund-raising activities to ensure the financial security of the museum or site.

- ★ Attend meetings, conventions, and civic events to promote use of institution's services, to seek financing, and to maintain community alliances.
- ★ Network with other curators and museum professionals through meetings and collaborative projects.

Knowledge:

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Clerical — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.

Armenian History — Knowledge of Armenian historical events and their causes, indicators, and effects on civilizations and cultures.

Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Fine Arts — Knowledge of the theory and techniques required to compose, produce, and perform works of music, dance, visual arts, drama, and sculpture.

Cultural Heritage Management— Knowledge of how to preserve cultural heritage sites or traditions by generating funds through sustainable tourism opportunities.

Education and Training — Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Skills and Abilities:

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Time Management — Managing one's own time and the time of others.

Active Learning — Understanding the implications of new information for both current and future problem-solving and decision-making.

Writing — Communicating effectively in writing as appropriate for the needs of the audience.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Innovation/Creativity — Generating ideas for new and unique methods, activities, products, or services that address an existing need or problem.

Instructing — Teaching others how to do something.

Coordination — Adjusting actions in relation to others' actions.

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Category Flexibility — The ability to generate or use different sets of rules for combining or grouping things in different ways.

Deductive Reasoning — The ability to apply general rules to specific problems to produce answers that make sense.

It must be noted that hotel rating systems have an effect on job descriptions. This means hotels achieving 4 and 5 star ratings may have added duties and expectations. For example shift work for front desk coverage, higher standards for assisting persons with special needs, and more stringent regulations.

Destination Manager

Description:

Develop and promote tourism in order to attract visitors and produce significant economic benefits for a particular region or site. Destination managers often work for local authorities, but may also work within private companies or other public sector agencies. As the tourism industry covers a broad scope, the role is varied and may include many different types of work. Key areas include marketing and the development of services and facilities.

Tasks:

As indicated in the job description, the organizations in which destination managers work vary considerably in terms of their areas of activity. Therefore not all of the following tasks may be applicable:

- ★ Formulate and implement tourism destination strategies.
- ★ Devise and co-ordinate marketing campaigns.
- ★ Produce tourist information, including press releases, brochures and newsletters.
- ★ Create appropriate signage in strategic areas that guides and informs tourists.
- ★ Set up and attend exhibitions and trade fairs.
- ★ Promote investment into the destination.
- ★ Liaise with the government to create more tourism-friendly legislation.
- ★ Undertake factual desk and market research about visitors to particular attractions.
- ★ Develop quality tourism products to attract increased visitation.
- ★ Collect, tabulate, and interpret statistics from hotels and other lodging establishments.
- ★ Research products and services of competitor destinations.
- ★ Provide a range of information on local resources and facilities.

- ★ Run training courses for various tourism sectors to help ensure quality service provision.
- ★ Create or adopt certification schemes for the destination and or tourism businesses to promote sustainability practices and quality service provision.
- ★ Conduct public awareness campaigns to ensure that the public is supportive of tourism.
- ★ Give talks to local parties, community groups, and schools, as requested.
- ★ Respond to enquiries from members of the public.
- ★ Organize special and seasonal events and festivals.
- ★ Create land usage plans to ensure sustainable tourism development.
- ★ Liaise with local operators and the media.
- ★ Manage staff, budgets and staff training needs.
- ★ Develop e-tourism platforms.
- ★ Plan and writing funding applications.
- ★ Facilitate funding opportunities for small tourism businesses.
- ★ Liaise with government agencies to ensure that the destination has an attractive appearance, including the removal of trash.

Knowledge:

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Law and Government — Knowledge of laws, government regulations, and policies, especially those that influence the tourism sector.

E-Business— Knowledge of how to promote and drive sales towards tourism products through internet-based platforms.

Economics and Accounting — Knowledge of economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data.

Personnel and Human Resources — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.

Product Development — Knowledge of how to create quality products that responds to the needs of the target market.

Education and Training — Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.

Transportation — Knowledge of principles and methods for moving people or goods by air, rail, sea, or road, including the relative costs and benefits.

Specialty/Niche Markets— Knowledge of how to identify potentially lucrative markets, research their characteristics, and target them through marketing activities.

Research Methods — Knowledge of effective design and implementation of research projects.

Product Packaging— Knowledge of how to combine various products and services into one package according to the desires of the target market segment while achieving cost savings both for the company and customer.

Procurement— Knowledge of how to acquire all pertinent materials and services, considering quantities, timing, prices, and storing capacity.

Protected Areas and Ecotourism Management— Knowledge of principles and methods involved in practicing sustainable tourism in ecologically sensitive areas.

Cultural Heritage Management— Knowledge of how to preserve cultural heritage sites or traditions by generating funds through sustainable tourism opportunities.

Strategic Planning — Knowledge of how to conduct the stakeholder-driven process through which effective strategies are derived.

Community Tourism Management— Knowledge of how to create and sustain tourism products that provide economic benefits to communities while minimizing negative social and environmental impacts.

Public Safety and Security — Knowledge of relevant equipment, policies, procedures, and strategies to promote effective security operations.

Ethics in Tourism— Knowledge of principles and values involved in creating an environment of mutual trust and respect among tourism operators and customers.

Events and Conference Management— Knowledge of how to manage a major event, including promotion, invitations, room layouts, catering, public relations, and other logistical details.

Skills and Abilities:

Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Service Orientation — Actively looking for ways to help people.

Writing — Communicating effectively in writing as appropriate for the needs of the audience.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Management of Financial Resources — Determining how money will be spent to get the work done, and accounting for these expenditures.

Management of Personnel Resources — Motivating, developing, and directing people as they work, identifying the best people for the job.

Environmental Awareness — Understanding which types of activities are potentially harmful to the environment and finding alternatives to avoid them.

Computers and Internet Basics — Functionally operating commonly used computer applications such as Microsoft Word, Excel, and Power Point, in addition to effectively utilizing the internet as a research tool.

Quality Control Analysis — Conducting tests and inspections of products, services, or processes to evaluate quality or performance.

Coordination — Adjusting actions in relation to others' actions.

Monitoring — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

Event Coordinator

Description:

Organize from conception to completion events that may include group meetings, conventions, exhibitions and fairs, festivals, conferences, fundraisers, and social events. This involves executing a detailed plan from established objectives and strategies, training and leading staff and volunteers, and finally monitoring and evaluating the event so as to provide recommendations for future improvements.

Tasks:

There are many different types of events, with the most common being listed above. As such, tasks will vary. Those listed below cover the wide range of event planning, but not all may be applicable for any given event:

- ★ Consult with customers to determine objectives and requirements for events.
- ★ Plan and develop programs, agendas, budgets, and services according to customer objectives and requirements.
- ★ Coordinate services for events, such as accommodation and transportation for participants, facilities, catering, signage, displays, special needs requirements, printing and event security.
- ★ Secure and book a suitable venue or location.
- ★ Confer with staff at a chosen event site to coordinate details.
- ★ Inspect event facilities to ensure that they conform to customer requirements.
- ★ Arrange the availability of audio-visual equipment, transportation, displays, and other event needs.
- ★ Plan room layouts.
- ★ Ensure insurance, legal, health and safety obligations are adhered to.
- ★ Organize facilities for car parking, traffic control, security, first aid, hospitality and press.
- ★ Identify and secure speakers or special guests.

- ★ Co-ordinate staffing requirements and staff briefings.
- ★ Create, implement and monitor marketing and PR plans.
- ★ Sell sponsorship/stand/exhibition space to potential exhibitors/partners.
- ★ Arrange accommodation for exhibitors and/or delegates.
- ★ Liaise with newspapers, TV, radio and other media.
- ★ Write press releases or briefs in order to gain maximum exposure for the event.
- ★ Organize the design and production of tickets, posters, catalogues and sales brochures.
- ★ Prepare delegate packs and papers.
- ★ Maintain records of event aspects, including financial details.
- ★ Coordinate everything on the day of the event to ensure that all runs smoothly.
- ★ Understand how to set up and operate overhead projection devices and audio-visual equipment.
- ★ Troubleshoot exhibitor and visitor problems on the day of the event.
- ★ Oversee the dismantling and removal of the event, and clear the venue efficiently.
- ★ Conduct post-event evaluations to determine how future events could be improved.

Knowledge:

Events and Conference Management— Knowledge of how to manage a major event, including promotion, invitations, room layouts, catering, public relations, and other logistical details.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Clerical — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.

Product Development — Knowledge of how to create quality products that responds to the needs of the target market.

Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

E-Business— Knowledge of how to promote and drive sales towards tourism products through internet-based platforms.

Specialty/Niche Markets— Knowledge of how to identify potentially lucrative markets, research their characteristics, and target them through marketing activities.

Skills and Abilities:

Time Management — Managing one's own time and the time of others.

Business Management — Understanding the tools and techniques required to steer a business towards effective operations and profitability.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Service Orientation — Actively looking for ways to help people.

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.

Quality Control Analysis — Conducting tests and inspections of products, services, or processes to evaluate quality or performance.

Coordination — Adjusting actions in relation to others' actions.

Initiative — Taking actions towards an understood objective, even without an explicit request from a manager.

Computers and Internet Basics — Functionally operating commonly used computer applications such as Microsoft Word, Excel, and Power Point, in addition to effectively utilizing the internet as a research tool.

Active Learning — Understanding the implications of new information for both current and future problem-solving and decision-making.

Information Ordering — The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).

Time Sharing — The ability to shift back and forth between two or more activities or sources of information (such as speech, sounds, touch, or other sources).

Originality — The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.

Flight Attendant

Description:

Provide personal services to ensure the safety and comfort of airline passengers during flight. Greet passengers, verify tickets, explain use of safety equipment, and serve food or beverages.

Tasks:

- ★ Attend preflight briefings concerning weather, altitudes, routes, emergency procedures, crew coordination, lengths of flights, food and beverage services offered, and numbers of passengers.
- ★ Check to ensure that food, beverages, blankets, reading material, emergency equipment, and other supplies are aboard and are in adequate supply
- ★ Welcome passengers on board and direct them to their seats.
- ★ Determine special assistance needs of passengers such as small children, the elderly, or disabled persons.
- ★ Announce and demonstrate safety and emergency procedures such as the use of oxygen masks, seat belts, and life jackets.
- ★ Walk aisles of planes to verify that passengers have complied with federal regulations prior to take-offs and landings.
- ★ Make announcements on behalf of the pilot and answer passenger questions during the flight.
- ★ Serve meals and refreshments to passengers.
- ★ Sell duty-free goods and advise passengers of any allowance restrictions in force at their destination.
- ★ Reassure passengers when situations such as turbulence are encountered.
- ★ Direct and assist passengers in the event of an emergency, such as directing passengers to evacuate a plane following an emergency landing.
- ★ Administer first aid to passengers in distress.
- ★ Prepare passengers and aircraft for landing, following procedures.

- ★ Ensure passengers disembark safely at the end of a flight.
- ★ Complete paperwork, including writing a flight report.

Knowledge:

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Public Safety and Security — Knowledge of relevant equipment, policies, procedures, and strategies to promote effective security operations.

Transportation — Knowledge of principles and methods for moving people or goods by air, rail, sea, or road, including the relative costs and benefits.

Psychology — Knowledge of human behavior and performance; individual differences in ability, personality, and interests; learning and motivation; psychological research methods; and the assessment and treatment of behavioral and affective disorders.

Geography — Knowledge of principles and methods for describing the features of land, sea, and air masses, including their physical characteristics, locations, interrelationships, and distribution of plant, animal, and human life.

Skills and Abilities:

Service Orientation — Actively looking for ways to help people.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Teamwork— Effectively coordinating and collaborating with colleagues so as to resolve a problem or achieve a goal more efficiently.

Speaking — Talking to others to convey information effectively.

Initiative — Taking actions towards an understood objective, even without an explicit request from a manager.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Time Management — Managing one's own time and the time of others.

Speech Clarity — The ability to speak clearly so others can understand you.

Arm-Hand Steadiness — The ability to keep your hand and arm steady while moving your arm or while holding your arm and hand in one position.

Problem Sensitivity — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.

Food and Beverage Manager (Restaurant or Hotel)

Description:

Create or maintain an efficient and profitable restaurant or food-service department through strategic planning in areas such as business development and marketing, while overseeing day-to-day activities such as shift patterns, procurement, budgeting, cleaning, food preparation, quality service provision, and health standard compliance.

Tasks:

- ★ Create and execute plans for department sales, profit and staff development.
- ★ Analyze and plan the unit's sales levels and profitability.
- ★ Set budgets and/or agree on them with senior management.
- ★ Organize marketing activities, such as promotional events and discount schemes.
- ★ Recruit, train and motivate staff.
- ★ Plan and coordinate menus.
- ★ Manage staff throughout their shift and provide them with feedback.
- ★ Organize and supervise the shifts of kitchen, waiting and cleaning staff.
- ★ May monitor budgets and payroll records, and review financial transactions to ensure that expenditures are authorized and budgeted, if not handled by the General Manager.
- ★ Investigate and resolve complaints regarding food quality, service, or accommodations.
- ★ Schedule and receive food and beverage deliveries, checking delivery contents to verify product quality and quantity.
- ★ Conduct periodic surveys to gauge guest satisfaction levels.
- ★ Monitor food preparation methods, portion sizes, and garnishing and presentation of food to ensure that food is prepared and presented in an acceptable manner.

- ★ Test cooked food by tasting and smelling it to ensure palatability and flavor conformity.
- ★ Monitor compliance with health and fire regulations regarding food preparation and serving, and building maintenance in lodging and dining facilities.
- ★ Establish standards for personnel performance and customer service.
- ★ Meet and greet customers and organize table reservations.
- ★ Understand how to use accounting and point of sales software.
- ★ Help out in any area of the restaurant when circumstances dictate.
- ★ Prepare reports at the end of the shift/week, including staff control, food control and sales.

Knowledge:

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Business Planning — Knowledge of principles and methods involved in creating a business plan for a new product or service, including establishment of objectives, a target market, and a pricing strategy.

Purchasing — Understanding of how to acquire all pertinent materials and services, considering quantities, timing, prices, and storing capacity to make projections, recommendations, or work with vendors.

Personnel and Human Resources — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Food Growing and Preserving — General knowledge of techniques and equipment for planting, growing, and harvesting food products (both plant and animal) for consumption, including storage/handling techniques to better understand seasonal issues, food quality, and food safety.

Events and Conference Management— Knowledge of how to manage a major event, including promotion, invitations, room layouts, catering, public relations, and other logistical details.

Mathematics — Knowledge of all basic mathematic principles used for cost estimate, simple calculations, statistics, and other applications.

Product Development — Knowledge of how to create quality products that responds to the needs of the target market.

Food Hygiene— Knowledge of how to safely store, preserve, and prepare food and beverages.

Education and Training — Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.

E-Business— Knowledge of how to promote and drive sales towards tourism products through internet-based platforms.

Strategic Planning — Knowledge of how to evaluate the needs of the customers and area to put together business practices that will succeed.

Public Safety and Security — Knowledge of relevant equipment, policies, procedures, and strategies to promote effective security operations.

Skills and Abilities:

Business Management — Understanding the tools and techniques required to steer a business towards effective operations and profitability.

Quality Control Analysis — Conducting tests and inspections of products, services, or processes to evaluate quality or performance.

Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Instructing — Teaching others how to do something.

Time Management — Managing one's own time and the time of others.

Monitoring — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism).

Management of Personnel Resources — Motivating, developing, and directing people as they work, identifying the best people for the job.

Computers and Internet Basics — Functionally operating commonly used computer applications such as Microsoft Word, Excel, and Power Point, in addition to effectively utilizing the internet as a research tool.

Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.

Deductive Reasoning — The ability to apply general rules to specific problems to produce answers that make sense.

It must be noted that hotel rating systems have an effect on job descriptions. This means hotels achieving 4 and 5 star ratings may have added duties and expectations. For example shift work for front desk coverage, higher standards for assisting persons with special needs, and more stringent regulations.

Front Desk Agent

Description:

Accommodate lodging establishment guests by registering and assigning them rooms, issuing room keys, transmitting and receiving messages, keeping records of occupied rooms and guests' accounts, making and confirming reservations, and presenting statements to and collecting payments from departing guests.

Tasks:

- ★ Greet, register, and assign rooms to guests.
- ★ Verify guests' credit, and establish how the guest will pay for the accommodation.
- ★ Assign a bellboy to accompany guests to room.
- ★ Provide service referrals to guests.
- ★ Accept and confirm reservations by telephone or e-mail.
- ★ Keep records of room availability and guests' accounts, manually or using computers.
- ★ Compute bills, collect payments, and make change for guests.
- ★ Perform simple bookkeeping activities, such as balancing cash accounts.
- ★ Issue room keys and escort instructions to bellhops.
- ★ Review accounts and charges with guests during the check out process.
- ★ Post charges, such those for rooms, food, liquor, or telephone calls, to ledgers manually or by using computers.
- ★ Transmit and receive messages, using telephones or telephone switchboards.
- ★ Contact housekeeping or maintenance staff when guests report problems.
- ★ Provide wake-up calls for guests upon request.
- ★ Report guests' complaints and other comments to management.

- ★ Stay current on all of properties' facilities so as to be able to properly respond to guest inquiries.

Knowledge:

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Clerical — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Telecommunications — Knowledge of transmission, broadcasting, switching, control, and operation of telecommunications systems.

Ethics in Tourism— Knowledge of principles and values involved in creating an environment of mutual trust and respect among tourism operators and customers.

Skills and Abilities:

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Teamwork— Effectively coordinating and collaborating with colleagues so as to resolve a problem or achieve a goal more efficiently.

Speaking — Talking to others to convey information effectively.

Service Orientation — Actively looking for ways to help people.

Computers and Internet Basics — Functionally operating commonly used computer applications such as Microsoft Word, Excel, and Power Point, in addition to effectively utilizing the internet as a research tool.

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

Instructing — Teaching others how to do something.

Mathematics — Using mathematics to solve problems.

Inductive Reasoning — The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).

Problem Sensitivity — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.

It must be noted that hotel rating systems have an effect on job descriptions. This means hotels achieving 4 and 5 star ratings may have added duties and expectations. For example shift work for front desk coverage, higher standards for assisting persons with special needs, and more stringent regulations.

Front Desk Manager

Description:

Oversee front desk agents, including staffing, training, scheduling and visually monitoring performance to ensure guest satisfaction.

Tasks:

- ★ Make the schedule for the front desk staff.
- ★ Assist the human resources department in the hiring of new staff.
- ★ Train newly hired associates.
- ★ Ensure guests are received promptly and appropriately.
- ★ Monitor performance of front desk agents, providing active feedback verbally and in performance reviews.
- ★ Manage and troubleshoot complaints from guests.
- ★ Maintain and develop current client base.
- ★ Coordinate with sales and rooms controller on group arrivals.
- ★ Communicate to staff any special needs of incoming guests, including VIPs.
- ★ Assist front desk agents with check in/out and other tasks.
- ★ Maintain front desk compliance of record keeping and accounting standards.
- ★ Have a strong understanding of all the property's computer systems and programs.
- ★ Liaise regularly with General Manager to ensure that performance is in line with overall property strategies.
- ★ Ensure that all safety and security procedures are being adequately followed.
- ★ Conduct routine inspections of front desk and public spaces of the property, correcting anything that is not in keeping with the property's image.
- ★ Incorporate recommendations in performance reviews.
- ★ Serve as the property's "manager on duty" when required.

Knowledge:

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Personnel and Human Resources — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Mathematics — Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Ethics in Tourism— Knowledge of principles and values involved in creating an environment of mutual trust and respect among tourism operators and customers.

Skills and Abilities:

Leadership —Motivating and coordinating group members towards a common established goal.

Quality Control Analysis — Conducting tests and inspections of products, services, or processes to evaluate quality or performance.

Service Orientation — Actively looking for ways to help people.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Computers and Internet Basics — Functionally operating commonly used computer applications such as Microsoft Word, Excel, and Power Point, in addition to effectively utilizing the internet as a research tool.

Coordination — Adjusting actions in relation to others' actions.

Monitoring — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Instructing — Teaching others how to do something.

Mathematics — Using mathematics to solve problems.

Writing — Communicating effectively in writing as appropriate for the needs of the audience.

Inductive Reasoning — The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).

Problem Sensitivity — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.

It must be noted that hotel rating systems have an effect on job descriptions. This means hotels achieving 4 and 5 star ratings may have added duties and expectations. For example shift work for front desk coverage, higher standards for assisting persons with special needs, and more stringent regulations.

General Manager (Hotel or other Lodging Facility)

Description:

Undertake financial management activities such as preparing budgets and marketing strategies while coordinating the day-to-day operation of the lodging establishment in areas such as front desk, accounting, sales/marketing, and housekeeping.

Tasks:

- ★ Participate in financial activities such as the setting of room rates, the establishment of budgets, monthly forecasts, and the allocation of funds to departments.
- ★ Promote and market the business.
- ★ Coordinate front-office activities.
- ★ Ensure complete guest satisfaction at the property.
- ★ Observe and monitor staff performance to ensure efficient operations and adherence to facility's policies and procedures.
- ★ Conduct formal performance evaluations of key staff.
- ★ Greet and register guests when necessary.
- ★ Answer inquiries pertaining to hotel policies and services, and resolve occupants' complaints.
- ★ Assign duties to workers, and schedule shifts.
- ★ Collect payments, and record data pertaining to funds and expenditures.
- ★ Train staff members.
- ★ Participate in community affairs and maintain positive public image of property.
- ★ Conduct regular staff meetings with department heads to ensure close coordination of activities.
- ★ Ensure events and conferences run smoothly.
- ★ Establish the overall quality standards of the property.

- ★ Decide whether the property should adhere to any certification schemes.
- ★ Critically review reports on occupancy and revenue.
- ★ Understand and utilize customer relationship management (CRM) software programs.
- ★ Physically tour and inspect property on a daily basis to ensure all facilities are functioning properly.
- ★ Supervise maintenance, supplies and furnishings.
- ★ Deal with contractors and suppliers.
- ★ Approve all departments' expenses.
- ★ Ensure compliance with licensing laws, health and safety and other statutory regulations.

Knowledge:

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Personnel and Human Resources — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

E-Business— Knowledge of how to promote and drive sales towards tourism products through internet-based platforms.

Product Development — Knowledge of how to create quality products that responds to the needs of the target market.

Planning — Knowledge of how to conduct the stakeholder-driven process through which effective strategies are derived.

Economics and Accounting — Knowledge of economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data.

Specialty/Niche Markets— Knowledge of how to identify potentially lucrative markets, research their characteristics, and target them through marketing activities.

Procurement— Knowledge of how to acquire all pertinent materials and services, considering quantities, timing, prices, and storing capacity.

Business Planning — Knowledge of principles and methods involved in creating a business plan for a new product or service, including establishment of objectives, a target market, and a pricing strategy.

Product Packaging— Knowledge of how to combine various products and services into one package according to the desires of the target market segment while achieving cost savings both for the company and customer.

Mathematics — Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.

Feasibility Assessment— Knowledge of methods and formulas required to determine whether a proposed project or product will be profitable.

— Knowledge of laws, government regulations, and policies, especially those that influence the tourism sector.

Events and Conference Management— Knowledge of how to manage a major event, including promotion, invitations, room layouts, catering, public relations, and other logistical details.

Skills and Abilities:

Business Management — Understanding the tools and techniques required to steer a business towards effective operations and profitability.

Leadership —Motivating and coordinating group members towards a common established goal.

Monitoring — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

— Conducting tests and inspections of products, services, or processes to evaluate quality or performance.

Innovation/Creativity — Generating ideas for new and unique methods, activities, products, or services that address an existing need or problem.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism).

and Internet Basics — Functionally operating commonly used computer applications such as Microsoft Word, Excel, and Power Point, in addition to effectively utilizing the internet as a research tool.

Environmental Awareness — Understanding which types of activities are potentially harmful to the environment and finding alternatives to avoid them.

— Communicating effectively in writing as appropriate for the needs of the audience.

Instructing — Teaching others how to do something.

Service Orientation — Actively looking for ways to help people.

Time Management — Managing one's own time and the time of others.

Inductive Reasoning — The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).

Deductive Reasoning — The ability to apply general rules to specific problems to produce answers that make sense.

It must be noted that hotel rating systems have an effect on job descriptions. This means hotels achieving 4 and 5 star ratings may have added duties and expectations. For example shift work for front desk coverage, higher standards for assisting persons with special needs, and more stringent regulations.

Housekeeper

Description:

Perform any combination of light cleaning duties to maintain lodging establishment rooms in a clean and orderly manner. Duties include making beds, replenishing linens, cleaning rooms and halls, and vacuuming.

Tasks:

- ★ Clean rooms, hallways, lobbies, lounges, restrooms, corridors, elevators, stairways, locker rooms and other work areas so that health standards are met.
- ★ Carry linens, towels, toilet items, and cleaning supplies, using wheeled carts.
- ★ Empty wastebaskets, empty and clean ashtrays, and transport other trash and waste to disposal areas.
- ★ Replenish supplies such as drinking glasses, linens, writing supplies, and bathroom items.
- ★ Keep storage areas and carts well-stocked, clean, and tidy.
- ★ Dust and polish furniture and equipment.
- ★ Sweep, scrub, wax, and/or polish floors, using brooms, mops, and/or powered scrubbing and waxing machines.
- ★ Clean rugs, carpets, upholstered furniture, and/or draperies, using vacuum cleaners and/or shampooers.
- ★ Wash windows, walls, ceilings, and woodwork, waxing and polishing as necessary.
- ★ Hang draperies, and dust window blinds.
- ★ Deliver and retrieve items on loan to guests.
- ★ Ensure privacy of guests.

Skills and Abilities:

Time Management — Managing one's own time and the time of others.

Initiative — Taking actions towards an understood objective, even without an explicit request from a manager.

Service Orientation — Actively looking for ways to help people.

Extent Flexibility — The ability to bend, stretch, twist, or reach with your body, arms, and/or legs.

It must be noted that hotel rating systems have an effect on job descriptions. This means hotels achieving 4 and 5 star ratings may have added duties and expectations. For example shift work for front desk coverage, higher standards for assisting persons with special needs, and more stringent regulations.

Housekeeping Manager

Description:

Supervise work activities of housekeeping personnel in lodging establishments.

Tasks:

- ★ Inspect work performed to ensure that it meets specifications and established standards.
- ★ Plan and prepare employee work schedules.
- ★ Perform or assist with cleaning duties as necessary.
- ★ Investigate complaints about service and equipment, and take corrective action.
- ★ Coordinate activities with other departments to ensure that services are provided in an efficient and timely manner.
- ★ Check equipment to ensure that it is in working order.
- ★ Inspect and evaluate the physical condition of facilities in order to determine the type of work required.
- ★ Select the most suitable cleaning materials for different types of linens, furniture, flooring, and surfaces.
- ★ Instruct staff in work policies and procedures, and the use and maintenance of equipment.

Knowledge:

Mechanical — Knowledge of machines and tools, including their designs, uses, repair, and maintenance.

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

— Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.

Procurement— Knowledge of how to acquire all pertinent materials and services, considering quantities, timing, prices, and storing capacity.

— Knowledge of relevant equipment, policies, procedures, and strategies to promote effective security operations.

Skills and Abilities:

Instructing — Teaching others how to do something.

Monitoring — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

Leadership —Motivating and coordinating group members towards a common established goal.

Time Management — Managing one's own time and the time of others.

Active Learning — Understanding the implications of new information for both current and future problem-solving and decision-making.

— Conducting tests and inspections of products, services, or processes to evaluate quality or performance.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism).

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.

It must be noted that hotel rating systems have an effect on job descriptions. This means hotels achieving 4 and 5 star ratings may have added duties and expectations. For example shift work for front desk coverage, higher standards for assisting persons with special needs, and more stringent regulations.

Human Resources Manager

Description:

Plan, direct, and coordinate activities in order to maximize the strategic use of human resources and maintain functions such as employee compensation, recruitment, personnel policies, and regulatory compliance.

Tasks:

- ★ Identify staff vacancies and recruit, interview and select applicants.
- ★ Administer compensation, benefits and performance management systems, and safety and recreation programs.
- ★ Allocate human resources, ensuring appropriate matches between personnel.
- ★ Provide current and prospective employees with information about policies, job duties, working conditions, wages, opportunities for promotion and employee benefits.
- ★ Perform difficult staffing duties, including dealing with understaffing, refereeing disputes, firing employees, and administering disciplinary procedures.
- ★ Advise managers on organizational policy matters and recommend needed changes.
- ★ Ensure records on all recruiting and hiring activities are properly maintained.
- ★ Oversee all in-house employee training programs.
- ★ Liaise with General Manager to create policy for employees who wish to participate in outside training programs.
- ★ Analyze and modify compensation and benefits policies to establish competitive programs.
- ★ Plan and conduct new employee orientation to foster positive attitude toward organizational objectives.
- ★ Monitor or facilitate performance appraisal programs.
- ★ Ensure compliance with all local and federal employment regulations.
- ★ Manage all labor relations with unions.

- ★ Serve as a link between management and employees by handling questions, interpreting and administering contracts and helping resolve work-related problems.
- ★ Plan, direct, supervise, and coordinate work activities of subordinates and staff relating to employment, compensation, labor relations, and employee relations.
- ★ Effectively operate up-to-date human resources software.

Knowledge:

Personnel and Human Resources — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Law and Government — Knowledge of laws, government regulations, and policies, especially those that influence the tourism sector.

Education and Training — Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Ethics in Tourism— Knowledge of principles and values involved in creating an environment of mutual trust and respect among tourism operators and customers.

Economics and Accounting — Knowledge of economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data.

Psychology — Knowledge of human behavior and performance; individual differences in ability, personality, and interests; learning and motivation; psychological research methods; and the assessment and treatment of behavioral and affective disorders.

Mathematics — Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.

Skills and Abilities:

Management of Personnel Resources — Motivating, developing, and directing people as they work, identifying the best people for the job.

Negotiation — Bringing others together and trying to reconcile differences.

Time Management — Managing one's own time and the time of others.

Quality Control Analysis — Conducting tests and inspections of products, services, or processes to evaluate quality or performance.

Computers and Internet Basics — Functionally operating commonly used computer applications such as Microsoft Word, Excel, and Power Point, in addition to effectively utilizing the internet as a research tool.

Innovation/Creativity — Generating ideas for new and unique methods, activities, products, or services that address an existing need or problem.

Speaking — Talking to others to convey information effectively.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Instructing — Teaching others how to do something.

Problem Sensitivity — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.

Deductive Reasoning — The ability to apply general rules to specific problems to produce answers that make sense.

Luggage Handler (Airport)

Description:

Expedite route movement of incoming and outgoing cargo and freight shipments in airline terminals. Take orders from customers and arrange pickup of freight and cargo for delivery to loading platform. Prepare and examine bills of lading to determine shipping charges and tariffs.

Tasks:

- ★ Negotiate and arrange transport of goods with shipping or freight companies.
- ★ Advise clients on transportation and payment methods.
- ★ Prepare manifests showing baggage, mail, and freight weights, and number of passengers .
- ★ Determine method of shipment and prepare bills of lading, invoices, and other shipping documents.
- ★ Check import/export documentation to determine cargo contents, and classify goods into different fee or tariff groups, using a tariff coding system.
- ★ Estimate freight or postal rates, and record shipment costs and weights
- ★ Enter shipping information into a computer by hand or by using a hand-held scanner that reads bar codes on goods.
- ★ Retrieve stored items and trace lost shipments as necessary.
- ★ Pack goods for shipping, using tools such as staplers, strapping machines, and hammers.
- ★ Notify consignees, passengers, or customers of the arrival of freight or baggage, and arrange for delivery.

Knowledge:

Transportation — Knowledge of principles and methods for moving people or goods by air, including the relative costs and benefits.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Skills and Abilities:

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Time Management — Managing one's own time and the time of others.

Mathematics — Using mathematics to solve problems.

Initiative — Taking actions towards an understood objective, even without an explicit request from a manager.

Coordination — Adjusting actions in relation to others' actions.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Recreation Staff (Hotel or other Lodging Facility)

Description:

Organize, promote, lead, and supervise a range of leisure, fitness and health activities, generally in areas such as the fitness room, swimming pool, sauna, racquet-sports courts, etc.

Tasks:

- ★ Monitor the use of equipment and activities.
- ★ Organize scheduled sporting or leisure events.
- ★ Ascertain and interpret group interests, evaluate equipment and facilities, and adapt activities to meet participant needs.
- ★ Greet new arrivals to activities, introducing them to other participants, explaining facility rules, and encouraging participation.
- ★ Explain principles, techniques, and safety procedures to participants in recreational activities, and demonstrate use of materials and equipment.
- ★ Regularly review and update recreational information packets, prices, and programs
- ★ Ensure the safety of users, staff and equipment.
- ★ Administer first aid according to prescribed procedures, and notify emergency medical personnel when necessary.
- ★ Maintain professional affiliation with local and national recreational organizations.
- ★ Complete and maintain time and attendance forms and inventory lists.
- ★ Confer with management to discuss and resolve participant complaints.
- ★ Ensure the cleanliness and orderliness of all facilities.
- ★ Set up, maintain and dismantle equipment according to the schedule of activities.

Knowledge:

Education and Training — Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Psychology — Knowledge of human behavior and performance; individual differences in ability, personality, and interests; learning and motivation; psychological research methods; and the assessment and treatment of behavioral and affective disorders.

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Public Safety and Security — Knowledge of relevant equipment, policies, procedures, and strategies to promote effective security operations.

Personnel and Human Resources — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.

Skills and Abilities:

Instructing — Teaching others how to do something.

Service Orientation — Actively looking for ways to help people.

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Speaking — Talking to others to convey information effectively.

Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Innovation/Creativity — Generating ideas for new and unique methods, activities, products, or services that address an existing need or problem.

Time Management — Managing one's own time and the time of others.

Management of Personnel Resources — Motivating, developing, and directing people as they work, identifying the best people for the job.

Environmental Awareness — Understanding which types of activities are potentially harmful to the environment and finding alternatives to avoid them.

Information Ordering — The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).

Originality — The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.

Speech Clarity — The ability to speak clearly so others can understand you.

Reservation Sales Agent (Hotel or other Lodging Facility)

Description:

Facilitate the sales and bookings of rooms by effectively handling all incoming reservation requests, including responding to questions regarding rates, facilities, services and special promotions.

Tasks:

- ★ Take phone, fax, or personal reservation requests and accurately input them into the computer system.
- ★ Maintain knowledge about room rates, facilities, services, and room locations so as to effectively respond to inquiries.
- ★ Communicate with travel agencies to coordinate guest and group bookings, hotel occupancy status, and special rates.
- ★ Inform customers about terms and conditions of reservation, including cancellation policies.
- ★ Provide accurate information about the city and the surrounding attractions when asked by guests.
- ★ Mail hotel-specific information sheets and brochures to guests as requested.
- ★ Communicate special guest or group needs to the Front Desk.
- ★ Maintain a working knowledge of the Front Desk and Marketing Department functions.
- ★ Process all customer payments.
- ★ Send out confirmation notices.
- ★ Handle and report to managers all customer complaints and concerns.
- ★ Process cancellations, revisions and information updates on changes.
- ★ Be familiar with all negotiated accounts, their rate structure, package plan and booking procedures.

Knowledge:

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Computer Reservation Systems— Knowledge of products, checking availability of products, and making bookings.

E-Business— Knowledge of how to promote and drive sales towards tourism products through internet-based platforms.

Telecommunications — Knowledge of transmission, broadcasting, switching, control, and operation of telecommunications systems.

Mathematics — Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.

Psychology — Knowledge of human behavior and performance; individual differences in ability, personality, and interests; learning and motivation; psychological research methods; and the assessment and treatment of behavioral and affective disorders.

Clerical — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.

Skills and Abilities:

Service Orientation — Actively looking for ways to help people.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Computers and Internet Basics — Functionally operating commonly used computer applications such as Microsoft Word, Excel, and Power Point, in addition to effectively utilizing the internet as a research tool.

Speaking — Talking to others to convey information effectively.

Information Technology (IT)— Understanding how to design and operate computer-based information systems, particularly software applications and computer hardware.

Initiative — Taking actions towards an understood objective, even without an explicit request from a manager.

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Memorization — The ability to remember information such as words, numbers, pictures, and procedures.

Oral Expression — The ability to communicate information and ideas in speaking so others will understand.

Number Facility — The ability to add, subtract, multiply, or divide quickly and correctly.

Sales and Marketing Director (Hotel or other Lodging Facility)

Description:

Lead all aspects of revenue generation at the hotel including catering, conference, and room sales while also managing all public relations, promotions and advertising efforts in order to achieve strategic goals and maximize profit potential.

Tasks:

- ★ Prepare and implement a marketing plans to provide direction and specific plans of action.
- ★ Create and constantly review the market mix that is being utilized to market the property.
- ★ Develop strategies for forecasting and analyzing sales/marketing.
- ★ Evaluate all financial aspects of the sales/marketing efforts throughout the hotel to ensure cost effectiveness.
- ★ Establish prices for the property's product line.
- ★ Create and present promotional rates, packages and programs.
- ★ Train sales reservation agents and other staff.
- ★ Support, as necessary, all efforts of the sales and marketing team.
- ★ Develop and implement annual goals, objectives and budgets for the Sales & Marketing department.
- ★ Understand and utilize customer relationship management (CRM) software programs.
- ★ Constantly explore new products and services, evaluating potential return on investment versus potential costs.
- ★ Effectively coordinate sales and marketing efforts between sales, food & beverage, rooms, and all other related departments.
- ★ Monitor the property's competitive set and implement sales/pricing strategies, service and product improvements to stay competitive.

- ★ Stay atop general industry trends.
- ★ Act in a consultative capacity to the General Manager on sales/marketing issues.
- ★ Confer with department managers to continually develop product offerings.
- ★ Establish, develop and maintain client base of business through direct outside and inside sales effort.

Knowledge:

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

E-Business— Knowledge of how to promote and drive sales towards tourism products through internet-based platforms.

Specialty/Niche Markets— Knowledge of how to identify potentially lucrative markets, research their characteristics, and target them through marketing activities.

Economics and Accounting — Knowledge of economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data.

Computer Reservation Systems— Knowledge of how to operate these types of programs, including placement of products, checking availability of products, and making bookings.

Personnel and Human Resources — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.

Product Packaging— Knowledge of how to combine various products and services into one package according to the desires of the target market segment while achieving cost savings both for the company and customer.

Mathematics — Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.

Skills and Abilities:

Management of Financial Resources — Determining how money will be spent to get the work done, and accounting for these expenditures.

Service Orientation — Actively looking for ways to help people.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism).

Persuasion — Persuading others to change their minds or behavior.

Business Management — Understanding the tools and techniques required to steer a business towards effective operations and profitability.

Innovation/Creativity — Generating ideas for new and unique methods, activities, products, or services that address an existing need or problem.

Negotiation — Bringing others together and trying to reconcile differences.

Leadership — Motivating and coordinating group members towards a common established goal.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Computers and Internet Basics — Functionally operating commonly used computer applications such as Microsoft Word, Excel, and Power Point, in addition to effectively utilizing the internet as a research tool.

Information Technology (IT) — Understanding how to design and operate computer-based information systems, particularly software applications and computer hardware.

Learning Strategies — Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.

Monitoring — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

Instructing — Teaching others how to do something.

Quality Control Analysis — Conducting tests and inspections of products, services, or processes to evaluate quality or performance.

Oral Expression — The ability to communicate information and ideas in speaking so others will understand.

Originality — The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.

Fluency of Ideas — The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).

It must be noted that hotel rating systems have an effect on job descriptions. This means hotels achieving 4 and 5 star ratings may have added duties and expectations. For example shift work for front desk coverage, higher standards for assisting persons with special needs, and more stringent regulations.

Tourist Guide

Description:

Lead groups of tourists on sightseeing tours or excursions in a wide range of locations, providing commentary about points of interest and ensuring the safety and comfort of tour group members.

Tasks:

- ★ Describe tour points of interest to group members, and respond to questions.
- ★ Greet and register visitors, and issue any required identification badges or safety devices.
- ★ Provide information about wildlife varieties and habitats, as well as any relevant regulations, such as those pertaining to hunting and fishing.
- ★ Offer specialist knowledge in areas such as history, culture, art, or architecture.
- ★ Research environmental conditions and clients' skill and ability levels in order to plan expeditions, instruction, and commentary that are appropriate.
- ★ Accommodate all client requests to ensure their satisfaction.
- ★ Make local arrangements for food and accommodation at stop over points.
- ★ Arrange for transportation for guests during tour, as well as before and after.
- ★ Distribute brochures, show audiovisual presentations, and explain establishment processes and operations at tour sites.
- ★ Monitor visitors' activities to ensure compliance with establishment or tour regulations and safety practices.
- ★ Address all client complaints.
- ★ Provide for physical safety of groups, performing such activities as providing first aid and directing emergency evacuations.

Knowledge:

Armenian History — Knowledge of Armenian historical events and their causes, indicators, and effects on civilizations and cultures including knowledge of Religion, culture, art, architecture, and economy.

Armenian Flora and Fauna — Knowledge of how to identify and describe key features of flora and fauna found in Armenia.

Geography — Knowledge of principles and methods for describing the features of land, sea, and air masses, including their physical characteristics, locations, interrelationships, and distribution of plant, animal, and human life.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Public Safety and Security — Knowledge of relevant equipment, policies, procedures, and strategies to promote effective security operations.

Protected Areas and Ecotourism Management— Knowledge of principles and methods involved in practicing sustainable tourism in ecologically sensitive areas.

Ethics in Tourism— Knowledge of principles and values involved in creating an environment of mutual trust and respect among tourism operators and customers.

Skills and Abilities:

Speaking — Talking to others to convey information effectively.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Active Learning — Understanding the implications of new information for both current and future problem-solving and decision-making.

Environmental Awareness — Understanding which types of activities are potentially harmful to the environment and finding alternatives to avoid them.

Instructing — Teaching others how to do something.

Leadership —Motivating and coordinating group members towards a common established goal.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Time Management — Managing one's own time and the time of others.

Information Ordering — The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).

Oral Expression — The ability to communicate information and ideas in speaking so others will understand.

Speech Clarity — The ability to speak clearly so others can understand you.

First Aid – Needs a general knowledge of first aid and practical procedures to assist someone who may be come injured or ill while on a tour. Including how to provide immediate aid and how to secure proper medical attention.

Tour Operator/Travel Agency Manager

Description:

Direct and co-ordinate sales development, staff/financial management, product development, marketing, and daily operational management of tour operator, travel agency, or tour staff.

Tasks:

- ★ Promote and market the business, sometimes to new and "niche" markets.
- ★ Manage budgets and maintain statistical/financial records.
- ★ Sell travel products and tour packages.
- ★ Source products and destinations, to meet consumer demands.
- ★ Take part in familiarization visits to new destinations, in order to gain information on issues and amenities of interest to consumers.
- ★ Develop new products and tours to meet the needs of the target market.
- ★ Determine pricing of new products, based upon cost inputs and projected sales.
- ★ Travel to proposed tour sites to ensure the attractions and facilities fit with customer interests.
- ★ Liaise with travel partners, including airlines and hotels, to manage bookings and schedules often one year in advance.
- ★ Deal with customer enquiries and aim to meet their expectations.
- ★ Oversee the smooth, efficient running of the business.
- ★ Oversee the recruitment, selection and retention of staff, payroll matters, and staff training.
- ★ Communicate with staff and provide encouragement, help and advice.
- ★ Periodically survey customers to gauge their satisfaction with services provided.
- ★ Deal with customer complaints.
- ★ Plan work schedule and assigns tasks and responsibilities.

- ★ Make and confirm travel and accommodation bookings, arrange group holidays, tours and individual itineraries.
- ★ Advise on currency and passport/visa regulations and any necessary health precautions needed.

Knowledge:

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Product Development — Knowledge of how to create quality products that responds to the needs of the target market.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services including customer needs assessment, meeting quality service standards, and evaluation of customer satisfaction.

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Product Packaging— Knowledge of how to combine various products and services into one package according to the desires of the target market segment while achieving cost savings both for the company and customer.

Economics and Accounting — Knowledge of economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data.

Specialty/Niche Markets— Knowledge of how to identify potentially lucrative markets, research their characteristics, and target them through marketing activities.

Computer Reservation Systems— Knowledge of how to operate these types of programs, including placement of products, checking availability of products, and making bookings.

Personnel and Human Resources — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.

E-Business— Knowledge of how to promote and drive sales towards tourism products through internet-based platforms.

Business Planning — Knowledge of principles and methods involved in creating a business plan for a new product or service, including establishment of objectives, a target market, and a pricing strategy.

Protected Areas and Ecotourism Management— Knowledge of principles and methods involved in practicing sustainable tourism in ecologically sensitive areas.

Cultural Heritage Management— Knowledge of how to preserve cultural heritage sites or traditions by generating funds through sustainable tourism opportunities.

Community Tourism Management— Knowledge of how to create and sustain tourism products that provide economic benefits to communities while minimizing negative social and environmental impacts.

Geography — Knowledge of principles and methods for describing the features of land, sea, and air masses, including their physical characteristics, locations, interrelationships, and distribution of plant, animal, and human life.

Transportation — Knowledge of principles and methods for moving people or goods by air, rail, sea, or road, including the relative costs and benefits.

Events and Conference Management— Knowledge of how to manage a major event, including promotion, invitations, room layouts, catering, public relations, and other logistical details.

Ethics in Tourism— Knowledge of principles and values involved in creating an environment of mutual trust and respect among tourism operators and customers.

Skills and Abilities:

Management of Financial Resources — Determining how money will be spent to get the work done, and accounting for these expenditures.

Coordination — Adjusting actions in relation to others' actions.

Monitoring — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Environmental Awareness — Understanding which types of activities are potentially harmful to the environment and finding alternatives to avoid them.

Instructing — Teaching others how to do something.

Business Management — Understanding the tools and techniques required to steer a business towards effective operations and profitability.

Learning Strategies — Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.

Negotiation — Bringing others together and trying to reconcile differences.

Computers and Internet Basics — Functionally operating commonly used computer applications such as Microsoft Word, Excel, and Power Point, in addition to effectively utilizing the internet as a research tool.

Quality Control Analysis — Conducting tests and inspections of products, services, or processes to evaluate quality or performance.

Information Technology (IT)— Understanding how to design and operate computer-based information systems, particularly software applications and computer hardware.

Persuasion — Persuading others to change their minds or behavior.

Time Management — Managing one's own time and the time of others.

Mathematics — Using mathematics to solve problems, for logistics, finances, and business economics.

Information Ordering — The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).

Numeric Skills — The ability to perform basic mathematical functions quickly, accurately, to apply this ability to the job, such as time or schedules.

Tour Operator Staff

Description:

Develop, plan, promote, administer, and sell tour products either directly to the consumer as a retailer, or to the travel agent as a wholesaler. Then evaluate products for quality and make recommendations for continued use.

Tasks:

- ★ Plan tour itineraries, applying knowledge of travel routes and destination sites.
- ★ Sell travel packages.
- ★ Resolve any problems with itineraries, service, or accommodations.
- ★ Verify amounts and quality of equipment prior to expeditions or tours.
- ★ Arrange for tour or expedition details such as accommodations, transportation, equipment, and the availability of medical personnel.
- ★ May be called upon to lead individuals or groups to tour site locations and describe points of interest.
- ★ May need to give advice on directions, sightseeing and shopping.
- ★ Attend to special needs of tour participants.
- ★ Evaluate services received on the tour, and report findings to tour organizers.
- ★ Determine pricing of new products, based upon cost inputs and projected sales.
- ★ Travel to proposed tour sites to ensure the attractions and facilities fit with customer interests.
- ★ Handle any customer complaints and report them to management.
- ★ Pay bills and record checks issued.

Knowledge:

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs

assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Geography — Knowledge of principles and methods for describing the features of land, sea, and air masses, including their physical characteristics, locations, interrelationships, and distribution of plant, animal, and human life.

Product Development — Knowledge of how to create quality products that responds to the needs of the target market.

Product Packaging— Knowledge of how to combine various products and services into one package according to the desires of the target market segment while achieving cost savings both for the company and customer.

Specialty/Niche Markets— Knowledge of how to identify potentially lucrative markets, research their characteristics, and target them through marketing activities.

Clerical — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.

Transportation — Knowledge of principles and methods for moving people or goods by air, rail, sea, or road, including the relative costs and benefits.

Economics and Accounting — Knowledge of economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data.

Protected Areas and Ecotourism Management— Knowledge of principles and methods involved in practicing sustainable tourism in ecologically sensitive areas.

Cultural Heritage Management— Knowledge of how to preserve cultural heritage sites or traditions by generating funds through sustainable tourism opportunities.

Community Tourism Management— Knowledge of how to create and sustain tourism products that provide economic benefits to communities while minimizing negative social and environmental impacts.

Armenian History — Knowledge of Armenian historical events and their causes, indicators, and effects on civilizations and cultures including knowledge of Religion, culture, art, architecture, and economy.

Ethics in Tourism— Knowledge of principles and values involved in creating an environment of mutual trust and respect among tourism operators and customers.

Skills and Abilities:

Initiative — Taking actions towards an understood objective, even without an explicit request from a manager.

Negotiation — Bringing others together and trying to reconcile differences.

Service Orientation — Actively looking for ways to help people.

Computers and Internet Basics — Functionally operating commonly used computer applications such as Microsoft Word, Excel, and Power Point, in addition to effectively utilizing the internet as a research tool.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism).

Environmental Awareness — Understanding which types of activities are potentially harmful to the environment and finding alternatives to avoid them.

Persuasion — Persuading others to change their minds or behavior.

Time Management — Managing one's own time and the time of others.

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Environmental Awareness — Understanding which types of activities are potentially harmful to the environment and finding alternatives to avoid them.

Number Facility — The ability to add, subtract, multiply, or divide quickly and correctly.

Tourist Information Center Assistant

Description:

Answer questions and provide information to visitors and local businesses about tourist attractions, events, accommodation, transport and other facilities in the region and nationwide.

Tasks:

- ★ Ensure that the centre is well presented, organized, easy to use and accessible.
- ★ Deal with visitor enquiries in person, by phone, by email and by post.
- ★ Help create tourist maps, events calendars, price lists, and other informational materials that can be given to visitors.
- ★ Distribute promotional materials according to visitor requests
- ★ Operate accommodation booking services and sell tickets for travel and local events.
- ★ Gather information about and work with local businesses and tourist attractions.
- ★ Assist members of the press with any information needs.
- ★ Keep up to date with any changes in tourist activities and events.
- ★ Publicize the center's services.
- ★ Stock and sell merchandise.
- ★ Collect and tabulate basic visitor information, which can be fed into a tourism visitation statistics system.

Knowledge:

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Clerical — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.

Transportation — Knowledge of principles and methods for moving people or goods by air, rail, sea, or road, including the relative costs and benefits.

Armenian History — Knowledge of Armenian historical events and their causes, indicators, and effects on civilizations and cultures.

Skills and Abilities:

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Service Orientation — Actively looking for ways to help people.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.

Initiative — Taking actions towards an understood objective, even without an explicit request from a manager.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Computers and Internet Basics — Functionally operating commonly used computer applications such as Microsoft Word, Excel, and Power Point, in addition to effectively utilizing the internet as a research tool.

Speaking — Talking to others to convey information effectively.

Active Learning — Understanding the implications of new information for both current and future problem-solving and decision-making.

Coordination — Adjusting actions in relation to others' actions.

Travel Agent

Description:

Advise clients on travel options and tour packages, make bookings and reservations, prepare tickets, and receive payments.

Tasks:

- ★ Converse with customer to determine destination, mode of transportation, travel dates, financial considerations, and accommodations required.
- ★ Compute cost of travel and accommodations, using calculator, computer, carrier tariff books, and hotel rate books, or quote package tour's costs.
- ★ Book transportation and hotel reservations, using computer reservation systems.
- ★ Provide written confirmations for all bookings made.
- ★ Plan, describe, arrange, and sell itinerary tour packages and promotional travel incentives offered by various travel carriers.
- ★ Print or request transportation carrier tickets, using computer printer system or system link to travel carrier.
- ★ Handle all complaints and report to management.
- ★ Provide customer with advice or publications containing travel information, such as local customs, points of interest, or foreign country regulations.
- ★ Have an understanding of all products sold, including main attributes, best times of year to visit, former customers' feedback, and competitive products and destinations.
- ★ Collect payment for transportation and accommodations from customer.
- ★ Document all financial transactions.

Knowledge:

Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Computer Reservation Systems— Knowledge of how to operate these types of programs, including placement of products, checking availability of products, and making bookings.

Geography, History, and Points of Interest — Knowledge of how to describe the features of land, sea, and air masses, including their physical characteristics, locations, interrelationships, and distribution of plant, animal, and human life, so that proper planning and logistics can be made in addition to explanations to customers.

E-Business— Knowledge of how to promote and drive sales towards tourism products through internet-based platforms.

Transportation — Knowledge of principles and methods for moving people or goods by air, rail, sea, or road, including the relative costs and benefits.

Specialty/Niche Markets— Knowledge of how to identify potentially lucrative markets, research their characteristics, and target them through marketing activities.

Clerical — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.

Ethics in Tourism— Knowledge of principles and values involved in creating an environment of mutual trust and respect among tourism operators and customers.

Skills and Abilities:

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Service Orientation — Actively looking for ways to help people.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism).

Information Technology (IT)— Understanding how to design and operate computer-based information systems, particularly software applications and computer hardware.

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

Computers and Internet Basics — Functionally operating commonly used computer applications such as Microsoft Word, Excel, and Power Point, in addition to effectively utilizing the internet as a research tool.

Speaking — Talking to others to convey information effectively.

Initiative — Taking actions towards an understood objective, even without an explicit request from a manager.

Time Management — Managing one's own time and the time of others.

Active Learning — Understanding the implications of new information for both current and future problem-solving and decision-making.

Coordination — Adjusting actions in relation to others' actions.

Persuasion — Persuading others to change their minds or behavior.

Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.

Numeric Skills — The ability to perform basic mathematical functions quickly, accurately, to apply this ability to the job, such as time or schedules.

Information Ordering — The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).

University Tourism Lecturer

Description:

Design, prepare, deliver and evaluate learning activities that increase students' tourism knowledge and skills.

Tasks:

- ★ Plan, evaluate, and revise curricula, course content, and course materials and methods of instruction.
- ★ Prepare course materials such as syllabi, homework assignments, and handouts.
- ★ Maintain student attendance records, grades, and other required records.
- ★ Prepare and deliver lectures to undergraduate and/or graduate students.
- ★ Compile, administer, and grade examinations, or assign this work to others.
- ★ Initiate, facilitate, and moderate classroom discussions.
- ★ Evaluate and grade students' class work, assignments, and papers.
- ★ Maintain regularly scheduled office hours in order to advise and assist students.
- ★ Resolve conflicts that may arise among students.
- ★ Conduct research in order to further knowledge within the particular area of tourism that is being studied.
- ★ Publish and disseminate results of research activities.
- ★ Advise students on academic and vocational curricula, and on career issues.
- ★ Keep abreast of developments in their field by reading current literature, talking with colleagues, and participating in professional organizations and conferences.
- ★ Report regularly to the dean or department director regarding courses, research, and the student body.

Knowledge:

Education and Training — Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.

Research Methods — Knowledge of effective design and implementation of research projects.

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Psychology — Knowledge of human behavior and performance; individual differences in ability, personality, and interests; learning and motivation; psychological research methods; and the assessment and treatment of behavioral and affective disorders.

Ethics in Tourism— Knowledge of principles and values involved in creating an environment of mutual trust and respect among tourism operators and customers.

Mathematics — Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.

Skills and Abilities:

Instructing — Teaching others how to do something.

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

Speaking — Talking to others to convey information effectively.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Writing — Communicating effectively in writing as appropriate for the needs of the audience.

Leadership — Motivate and coordinating group members towards a common established goal.

Learning Strategies and Pedagogical Skills— Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Time Management — Managing one's own time and the time of others.

Computers and Internet Basics — Functionally operating commonly used computer applications such as Microsoft Word, Excel, and Power Point, in addition to effectively utilizing the internet as a research tool.

Monitoring — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

Oral Expression — The ability to communicate information and ideas in speaking so others will understand.

Fluency of Ideas — The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).

Speech Clarity — The ability to speak clearly so others can understand you.

Waiting Staff

Description:

Take orders and serve food and beverages to patrons at tables in the dining establishment.

Tasks:

- ★ Prepare tables with tablecloths, placemats, utensils, condiments, and other standard settings
- ★ Greet customers and present them with menus.
- ★ Inform customers of daily specials.
- ★ Understand all menu items, including ingredients and method of preparation.
- ★ Answer questions about menu items, making recommendations upon request.
- ★ Take orders from patrons for food or beverages.
- ★ Write patrons' food orders on order slips, memorize orders, or enter orders into computers (if applicable) for transmittal to kitchen staff.
- ★ Check patrons' identification to ensure that they meet minimum age requirements for consumption of alcoholic beverages.
- ★ Serve food or beverages to patrons, and prepare or serve specialty dishes at tables as required.
- ★ Check with customers to ensure that they are enjoying their meals and take action to correct any problems.
- ★ Perform side jobs as needed.
- ★ Remove dishes and glasses from tables or counters, and take them to kitchen for cleaning.
- ★ Prepare checks that itemize and total meal costs and sales taxes.
- ★ Collect payments from customers.

Knowledge:

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs

assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Promoting products — Knowledge of principles and methods for showing, promoting, and selling products or food items. This includes marketing strategy and tactics, product demonstration, or offering alternatives.

Skills and Abilities:

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Initiative — Taking actions towards an understood objective, even without an explicit request from a manager.

Service Orientation — Actively looking for ways to help people.

Foreign Language — Communicating effectively in a foreign language (English generally being the most useful in tourism)

Coordination — Adjusting actions in relation to others' actions.

Active Learning — Understanding the implications of new information for both current and future problem-solving and decision-making.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.

Memorization — The ability to remember information such as words, numbers, pictures, and procedures.

Steady Hand-Arm — The ability to keep your hand and arm steady while moving your arm or while moving and carrying items.

It must be noted that hotel rating systems have an effect on job descriptions. This means hotels achieving 4 and 5 star ratings may have added duties and expectations. For example shift work for front desk coverage, higher standards for assisting persons with special needs, and more stringent regulations.

USEFUL RESOURCES

Emerit (Canadian Tourism Human Resources Council):
http://www.emerit.ca/eng/page.aspx?id=training_tools3.htm#list

International Labor Organization (ILO):
<http://www.ilo.org/public/english/bureau/stat/isco/isco88/alpha.htm>

O*Net OnLine (United States Department of Labor):
<http://online.onetcenter.org/>

Prospects (UK's Official Graduate Careers Website):
<http://www.prospects.ac.uk/>

SOC 2000 (UK Office for National Statistics):
http://www.statistics.gov.uk/methods_quality/ns_sec/soc2000.asp