



**OCCUPATIONAL JOB STRUCTURES FOR
TOURISM AND HOSPITALITY SECTOR**

(Struktur Pekerjaan Bagi Sektor

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1. EXECUTIVE SUMMARY

In order to complete the Occupational Analysis on the Tourism and Hospitality sector, all the information related to the Malaysian Tourism and Hospitality industry was gathered through literature survey and interviews with the industry experts from the public and private sectors. A workshop was held in an attempt to get a better understanding of the organisational structure, job titles, hierarchy objectives and primary activities of the job titles.

In Malaysia, the Tourism and Hospitality sector has a very strong potential to offer great opportunities in terms of employment as well as business especially in hotel and accommodation. Besides that, with strong government and private support, this sector could expand more in the future.

The Tourism and Hospitality sector as well as other related sectors will be developed further under the Third Industrial Master Plan (IMP3) 2000-2006, to transform them into a strategic enabler to support and contribute directly to the growth of the economy. The Tourism and Hospitality sub sectors include Accommodation, Food and Beverages, Travel Agent, Housekeeping, Front Office and Kitchen.

Lack of skilled workers is identified as one (1) of the factors affecting the Tourism and Hospitality industry. Efforts to conduct the Occupational Analysis in the Tourism and Hospitality industry followed by developing the relevant National Occupational Skills Standard documents and training manuals by the Department of Skills Development are timely.

2. CONCEPT AND STRUCTURE OF THE MALAYSIAN OCCUPATIONAL SKILLS QUALIFICATION FRAMEWORK (MOSQF)

The Malaysia Occupational Skills Qualification Framework (MOSQF) is a framework that will be a unified system to bind and interlink all the qualifications awarded in Malaysia. The MOSQF will serve as an instrument that develops and classifies qualifications based on a set of criteria that are approved nationally and is at par with international good practices at the level of learning attained by the learners. This includes learning outcomes achieved and thus clarifying levels of learning. The criteria will be used and accepted by all Department of Skills Development (DSD) accredited centres. The MOSQF is developed based on the Malaysian Qualifications Framework (MQF) and also based on frameworks used and referenced by other countries such as England, Wales & Northern Ireland, Australia, New Zealand and Europe. Therefore the MOSQF will enable it to become a translation device to make qualifications more readable and understandable across different countries. The framework was developed in order to improve the current national training system for all parties of interest such as individuals, skills training providers, the Government, associations, professional bodies, the industry and the Malaysian community. The MOSQF has defined eight (8) levels of qualifications in four sectors of education. The four (4) sectors of education are the:

- Skills sector;
- Vocational and technical sector;
- Life-long learning sector; and
- Higher education (university) sector.

The eight (8) levels of qualifications can be seen in *Figure 2.1: MOSQF – Four (4) Higher Education Sectors & Eight (8) Qualifications Levels*.

QUALIFICATION /LEVELS	SECTORS			LIFELONG LEARNING
	SKILLS	VOCATIONAL AND TRAINING	HIGHER EDUCATION	
8	Malaysian Skills Higher Meister		Doctoral Degree	Accreditation for Prior Experiential Learning (APEL)
7	Malaysian Skills Meister		Master's Degree	
			Postgraduate Certificate & Diploma	
6	Malaysian Skills Higher Advanced Diploma		Bachelor's Degree	
			Graduate Certificate & Diploma	
5	Malaysian Skills Advanced Diploma	Advanced Diploma	Advanced Diploma	
4	Malaysian Skills Diploma	Diploma	Diploma	
3	Malaysian Skills Certificate 3	Vocational & Technical Certificate	Certificate	
2	Malaysian Skills Certificate 2			
1	Malaysian Skills Certificate 1			

Figure 2.1: MOSQF – Four (4) Higher Education Sectors & Eight (8) Qualifications Levels

Source: MOSQ Division, Department of Skills Development

Date Reviewed: June 2008

**MALAYSIA OCCUPATIONAL SKILLS QUALIFICATION FRAMEWORK
(MOSQF)**

Level	Level Description
1	Achievement at this level reflects the ability to use relevant knowledge, skills and procedures to complete routine and predictable tasks that include responsibility for completing tasks and procedures subject to direction or guidance
2	Achievement at this level reflects the ability to select and use relevant knowledge, ideas , skills and procedures to complete well-defined tasks and address straightforward problem . It includes taking responsibility for completing tasks and procedures, and exercising autonomy and judgment subject to overall direction or guidance
3	Achievement at this level reflects the ability to identify and use relevant understanding , methods and skills to complete task and address problems that are well defined with a measure of complexity . It includes taking responsibility for initiating and completing tasks and procedures as well as exercising autonomy and judgments within limited parameter . It also reflects awareness of different perspectives or approaches within an area of study or work
4	Achievement at this level reflects the ability to identify and use relevant understanding, methods and skills to address problems that are well defined but complex and non-routine . It includes taking responsibility for overall courses of action as well as exercising autonomy and judgment within fairly broad parameters . It also reflects under-standing of different perspective or approaches within an area of study or work
5	Achievement at this level reflects the ability to identify and use relevant understanding, methods and skills to address broadly-defined, complex problems . It includes taking responsibility for planning and developing courses of action as well as exercising autonomy and judgment within broad parameters. It also reflects understanding of different perspectives, approaches or schools of thought and the reasoning behind them

Level	Level Description
6	Achievement at this level reflects the ability to refine and use relevant understanding, methods and skills to address complex problems that have limited definition . It includes taking responsibility for planning and developing courses of action that are able to underpin substantial change or development, as well as exercising broad autonomy and judgment . It also reflects an understanding of different perspectives, approaches of schools of thought and the theories that underpin them
7	Achievement at this level reflects the ability to reformulate and use relevant understanding, methodologies and approaches to address problematic situations that involve many interacting factors. It includes taking responsibility for planning and developing courses of action that initiate or underpin substantial change or development, as well as exercising broad autonomy and judgment. It also reflects an understanding of theoretical and relevant methodological perspectives, and how they affect their area of study or work
8	Achievement at this level reflects the ability to develop original understanding and extend an area of knowledge or professional practice. It reflects the ability to address problematic situations that involve many complexes, interacting factors through initiating, designing and undertaking research, development or strategic activities. It involves the exercise of broad autonomy, judgement and leadership in sharing responsibility for the development of a field of work or knowledge, or for creating substantial professional or organisational change. It also reflects a critical understanding of relevant theoretical and methodological perspectives and how they affect the field of knowledge or work.

Figure 2.2: Malaysia Occupational Skills Qualification Framework (MOSQF) Levels Description

Source: MOSQ Division, Department of Skills Development

Date Reviewed: 2 April 2008

3. TOURISM AND HOSPITALITY INDUSTRY IN MALAYSIA – BACKGROUND OF THE SECTOR

3.1 PREAMBLE

Tourism is vital for many countries, such as the U.A.E, Egypt, Greece and Thailand, and many island nations, such as The Bahamas, Fiji, Maldives and the Seychelles, due to the large intake of money for businesses and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services, such as airlines, cruise ships and taxis, hospitality services, such as accommodations, including hotels and resorts, and entertainment venues, such as amusement parks, casinos, shopping malls, various music venues and the theatre.

The Malaysian Government has developed national development plans such as the Ninth Malaysian Plan and the Third Industrial Master Plan that are targeted at positioning Malaysia's long-term competitiveness to meet the challenges of a fast changing global economic environment. Among the thrusts of these development plans are to sustain the Tourism and Hospitality services sector as a major source of growth.

The supply of a competent workforce with the requisite skills in key sectors of Malaysia's economy, particularly in Tourism and Hospitality will be increased in line with industry demand. In addition, the intake into local skills training institutes and institutions of higher learning as well as the offering of emphasised courses will be expanded. Public-private sector collaboration for example the knowledge workers skills development program will also be promoted in specific areas. University and industry collaboration and linkage will be enhanced to improve curriculum design to produce graduates with the relevant knowledge and skills required by the industry.

3.2 DEFINITION OF TOURISM AND HOSPITALITY

Hospitality refers to the relationship between a guest and a host, and it also refers to the act or practice of being hospitable, that is, the reception and entertainment of

guests, visitors, or strangers, with liberality and goodwill. Hospitality frequently refers to the hospitality industry such as positions in hotels, restaurants, casinos, catering, resorts, clubs and any other service position that deals with tourists. Hospitality is about compensating/equalising a stranger to the host, making him feel protected and taken care of, and at the end of his hosting, guiding him to his next destination. Hospitality is also known as the act of generously providing care and kindness to whoever is in need.

Tourism is travel for recreational, leisure or business purposes. The WTO (World Tourism Organization) defines **tourists** as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

One of the earliest definitions of tourism was provided by the Austrian economist in 1910, who defined it as, "bob total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region."

Hunziker and Krapf, in 1941, defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity." In 1976 Tourism Society of England defined it as "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." In 1981 International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment.

3.3 CURRENT ANALYSIS OF THE TOURISM AND HOSPITALITY INDUSTRY

YEAR	ARRIVALS	RECEIPTS
2003	10.5 million	21,291.1 million
2004	15.70 million	29,651.4 million
2005	16.43 million	31,954.1 million
2006	17.45 million	36,271.7 million
2007	20.9 million	46070.0 million
2008	22.0 million	49561.2 million

Table 3.1: Tourist Arrivals and Receipts to Malaysia

*Source: Tourism Malaysia
Date Reviewed: 29 October 2009*

Malaysia welcomed 22,052,488 tourists in 2008, an increase of 5.1% year on year (y-o-y) and slightly above Government predictions of a 4% rise. The country had a particularly strong December, when 2,058,684 million arrivals represented a 9.2% increase y-o-y.

Singapore was again the most important source market for in-bound tourists, contributing 49.9% of the total arrivals. Other key markets included Indonesia (11.0%), Thailand (6.8%), Brunei (4.9%), China (including Hong Kong & Macau) (4.3%), India (2.5%), Japan (2.0%), Australia (1.9%), the Philippines (1.8%) and the United Kingdom (1.7%).

Various sources report that the MICE market is worth around \$30 billion a year worldwide. Some countries rely heavily on the MICE segment – 30% of Singapore’s tourism revenue is from MICE, and Malaysia is specifically targeting the MICE market, running schemes such as the Meet and Experience campaign. Worldwide, at least 50 million trips are taken each year for MICE purposes. The

MICE segment is exhibiting encouraging growth potential, with Russia, India and China likely to drive the market.

Companies tend to choose meeting locations based upon their core business values and relative expensiveness. They do not stray too far from their headquarters. The incentives market is slightly more diverse with firms liable to send employees to more exotic long haul destinations. An increasing recognition that motivational programmes are important for staff retention means that the incentives market will increase in the coming years. Whilst the MICE market is expected to continue to exhibit moderate growth, it is dependent upon the prevailing economic circumstances.

At this stage, with the global economic slowdown set to have a significant impact on tourism industries around the globe, therefore the time is right to make some slight downwards revisions for the tourism industry forecasts. However Malaysia still remains bullish on the long term prognosis for Malaysian tourism, which continues to benefit from strong government support and a relatively secure and stable political situation.

3.4 POLICIES, ASSOCIATIONS AND DEVELOPMENT PLAN FOR THE TOURISM AND HOSPITALITY INDUSTRY

(i) Tourism and Hospitality and the Ninth Malaysia Plan

Malaysia launched the Ninth Malaysia Plan (2006-2010) on the 31st of March 2006. One of the objectives of the Plan is to position the country to achieve developed nation status by 2020. In this plan period, the incoming tourist to Malaysia will increase for the average of 8.4 percent per year and will achieve 24.6 million towards year 2010. Besides that, the income for the tourism industry is expected for the year rate, 13.9 averages to RM 59.4 billion in the year of 2010 and also expected will contribute a large amount of income in service.

This industry's endurance was the result of actively engaged public and private sectors in stimulating promotion and marketing, diversifying the market target to attract tourists to visit Malaysia.

The World Tourism Organization estimates worldwide tourist arrival to reach 1.0 billion near 2010. Of that number 791 million or 80 percent are regional tourists while the East Asian region and Pacific are expected to accept 200 millions. The incrimination of effort under Indonesia- Malaysia-Thailand triangle's organisation expects enhanced activity of tourism across borders.

The Ninth Malaysia Plan (RMK 9) has concerted efforts towards realising industry potential to increase the contribution of the services sector specifically and to the overall economy.

(ii) The Third Industrial Malaysia Plan (IMP3)

Besides the Ninth Malaysia Plan, the Malaysian Government has also launched the Third Industrial Master Plan (IMP3) (2006-2020). IMP3 will be targeted at positioning Malaysia's long-term competitiveness to meet the challenges of a fast changing global economic environment. IMP3 also focuses on the further development and growth of the services sector, where the non-Government services will grow at an average annual rate of 7.5 percent. The services sector is also known as a major contributor to the growth of the Malaysian economy. The tourism services are one of the sub-sectors in our economy identified for further development during the IMP3 period.

During the IMP3 period, with greater liberalisation, more new services will be introduced in the tourism sector. Hotels, restaurants, and transportation that support the Tourism sector are also the main contributors of the services sector to GDP besides others.

Under the ASEAN Framework Agreement on Services, Malaysia had made commitments to liberalise the services sector through expanding and

deepening the General Agreement on Trade in Services (GATS) commitments, covering all modes of supply for common sectors and sub-sectors.

(iii) Ministry Of Tourism Malaysia

The vision of the ministry is to develop Malaysia into a leading tourism location and the mission is to implement the National Tourism Policy towards making the tourism industry the nation's main source of income for the socio-economic development of the country. The National Tourism Policy is to turn the tourism industry into a major, sustainable, viable and quality sector which contributes to the socio-economic development of the country. The objectives of the Ministry Of Tourism Malaysia are:

- To develop a sustainable tourism industry in order to generate a major source of income for the country;
- To promote the tourism sector professionally, efficiently and continuously to meet the needs and preferences of foreign and local tourist; and
- To strengthen and upgrade a quality service delivery system in order to ensure tourist satisfaction.

The functions of the Ministry Of Tourism Malaysia are:

- To formulate the national tourism policy to achieve the Ministry's vision, mission and objectives;
- To implement policies pertaining to the progress and development of the tourism industry; and
- To co-ordinate, monitor and evaluate the effectiveness of tourism programmes.

(iv) Malaysian Association of Tour & Travel Agent

Thirty three years ago, in 1975, a group of travel and tour agents initiated an association to represent their interests. That association, aptly named Malaysian Association of Tour and Travel Agents or MATTA for short, started with 30 members. The founder of MATTA was the late Mr Loh Yit Lock who was also the 1st President.

Today, MATTA boasts a membership of over 2,007 members, comprising local tour and travel organizations as well as numerous overseas affiliations. It is also the national umbrella representative body for the entire travel industry in the country. With a full time secretariat in Kuala Lumpur, its headquarters, MATTA has state chapters in Kedah, Penang, Perak, Melaka, Negeri Sembilan, Pahang, Terengganu, Kelantan, Selangor, Johor, Sabah and Sarawak.

MATTA's objective is to promote the interests of the travel and tour industry in Malaysia. MATTA works closely with the Ministry Of Tourism Malaysia (Motour) as well as Malaysia Tourism Promotion Board (MTPB), help organise fairs, seminars, convention and workshops both to create public awareness of the tourism industry as well as to benefit its members.

MATTA School of Tourism established 1996 offers courses based on the National Occupational Skill Standards besides industry related programmes which are recognised by the government of Malaysia and International bodies such as the International Air Transport Association (IATA) and the Universal Federation of Agents Association (UFTAA). The objectives of MATTA are:

- To unite, supervise and coordinate the activities of the members;
- To publicise, encourage, promote and extend the tourist and travel trade;
- To adjudicate and settle any differences which may arise between members whenever its arbitration is requested by both parties concerned;

- To develop friendship and common purpose among the members of the tourist and travel industry;
- To make representations on behalf of members to Government and all organisations with which the Association has common interest;
- To encourage the highest ethical standards of business conduct within the trade;
- To study and promote the interest of the tourist and travel trade and profession and to educate the public regarding the function of tours and travel agents; and
- To discourage unfair competition without in any way interfering with initiative and enterprise based on fair trading.

(v) Malaysian Association Of Hotels (MAH)

Malaysian Association of Hotels (MAH) was initially established by a group of concerned and dedicated hoteliers to bring about a more dynamic hospitality industry and was given the approval to operate on 1 March 1974. It was officially registered with the Registrar of Societies on 18 May 1975 as Malaysian Association of Hotels & Restaurants (MAHAR). In order to develop the tourism industry the development department has their own function:

- To formulate, plan, implement, monitor and evaluate the physical and financial of the tourism projects under the Ministry; and
- To assist and provide technical advice to all implementing agencies, in the implementation of Ministry funded tourism projects.

The Malaysian Association of Hotels (MAH) is the umbrella body for hotels in Malaysia formed in 1974. Its vision is to build a workforce of highly skilled, innovative and disciplined individuals who will operate as one to enhance the efficiency of the hotel industry in its efforts to achieve the goals of Vision 2020 and beyond.

As an official national network for the hotel industry, the Malaysian Association of Hotels (MAH) acts as a voice of the industry, working as one

body to promote, protect, represent and advance the interests of its members.
MAH's objectives:

- To unite hotels in Malaysia into one representative body;
- To promote and foster cooperation between hotels and all similar businesses within and without the areas of the Association;
- To protect and advance the interest of all Ordinary Members and Associate Members and secure mutual advantages;
- To encourage its members to provide quality service, to keep abreast of the changing needs of the travelling public, and to promote good relationships between the industry and the public;
- To promote international, regional and domestic tourism;
- To acquire, preserve and disseminate information and to provide educational programmes of value to the membership and the industry;
- To stimulate fellowship and friendship among its Members;
- To plan and organise project that will enhance productivity in the hotel industry;
- To undertake human resources development programme;
- To make representation on matters of interest affecting the industry to the local authorities, the State Government and the Federal Government, and other organisations within and without Malaysia; and
- To do anything proper, suitable and necessary for achieving these objectives and any others which are proper and lawful objectives of a national trade Association, all of which shall be consistent with the public interest as well as in the interest of the hotel industry.

(vi) The National Tourism Council Malaysia

Many efforts have been done by the council towards developing the tourism industry . The objectives of this council are:

- To take an active interest in the promotion of Malaysia;
- To disseminate information on the development and activities of tourism related organisations in the country;
- To provide feedback on matters relating to tourism to the government and to other public sector organisations;
- To establish and maintain linkages with various national and international tourism bodies;
- To encourage cooperation in tourism so as to create an awareness and an interest in the tourism industry;
- To work closely with other tourism related organisations; and
- To assist government agencies in the development of a national tourism master plan.

3.5 SKILLED WORKER REQUIREMENT IN THE LOCAL INDUSTRY SECTOR

The next 10 years will see a greater emphasis on human resource enhancement as availability of skilled and knowledge workers are a major pre-requisite to transform Malaysia from a production-based into a knowledge-based economy.

Malaysia offers investors a young, educated and productive workforce at costs competitive with other countries in Asia. Backed by the government's continued support of human resource development in all sectors, the quality of Malaysia's workforce is one of the best in the region. Literacy levels are high at more than 94% and school leavers entering the job market have at least 11 years of basic education.

In addition Malaysia registered a significant 4.2% productivity growth in 2007, ranking third after China and India. The growth which was the highest since 2001, has translated to a rise in the productivity of the Malaysian economic. Education

and training are accorded high priority in national development under Malaysia's five-year development plans.

To date, there are more than 17 public and 20 private universities and colleges, as well as various polytechnics and industrial training institutes that offer courses leading to certificate, diploma, degree and post-graduate degree qualifications. Total enrolment in public institutions of higher learning alone is projected to reach over 300,000 with more than half in the science and technical disciplines.

The Department of Skills Development (DSD) formerly known as the National Vocational Training Council under the Ministry of Human Resources coordinates the setting up of all public and private training institution, evaluates the demand for existing and future skills, identifies future vocational and industrial training needs and will continue to develop standards under the National Occupational Skills Standards (NOSS). To-date, there are more than 700 certified standards which covers certificate, diploma and advanced diploma qualifications.

Besides the increasing number of public training institutions such as technical schools, polytechnics, industrial training institutes and skills development centres to meet the growing requirements of the industrial sector, collaborative efforts between the Malaysian government, enterprises and foreign governments have resulted in the establishment of several advanced skills training institutes such as the German-Malaysian Institute, Malaysia France Institute, Japan Malaysia Technical Institute, British Malaysia Institute and Malaysian Spanish Institute.

3.6 INDUSTRIAL COMPETITION AT INTERNATIONAL LEVEL

The World Tourism Organization has estimated the incoming tourist in all countries will reach 1.0 billion until 2010. From that total, 791 million or 80 percent is tourist from all over the world and the balance will be the long distance tourist. The East Asia and pacific region will welcome around 200 million tourists. Although the competition between countries is to increase tourists, the tourism

sector in Malaysia will also benefit from increasing international tourism in the RMK 9 period.

The incoming tourists in Malaysia will increase for the average of 8.4 percent in a year and will achieve 24.6 million in 2010. Malaysia also will cooperate with other countries in order to obtain information and culture exchange. The development of tourism packages is the preparation to attract tourist from ASEAN. In order to stabilise Malaysia as a global tourist destination, core strategies are:

- To ensure sustainable tourism development;
- To increase innovative product development and tourism service;
- To encourage and facilitate tourism domestically;
- To stimulate human resource development; and
- To ensure comfort, tourist security and welfare.

4. METHODOLOGY OF OCCUPATIONAL ANALYSIS – TOURISM AND HOSPITALITY SECTOR

In conducting the Occupational Analysis, a kick off meeting was held primarily to strategise the Plan of Action in accordance with guidelines as stated by the DSD in terms of scope of study, time frame and representation by a panel of Tourism and Hospitality experts from both the public and private sectors as stipulated in the letter of offer. After the kick off meeting, a Plan of Action was formulated taking into consideration the activities and time frame required.

This chapter is divided into two (2) sections; the proposed methodology to construct the Occupational Definition for the respective Job Titles and the methodology of the overall Occupational Analysis Process.

4.1 METHODOLOGY TO CONSTRUCT OCCUPATIONAL DEFINITION

This is a proposed methodology formulated by the facilitator, Dr. Amiron Ismail who is an experienced facilitator in NOSS, COS, LG and WIM development. This methodology is used in order to produce an Occupational Definition that is clear on the main job scope of the job title, the verb used is according to level of difficulty and the object is clearly described. Below are the main steps in producing the Occupational Definition for the respective job titles obtained in the Occupational Analysis:

- (i) Determine the main sub sectors and areas in the sector;
- (ii) Identify the job titles; and
- (iii) Identify the job scope.

To describe the Occupational Definition clearly, the statement must consist of a **Verb**, **Object** and **Qualifier**. The rationale of determining the definition attributes are, to ensure consistency and continuity of using those attributes right from Occupational Analysis, Job Analysis to Task Analysis Developmental.

(a) Object

Firstly, the object is determined before the other two (2) attributes. The object of any job is the main determinant of distinguishing one job to the other. For example, a demi-chef (kitchen sub-sector of Hotel Industry), deals with food and cooking utensils as the objects in performing tasks. While, a hairdresser deals with client’s hair, hairdressing chemical, etc.

The Objects are acquired from the expert panel members during a brainstorming session and written on DACUM cards so that all panel members can see the Objects identified. Objects of those in the related area or sub sector of the industry are determined as in the example below:

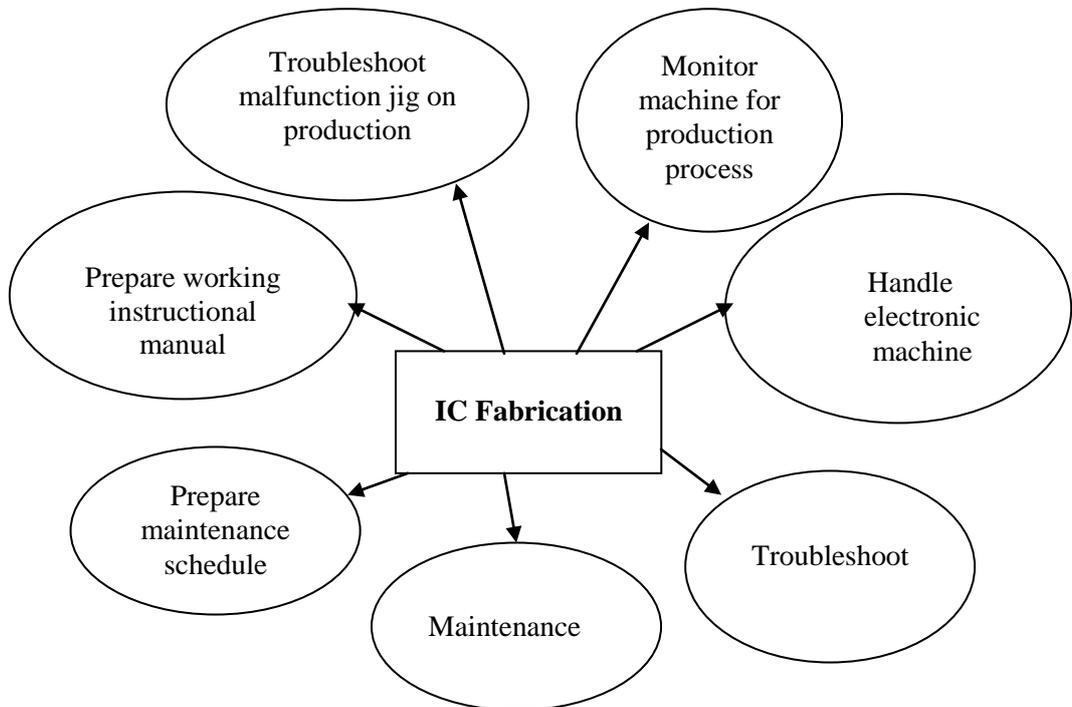
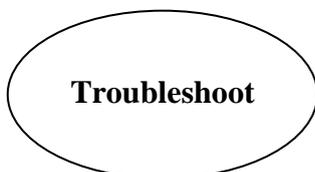


Figure 4.1: Example of Identifying Objects

Legend:



: Sector / Sub sector / Area / Sub area



: Object

(b) Verb

The Verb is then determined based on the level of difficulty of the identified job titles, such as below:

- *Object : maintenance schedule*
- *Verb for Level 6 : Prepare*
- *Verb for Level 7 : Analyse*
- *Verb for Level 8 : Evaluate*

Hence, the contents of the job definitions will be as below

- **IC Fabrication Assistant Manager (Level 6)**
 - ✓ *Prepare maintenance schedule + (qualifier)*
- **IC Fabrication Manager (Level 7)**
 - ✓ *Analyse maintenance schedule + (qualifier)*
- **Microelectronic Specialist (Level 8)**
 - ✓ *Evaluate maintenance schedule+ (qualifier)*

(c) Qualifier

Based on the example above, the statement is not clear as there is no qualifier for the object, therefore a qualifier must be added to further clarify it. Below is an example:

- *Analyse maintenance schedule for the **electronics productions equipment***

4.2 METHODOLOGY OF THE OVERALL OCCUPATIONAL ANALYSIS PROCESS

(i) Literature survey

As outlined by the guidelines, a literature survey on the Tourism and Hospitality sector was carried out to get some insight on the scope, policy,

program, activities in the context of the Malaysian scenario. The scope covered under this search includes definitions, current analysis of the sector/sub sector, current status of the Tourism and Hospitality industry sector, skilled workers requirement in the local industry and the industrial competition at international level.

(ii) Identifying industry & public sector experts

The literature survey findings were used as a guide to identify the scope of occupational study and analysis. Experts from the Tourism and Hospitality sector were identified and short listed for further communication and contact.

(iii) Establish contact with the Tourism and Hospitality sector experts

A pool of Tourism and Hospitality experts from the industry and public sector were contacted. The lists of experts are included in Annex 1.

(iv) Information gathering

In the process of gathering the information, two (2) methods were adopted, namely; brainstorming and the Developing a Curriculum (DACUM) session. The brainstorming and DACUM session were attended by expert panels who discussed the different sub sectors and areas. The information gathered was then used as input for the occupational analysis of the said industry.

(v) Analysing the information

Based on the activities done as above, substantial data and information were collected. The data and information were discussed and analysed in several in-house workshops attended by selected key person or experts from the public and industry sector. The presence of the key persons or experts was to help in the development of the Occupational Analysis for this sector.

During this session, attempts to reframe the Tourism and Hospitality sub sector in Malaysia were done using the following framework:

- (a) Scope of the Tourism and Hospitality sector and its sub sector;
- (b) Main area;
- (c) Major occupational group of the industry;
- (d) Job title;
- (e) Hierarchy structure (Level 1 – 8); and
- (f) Occupational definition.

(vi) Organise Workshop with expert panels

The development workshop had been conducted in the development of the Occupational Analysis of the Tourism and Hospitality sector. The details of the workshops are as below:

- Held on the 2nd and 3rd July, 2009 at Pritec Academy, Melaka. The objectives of the workshop were:
 - Presentation of preliminary findings
 - ✓ Outline of Job Title
 - ✓ Career structure
 - ✓ Hierarchy structure (Level 1 – 8)
 - ✓ Occupational Definition
 - Occupational Analysis Session
 - Validation of the findings

- Held on the 16th July 2009, at Pritec Academy, Melaka. The objectives of the workshop were:
 - Review and proofreading of findings
 - ✓ Job Titles
 - ✓ Career structure
 - ✓ Hierarchy structure (Level 1 – 8)
 - ✓ Occupational Definition
 - Occupational Analysis Session
 - Validation of the findings

5. FINDINGS

The findings from the research of the Tourism and Hospitality sector's Occupational Analysis can be divided into four (4) categories, which are:

- i) Existing job titles;
- ii) Newly Identified sub sectors;
- iii) Mapping between the proposed sub sectors to the existing ones; and
- iv) Entry level & justification.

5.1 EXISTING JOB TITLE AND HIERARCHY OF THE TOURISM AND HOSPITALITY SECTOR

Based on the existing job titles in DSD's NOSS Registry, the Tourism and Hospitality sector in Malaysia is divided into eight (8) major sub sectors namely Tourism & Travel, Tourism & Travel-Theme Park, Scuba Diving-Recreation, Diving-Commercial, Hotel, Restaurant, Personal Services and Facilities Maintenance. A total of 103 job titles are present from Level 1 until Level 5. The existing Job Titles and OA Matrix for the Tourism & Hospitality sector are included in the following figures included in this section.

a) Existing Sub Sector: Tourism and Travel

	Tempahan & Tiket (Reservation & Ticketing)	Operasi Pelancong Dalam Negeri (Inbound Tour Operations)	Penyewaan Kereta (Car Rental)	Pengkangkutan Pelancongan (Transportation Tourism)	
L5	Belum Ada (Not Available)		L-170-5 Pengurus Operasi Penyewaan Kereta (Car Rental Operations Manager) (20-06-97)	Belum Ada (Not Available)	
L4			L-170-4 Pengurus Stesen Penyewaan Kereta (Car Rental Station Manager) (20-06-97)		
L3	L-010-3 Penyelia Tempahan dan Tiket (Reservation and Ticketing Supervisor) (28-04-94)	L-020-3 Penyelia Operasi Pelancong Dalam Negeri (Inbound Tour Operations Supervisor) (28-04-94)	L-170-3 Penyelia Stesen Penyewaan Kereta (Car Rental Station Supervisor) (12-04-96)	HT-060-3 (Tourism Transportation Supervisor) (23-06-2009)	Belum Ada (Not Available)
L2	L-010-2 Kerani Tempahan dan Tiket (Reservation and Ticketing Clerk) (28-04-94)	L-020-2 Penyelaras Operasi Pelancong Dalam Negeri (Inbound Tour Operations Coordinator) (28-04-94)	L-170-2 Pegawai Operasi Penyewaan Kereta (Car Rental Operations Officer) (12-04-96)	HT-060-2 (Tourism Transportation Coordinator) (23-06-2009)	HT-061-2 Pemandu Kenderaan Pelancong (Tour Vehicle Driver) (23-06-2009)
L1	L-010-1 Kerani Tempahan dan Tiket (Reservation and Ticketing Clerk) (28-04-94)	L-020-1 Kerani Operasi Pelancong Dalam Negeri (Inbound Tour Operations Clerk) (28-04-94)	L-170-1 Pembantu Penyewaan Kereta (Car Rental Assistant) (12-04-96)	HT-060-1 (Tourism Transportation Clerk) (23-06-2009)	Tada Tahap (No Level)

	Jualan (Sales)	(Sales & Marketing-Cruise Liner)	Operasi Konvensyen (Convention Operations)
L5	L-180-5 Pengurus Jualan (Pengembaraan) (Sales Manager (Travel)) (02-04-98)	HT-080-5 (Assistant Sales & Marketing -Cruise Liner) (23-06-2009)	Belum ada (Not Available)
L4	L-180-4 Eksekutif Jualan (Pengembaraan) (Sales Executive (Travel)) (02-04-98)	HT-080-4 (Sales & Marketing Executive -Cruise Liner) (23-06-2009)	
L3	L-180-3 Penyelia Jualan (Pengembaraan) (Sales Supervisor (Travel)) (02-04-98)	HT-080-3 (Assistant Sales & Marketing Executive-Cruise Liner) (23-06-2009)	L-140-3 Penyelia Konvensyen (Convention Supervisor) (12-04-96)
L2	L-180-2 Penyelaras Jualan (Pengembaraan) (Sales Coordinator (Travel)) (02-04-98)	HT-080-2 (Sales & Marketing Clerk-Cruise Liner) (23-06-2009)	L-140-2 Penyelaras Konvensyen (Convention Coordinator) (12-04-96)
L1	L-180-1 Kerani Jualan (Pengembaraan) (Sales Clerk (Travel)) (02-04-98)	Tiada Tahap (No Level)	L-140-1 Kerani Konvensyen (Convention Clerk) (12-04-96)

	Pemandu Pelancong (Tourist Guide)				Ketua Rombongan Pelancong (Tour Leader)	Operasi Pelancongan Keluar Negeri (Outbound Tour Operations)
L5	Belum Ada (Not Available)					
L4	Belum Ada (Not Available)					
L3	Belum Ada (Not Available)	Belum Ada (Not Available)	HT-023-3 Pemandu Pelancong (Tourist Guide) (23-06-2009)	L-201-3 Pemandu Pelancong Alam Semulajadi (Nature Guide) (07-10-99)	HT-024-3 Ketua Rombongan Pelancong (Tour Leader) (23-06-2009)	HT-022-3 Penyelia Operasi Pelancong Keluar Negeri (Outbound Tour Operation Supervisor) (23-06-2009)
L2	HT-021-2 Pemandu Pelancong Alam Semulajadi Setempat (Localise Nature Guide) (23-06-2009)	HT-020-2 Heritage City Guide (18-11-08)	Tiada Tahap (No Level)			HT-022-2 Penyelaras Operasi Pelancong Keluar Negeri (Outbound Tour Operation Coordinator) (23-06-2009)
L1	Tiada Tahap (No Level)					HT-022-1 Kerani Operasi Pelancong Keluar Negeri (Outbound Tour Operation Clerk) (23-06-2009)

Figure 5.1: Existing Sub Sector -Tourism and Travel

b) Existing Sub Sector Tourism and Travel -Theme Park

	Taman Kering (Dry Park)	Taman Air (Water Park)
L5	L-200-5 Pengurus Operasi Taman Tema (Theme Operations Manager) (24-09-98)	
L4	L-200-4 Eksekutif Operasi Taman Tema (Theme Park Operations Executive) (24-09-98)	
L3	L-191-3 Penyelia Taman Kering (Dry Park Supervisor) (24-09-98)	L-190-3 Penyelia Taman Air (Water Park Supervisor) (24-09-98)
L2	L-191-2 Penolong Penyelia Taman Kering (Dry Park Assistant Supervisor) (24-09-98)	L-190-2 Penolong Penyelia Taman Air (Water Park Assistant Supervisor) (24-09-98)
L1	L-191-1 Atendan Taman Kering (Dry Park Attendant) (24-09-98)	L-190-1 Atendan Taman Air (Water Park Attendant) (24-09-98)

Figure 5.2: Existing Sub Sector Tourism and Travel -Theme Park

c) Existing Sub Sector - Scuba Diving-Recreation

Penyelaman Skuba Rekreasi (Recreational Scuba Diving)	
Perkhidmatan Kemahiran (Skill Services)	Pembangunan Kemahiran (Skill Development)
L5 U-010-5 Pengurus Operasi Selam Skuba Rekreasi (Recreational SCUBA Dive Operations Manager) 22-04-99	U-020-5 Pengajar Jurulatih Selam Skuba Rekreasi (Recreational SCUBA Diving Instructor Trainer) 22-04-99
L4 U-010-4 Eksekutif Operasi Selam Skuba Rekreasi (Recreational SCUBA Dive Operations Executive) 22-04-99	U-020-4 Jurulatih Selam Skuba Rekreasi (Recreational SCUBA Diving Instructor) 22-04-99
L3 U-010-3 Pemandu Selam Skuba Rekreasi (Recreational SCUBA Dive Guide) 22-04-99	U-020-3 Ketua Selam Skuba Rekreasi (Recreational SCUBA Dive Master) 22-04-99
L2	Tiada Tahap (No Level)
L1	

Figure 5.3: Existing Sub Sector - Scuba Diving-Recreation

d) Existing Sub Sector Diving-Commercial

Penyelaman Komersial (Diving Commercial)		
L5	Belum ada (Not Available)	
L4	Belum ada (Not Available)	
L3	U-021-3 Penyelia Selaman Gas Campuran (Surface Supply Mixed-Gas Diving Supervisor) 07-10-99	U-022-3 Penyelia Selaman Tepu (Saturation Diving Supervisor) 07-10-99
L2	U-021-2 Penyelam Gas Campuran (Surface Supply Mixed-Gas Diver) 07-10-99	U-022-2 Penyelam Tepu (Saturation Diver) 07-10-99
L1	Tiada Tahap (No Level)	

Figure 5.4: Existing Sub Sector Diving-Commercial

e) Existing Sub Sector: Hotel

	Perhotelan - Pengemasan (Hotel - Housekeeping)	Kaunter Hadapan (Front Office)	Perhotelan - Concierge (Hotel - Concierge)	(Homestay)		
L5	L-150-5 Eksekutif Pengemasan (Executive Housekeeper) (19-07-96)	L-160-5 Pengurus Kaunter Hadapan (Front Office Manager) (25-10-96)	Belum ada (Not Available)	Belum ada (Not Available)		
L4	L-150-4 Penolong Pengemasan (Assistant Housekeeper) (19-07-96)	L-160-4 Pengurus Bertugas Kaunter Hadapan (Front Office Duty Manager) (25-10-96)	L-203-4 Chef Concierge (06-07-2000)			
L3	HT-050-3 (Housekeeping Supervisor) (28-11-95) (24-03-09)(P1)	HT-051-3 (Public Area Supervisor) (28-11-95) (24-03-09)(P1)	HT-052-3 (Linen Supervisor) (28-11-95) (24-03-09)(P1)	L-160-3 Penyelia Kaunter Hadapan (Front Office Supervisor) (25-10-96)	L-203-3 Concierge Supervisor (06-07-2000)	HT-040-3 Homestay Coordinator (24-03-09)
L2	HT-050-2 (Senior Chambermaid) (28-11-95) (24-03-09)(P1)	HT-051-2 (Senior Public Attendant) (28-11-95) (24-03-09)(P1)	HT-052-2 (Linen Maid) (28-11-95) (24-03-09)(P1)	L-160-2 Pembantu Kaunter Hadapan (Front Office Assistant) (25-10-96)	L-203-2 Concierge Coordinator (06-07-2000)	HT-040-2 Homestay Operator (24-03-09)
L1	HT-050-1 (Chambermaid) (28-11-95) (24-03-09)(P1)	HT-051-1 Atendan Kawasan Awam (Public Area Attendant) (28-11-95) (24-03-09)(P1)	Tiada Tahap (No Level)	Tiada Tahap (No Level)	L-203-1 Concierge Bell Service (06-07-2000)	Tiada Tahap (No Level)

	Masakan (Cooking)	Pastri (Pastry)	Pembakar Roti (Bakery)	(Butchering)	Makanan & Minuman (Food & Beverages)
L5	L-040-5 Eksekutif Penyedia Makanan (Executive Chef) (02-04-98)	Belum ada (Not Available)		Belum ada (Not Available)	L-050-5 Pengurus Makanan & Minuman (Food & Beverage Manager) (02-04-98)
L4	L-040-4 Penolong Eksekutif Penyedia Makanan (Assistant Executive Chef) (02-04-98)				L-050-4 Pengurus Bahagian Makanan & Minuman (Food & Beverage Outlet Manager) (02-04-98)
L3	L-041-3 Penyelia/Ketua Seksyen Penyediaan Makanan (Chef De Partie) (19-12-94) (30-10-07) (P)	L-110-3 Ketua Seksyen Penyedia Pastrri (Chef De Partie - Pastry) (28-11-95)	L-100-3 Ketua Penyedia Roti (Chief Baker) (28-11-95)	HT-011-3 (Butcher) (23-06-2009)	HT-010-3 Penyelia Makanan & Minuman (Food & Beverage Supervisor) (28-04-94) (08-01-2008-P1)
L2	L-041-2 Penyedia Makanan (Demi Chef) (19-12-94) (30-10-07) (P)	L-110-2 Penyedia Pastrri (Pastry Cook) (28-11-95)	L-100-2 Penyedia Roti (Baker) (28-11-95)	HT-011-2 (Butcher) (23-06-2009)	HT-010-2 Kaptan Makanan & Minuman (Food and Beverage Captain) (28-04-94) (08-01-2008-P1)
L1	L-041-1 Pembantu Penyedia Makanan (Commis) (19-12-94) (30-10-07) (P)	L-110-1 Pembantu Penyedia Pastrri (Commis Pastry) (28-11-95)	L-100-1 Pembantu Penyedia Roti (Junior Baker) (28-11-95)	Tiada Tahap (No Level)	HT-010-1 Pramusaji (Food & Beverage Waiter) (28-04-94) (08-01-2008-P1)

Figure 5.5: Existing Sub Sector - Hotel

f) Existing Sub Sector: Restaurant

	Perkhidmatan Resteran (Restaurant Services)
L5	Belum ada (Not Available)
L4	HT-030-3 Indian Restaurant Bandhari (18-11-08)
L3	HT-030-2 Indian Restaurant Operations Assistant (18-11-08)
L2	HT-030-2 Indian Restaurant Operations Assistant (18-11-08)
L1	Tiada Tahap (No Level)

g) Existing Sub Sector: Personal Services

	Rekaan Rambut (Hairstyle)
L5	HT-090-5 Pengurus Pemandan Rambut (Hairdresser Manager) (23-06-2009)
L4	HT-090-4 Penolong Pengurus Pemandan Rambut (Hairdresser Assistant Manager) (23-06-2009)
L3	N-022-3 Pemandan Rambut Kanan (Senior Hairdresser) (12-04-96),(10-10-2002) (P1), (30-10-2007) (P2)
L2	N-022-2 Pemandan Rambut (Hairdresser) (12-04-96), (10-10-2002) (P1), (30-10-2007) (P2)
L1	N-022-1 Pemandan Rambut Muda (Junior Hairdresser) (12-04-96),(10-10-2002) (P1),(30-10-2007) (P2)

Figure 5.7: Existing Sub Sector – Personal Services

	Cleaning Services – General Cleaning
L5	Belum Ada
L4	(<i>Not Available</i>)
L3	HT-070-3 (<i>Hygiene Supervisor</i>) (23-06-2009)
L2	HT-070-2 (<i>Hygiene Senior Operator</i>) (23-06-2009)
L1	HT-070-1 (<i>Hygiene Senior Operator</i>) (23-06-2009)

Figure 5.8: Existing Sub Sector – Facilities Maintenance

5.2 NEWLY IDENTIFIED SUB SECTORS

The newly identified sub sectors for the Tourism and Hospitality sector were obtained through literature research and discussions with industry experts during the development workshop sessions. According to Malaysia’s Industrial Plan (IMP3), The Ninth Malaysian Plan (RMK9) and other related national economical plans, the nation is targeted to propel itself towards improving the quality of life of Malaysians and at boosting Malaysia’s global competitiveness.

During the development workshops, the panel members had identified ten (10) main sub sectors that reflect the main category of Tourism and Hospitality in Malaysia. The ten (10) Tourism and Hospitality sub sectors are listed as below:-

- (a) Accommodation;
- (b) F&B;
- (c) Butler;
- (d) Housekeeping;
- (e) Front office;
- (f) Kitchen;
- (g) Tourist guide;
- (h) Travel agent;
- (i) Transportation; and

(j) MICE (Meeting, Incentive, Convention, Exhibition).

The OA matrices for these ten sub sectors are included in this section. A total of 111 job titles exist in the proposed sub sectors. Compared to the existing job titles in the Tourism and Hospitality sector, the industry observes that the new framework offers a clearer framework and career pathway for the future workforce of the Tourism and Hospitality industry.

Below are the descriptions of each of the different sub sectors:

(i) Accommodation

There are a total of 13 job titles under the Accommodation sub sector. The Hotel/Resort and Service Apartment area starts at Level 4, as an Executive until Level 7 as the General Manager. The Chalet / Budget Hotel /Motel and Homestay areas start at Level 2, Operation Attendant until Level 4, Manager.

The entry levels and highest levels are different between these areas as they are based on the type of accommodation provided; the Hotel/Resort and Service Apartments operate on a larger scale compared to the Chalet/Budget Hotel/Motel and Homestay type of accommodations.

This sub sector is further divided into 4 areas which are:

- Hotel/Resort

A hotel is an establishment that provides paid lodging on a short-term basis. The provision of basic accommodation, in times past, consisting only of a room with a bed, a cupboard, a small table and a washstand has largely been replaced by rooms with modern facilities, including en-suite bathrooms and air conditioning or climate control. Additional common features found in hotel rooms are a telephone, an alarm clock, a television, and Internet connectivity; snack foods and drinks may be supplied in a mini-bar, and facilities for making hot drinks. Larger hotels may provide a number of additional guest facilities such as a restaurant, a swimming pool or childcare, and have conference and social function services.

- Service Apartment

They provide accommodation, basic housekeeping and security facilities, but do not always provide F & B outlets.

- Chalet/Budget Hotel/Motel

Is a type of accommodation similar to hotels however is targeted at guests that do not require the maximum service and facilities of hotels and resorts, hence, the classification of a budget hotel and motel. Chalets are usually accommodations provided near to beaches, lakes and such. They also operate at a small scale compared to hotels and resorts.

- Homestay

Homestay is a traditional practice in many industrialised countries, especially in North America, Australasia and Britain. It is comparable to bed and breakfasts, but even less formal. A homestay property is a non commercialised, private residence that accommodates paying guest(s) who enjoy staying in the comfort and security of a family home. These guests often reside in the family home for an extended period of time, usually months rather than days. It is a safe, affordable means of housing popular amongst international students, interns, travelling professionals and adult visitors from other countries, who are looking to experience and learn about local lifestyle and culture. Homestay is not specifically a niche tourism segment, but rather a type of accommodation that is used by tourists when staying at a destination and pursuing other purposes of visit.

However, the homestay accommodation currently practiced in Malaysia is different from the type of homestay practiced internationally, therefore, the Ministry of Tourism is taking steps to implement homestays according to the aforesaid definition.

(ii) F&B

This sub sector is further divided into two (2) areas which are Lounge & Bar and Coffee House/ Fine Dining/ Banquet that reflect the two (2) main

categories of the F&B areas in this industry that vary in terms of operation and service. The personnel under this sub sector represent those at the front end such as waiters and hostesses where the back end is personnel from the Kitchen sub sector.

This sub sector starts at Level 1 and can proceed until Level 6 as the F&B Manager and has a total of eight (8) job titles.

(iii) Butler

Even though some hotels have not set up a Butler Department, they nevertheless offer certain services that are typical of such position, performed by a different kind of employee under a different name, e.g.: valet, runner, assistant, bellboy, and so on. The basic services offered by the hotel butler are, namely:

- Laundry and ironing;
- Shoe shine;
- Packing and unpacking; and
- In-room breakfast and beverages.

The difference between the services offered by a Hotel Butler are; when taking the tray to the room, the Hotel Butler is not just offering breakfast or tea; he is also bringing with him an amount of information gathered beforehand that makes it possible for him to know the guest in greater depth, thus being able to anticipate the guest's needs. The Butler will be trained on service quality, service strategy creation, preparation of a guest's profile, stay satisfaction follow-up, management of complaints, and so on, that allows him to offer a highly personalised service.

It must be borne in mind that the main goal of any business is profitability and that, in the case of a hotel, it is closely related to the creation of customer loyalty, which depends on the degree of satisfaction experienced by the guests during their stay. The Hotel Butler is the cornerstone of a highly personalised service that guarantees high quality standards. This job title only

exists at Level 3 as a Butler and at Level 4 as a Chief Butler. This is because it is a specialised profession.

(iv) Housekeeping

Cleanliness is one of the most important features a hotel or motel can offer its guests. Housekeepers, also known as maids, are the staff members who perform cleaning duties in these establishments. Housekeepers may be assigned specialized cleaning duties. For example, most hotels have laundry facilities for cleaning towels, linen, bedding, and workers' uniforms. Some housekeepers work only in the laundry area, washing, drying, and folding these items and then stocking the linen storage rooms. Other housekeepers only clean guest rooms.

An especially thorough cleaning is done after the occupants of a room check out. Using a large wheeling cart to hold supplies, guest room housekeepers bring clean linen, bedding, cleansers, and all other necessary cleaning equipment to the rooms. The housekeepers replace soiled linen and towels; restock soap, tissues and drinking glasses; disinfect bathroom surfaces; dust and polish the furniture; remove all trash; vacuum the carpet; and wash any uncarpeted floors. Before leaving, they check to make sure that the room is spotless and ready for new guests. If housekeepers notice anything in a room that is not working properly, they report it to their supervisor, the executive housekeeper. They also send to the lost-and-found department any articles that previous guests may have left in the rooms when they checked out.

Aside from doing laundry and cleaning guest rooms, housekeepers replace light bulbs, wash windows, empty ashtrays, and clean hallways and stairs. Others work in lobbies, lounges, and conference and banquet rooms, where they clean carpets and move and set up furniture. In small hotels housekeepers usually perform several of these tasks.

This sub sector is further divided into three (3) areas which are Public Area, Laundry & Linen and Room that are the responsibilities of Housekeeping personnel. These sub sectors start at Level 1 until Level 6 as the Room Division Manager and has a total of 13 job titles. It is specialised from Level

1 until Level 3 because the job scope varies. However they become common at Level 4 as the Executive Housekeeper.

(v) Front Office

The hotel receptionist is very often the first and last member of staff hotel guests will see. They have to reflect the hotel's atmosphere and convey a sincere welcome to all customers.

This sub sector is further divided into five (5) areas which are Guest Service, Telephone Operator, Front Office Assistance, Concierge, and Reservation. This sub sector starts at Level 1 until Level 6 and has a total of 16 job titles. This sub sector deals with guests at the front end of the accommodation and plays a major part of making an impression on guests. The Bellman job title will be required to be multi skilled to conduct the duties as a Car Jockey and Doorman.

(vi) Kitchen

This sub sector is further divided into five (5) areas which are Kitchen, Bakery, Pastry, Butcher and Stewarding. The 5 main areas are the different specialisations of chefs starting from Commis at Level 1 until Executive Chef. There are a total of 24 job titles under the Kitchen sub sector. The Kitchen, Bakery, Pastry, and Butcher area starts at Level 1 until Level 7. Stewarding starts at Level 1 but only until Level 4, as Steward Manager and cannot proceed until Executive Chef because stewarding is a totally different area from the Bakery, Pastry, Butcher and Kitchen areas. Those under the steward area usually deals with kitchen employees not actively engaged in cooking to ensure clean, efficient, and economical food service. They also take inventories of china, silverware and glassware.

(vii) Tourist Guide

This sub sector is further divided into three (3) areas which are Nature Guide, Heritage City Guide and In-House Guide. All areas start at Level 2 until Level 3 and have a total of 4 job titles. It can be seen that the guides are differentiated at the levels based on location, for example, the Nature Guide

at Level 2 is known as a Localised Nature Guide meaning locations that are localised in an area, and at Level 3, they can bring tourists to nature locations that are not in the local area.

(viii) Travel Agent

This sub sector is further divided into three (3) areas which are Inbound, Outbound and Reservation & Ticketing. The Inbound area deals with incoming tourists and Outbound deals with tourists heading out of the country.

The Reservation and Ticketing area personnel facilitate tourists in making travel reservations. This sub sector starts at Level 2 and can go up until Level 7 as a Tour Operation Director and has a total of 16 job titles.

(x) Transportation

This sub sector is further divided into three (3) areas which are Car Rental, Coach and Trishaw. It starts at Level 2 until Level 6 and has a total of twelve (12) job titles. The job titles are in the 3 different pillars because they are different modes of transport. The Car Rental and Coach Rental areas are modes of transportation widely used and rented in the tourism industry and require trained personnel in order to ensure the smooth operation of the sector. The Trishaw pillar, although not for the purpose of mass transportation, is a favourite with tourists and must be maintained as a mode of transport dedicated to tourism.

(xi) MICE (Meeting, Incentive, Convention, Exhibition)

This sub sector starts at Level 3 until Level 7 and has a total of five (5) job titles. MICE is an acronym for the Meetings, Incentives, Conventions and Exhibitions tourism segment. This is therefore a business-oriented segment, involving obligatory (or non-discretionary) travel. The Incentives part of MICE is the odd one out – though it is related to business, as it is usually provided to employees or dealers/distributors as a reward, it tends to be leisure based.

Various sources report that the MICE market is worth around \$30 billion a year worldwide. Some countries rely heavily on the MICE segment – 30% of Singapore’s tourism revenue is from MICE, and Malaysia is specifically targeting the MICE market, running schemes such as the Meet and Experience campaign. Below are the figures of the proposed OA matrices for this sector:

SUB SECTOR	ACCOMODATION			
LEVEL\JOB AREA	HOTEL/RESORT	SERVICE APARTMENT	CHALET/BUDGET HOTEL/MOTEL	HOMESTAY
LEVEL 8	No Level	No Level	No Level	No Level
LEVEL 7	General Manager		No Level	No Level
LEVEL 6	Hotel/Resort Manager	Service Apartment Manager	No Level	No Level
LEVEL 5	Hotel/Resort Executive Assistant	Service Apartment Executive	No Level	No Level
LEVEL 4	Hotel/Resort Executive	Service Apartment Assistant Executive	Operation Manager	Homestay Manager
LEVEL 3	No Level	No Level	Operation Supervisor	Homestay Coordinator*
LEVEL 2	No Level	No Level	Operation Attendant (Chalet/Budget/Hotel/Motel) *	Operation Attendant (Homestay) *
LEVEL 1	No Level	No Level	No Level	

Figure 5.9: Proposed Tourism & Hospitality OA Matrix (Accommodation Sub Sector)

SUB SECTOR	F & B		
LEVEL\JOB AREA	LOUNGE & BAR		COFFEE HOUSE/FINE DINING/BANQUET
LEVEL 8	No Level		No Level
LEVEL 7	No Level		No Level
LEVEL 6	F&B Manager (EAM)*		
LEVEL 5	F&B Assistant Manager		
LEVEL 4	Restaurant Manager		
LEVEL 3	F&B Supervisor		
LEVEL 2	F&B Captain		
LEVEL 1	Bartender*	Hostesses	Waiter / Waitress *

Figure 5.10: Proposed Tourism & Hospitality OA Matrix (F&B Sub Sector)

SUB SECTOR	BUTLER
LEVEL 8	No Level
LEVEL 7	No Level
LEVEL 6	No Level
LEVEL 5	No Level
LEVEL 4	Chief Butler
LEVEL 3	Butler
LEVEL 2	No Level
LEVEL 1	No Level

Figure 5.11: Proposed Tourism & Hospitality OA Matrix (Butler Sub Sector)

SUB SECTOR	HOUSEKEEPING			
LEVEL\JOB AREA	PUBLIC AREA	LAUNDRY & LINEN		ROOM
LEVEL 8	No Level	No Level	No Level	No Level
LEVEL 7	No Level	No Level	No Level	No Level
LEVEL 6	Room Division Manager			
LEVEL 5	Executive Housekeeper*			
LEVEL 4	Assistant Executive Housekeeper			
LEVEL 3	Public Area Supervisor*	Laundry Supervisor		Floor Supervisor*
LEVEL 2	Public Area Senior Attendant*	Laundry Senior Attendant*		Senior Chambermaid
LEVEL 1	Public Area Attendant *	Valet	Laundry Attendant*	Chambermaid *

Figure 5.12: Proposed Tourism & Hospitality OA Matrix (Housekeeping Sub Sector)

SUB SECTOR	FRONT OFFICE						
LEVEL\JOB AREA	GUEST SERVICE	TELEPHONE OPERATOR	FRONT OFFICE ASSISTANCE		CONCIERGE		RESERVATION
LEVEL 8	No Level	No Level	No Level		No Level	No Level	No Level
LEVEL 7	No Level	No Level	No Level		No Level	No Level	No Level
LEVEL 6	Room Division Manager						
LEVEL 5	Front Office Manager (FOM)*						
LEVEL 4	Assistant Front Office Manager (AFOM)			Chief Concierge		Reservation Manager	
LEVEL 3	Guest Service Officer	Telephonist Supervisor	Front Office Supervisor	Bell Supervisor		Reservation Officer	
LEVEL 2	Guest Service Assistant	Telephonist*	Front Office Assistant	Bell Captain		Reservation Clerk	
LEVEL 1	No Level	No Level	No Level	Bellman*		No Level	

Figure 5.13: Proposed Tourism & Hospitality OA Matrix (Front Office Sub Sector)

Sub Sector	KITCHEN				
Level\Job Area	Kitchen	Bakery	Pastry	Butcher	Stewarding
Level 8	No Level	No Level	No Level	No Level	No Level
Level 7	Executive Chef*				No Level
Level 6	Executive Sous Chef				No Level
Level 5	Sous Chef				Steward Manager
Level 4	Junior Sous Chef	Baker*	Pastry Chef	Butcher*	Chief Steward
Level 3	Chef De Partie	Chef De Partie Bakery	Chef De Partie Pastry	Chef De Partie Butcher*	Steward Supervisor*
Level 2	Demi Chef	Demi Chef Bakery	Demi Chef Pastry	Butcher Assistant*	Senior Steward*
Level 1	Commis Kitchen	Commis Bakery	Commis Pastry*	Commis Butchery*	Steward*

Figure 5.13: Proposed Tourism & Hospitality OA Matrix (Kitchen Sub Sector)

SUB SECTOR	TOURIST GUIDE		
LEVEL\JOB AREA	NATURE GUIDE	HERITAGE CITY GUIDE	IN-HOUSE GUIDE
LEVEL 8	No Level	No Level	No Level
LEVEL 7	No Level	No Level	No Level
LEVEL 6	No Level	No Level	No Level
LEVEL 5	No Level	No Level	No Level
LEVEL 4	No Level	No Level	No Level
LEVEL 3	Nature Guide*	Cultural Heritage Specialist Tourist Guide*	Tourist Guide*
LEVEL 2	Localised Nature Guide*	No Level	No Level
LEVEL 1	No Level	No Level	No Level

Figure 5.14: Proposed Tourism & Hospitality OA Matrix (Tourist Guide Sub Sector)

SUB SECTOR	TRAVEL AGENT		
LEVEL\JOB AREA	INBOUND	OUTBOUND	RESERVATION & TICKETING
LEVEL 8	No Level	No Level	No Level
LEVEL 7	Tour Operation Director		
LEVEL 6	Inbound Tour Operation Manager	Outbound Tour Operation Manager	Reservation & Ticketing Manager
LEVEL 5	Inbound Tour Operation Assistant Manager	Outbound Tour Operation Assistant Manager	Reservation & Ticketing Assistant Manager
LEVEL 4	Inbound Tour Operation Executive	Outbound Tour Operation Executive	Reservation & Ticketing Executive
LEVEL 3	Inbound Tour Supervisor	Outbound Tour Supervisor	Reservation & Ticketing Supervisor
LEVEL 2	Inbound Operation Clerk	Outbound Operation Clerk	Reservation & Ticketing Clerk
LEVEL 1	No Level	No Level	No Level

Figure 5.15: Proposed Tourism & Hospitality OA Matrix (Travel Agent Sub Sector)

SUB SECTOR	TRANSPORTATION		
LEVEL\JOB AREA	CAR RENTAL	COACH	TRISHAW
LEVEL 8	No Level	No Level	No Level
LEVEL 7	No Level	No Level	No Level
LEVEL 6	Car Rental Operation Manager	Coach Operation Manager	No Level
LEVEL 5	Car Rental Operation Assistant Manager	Coach Operation Assistant Manager	No Level
LEVEL 4	Car Rental Station Manager	Coach Station Manager	No Level
LEVEL 3	Car Rental Supervisor	Coach Supervisor	Trishaw Puller Leader*
LEVEL 2	Car Rental Clerk	Coach Clerk	Trishaw Puller *
LEVEL 1	No Level	No Level	No Level

Figure 5.16: Proposed Tourism & Hospitality OA Matrix (Transportation Sub sector)

SUB SECTOR	MICE (Meeting, Incentive, Convention, Exhibition)
LEVEL 8	No Level
LEVEL 7	General Manager
LEVEL 6	MICE Manager
LEVEL 5	MICE Assistant Manager
LEVEL 4	MICE Executive
LEVEL 3	MICE Supervisor
LEVEL 2	No Level
LEVEL 1	No Level

Figure 5.17: Proposed Tourism & Hospitality OA Matrix (MICE Sub sector)

5.3 MAPPING BETWEEN THE PROPOSED SUB SECTORS TO THE EXISTING SUB SECTORS

Due to the current development in the Tourism and Hospitality industry, the existing job titles in DSD's Registry of Job Titles for this sector have been reviewed and enhanced. The new proposed job titles reflect a more refined and comprehensive spectrum of job titles, while still maintaining the main framework of the Tourism and Hospitality sector of the existing job titles. The mapping between the proposed areas to the existing sub sectors is included in this section in an overall view of all the sub sectors. There are some issues regarding the mapping as described below:

(i) Leveling

In accordance with DSD's requirement to take into consideration job titles extended from the existing Level 5 up to Level 8, many of the existing leveling has been reviewed of the suitability to accommodate a higher level than the existing one.

(ii) New existing Job Title, Area or Sub Sector

As there are newly defined job titles, areas and sub sectors, it is not possible to map all of them to existing NOSSes. However, mapping has been done between the proposed job titles to existing NOSSes according to the job scope that is felt relevant and can be used as reference.

(iii) Mapping

The mapping between the existing sub sectors to the proposed sub sectors are shown in this section, in *Figure 5.18: Mapping between the proposed sub sectors to the existing sub sectors*. The proposed Accommodation, F&B, Butler, Housekeeping, Front Office and Kitchen sub sectors can be mapped to the existing Hotel sub sector. Where as the proposed F&B sub sector can be mapped to the existing Restaurant Services sub sector. The proposed Tourist Guide, Travel Agent, Transportation and MICE sub sectors are mapped to the existing Tourism and Travel sub sector. It can be seen that the existing Scuba, Diving, Tourism & Travel (Theme Park) and Personal Services sub sectors are not mapped to the proposed sub sectors. This is because after analysing these sub sectors, they are more suitable in other OA frameworks. It is suggested that the Scuba, Diving and Tourism &

Travel (Theme Park) sub sectors be placed under an OA framework for Sports and Recreation and Personal Services put under its own OA framework.

Existing Sub Sectors \ Proposed Sub Sectors	Tourism & Travel (Reservation & Ticketing, Inbound Tour Operation, Car Rental, Transportation Tourism, Tourist Guide, Tour Leader, Outbound Tour Operations, Sales, Sales & Marketing – Cruise Liner, Convention Operations)	Tourism & Travel – Theme Park (Dry Park, Water Park)	Scuba Diving - Recreation	Diving – Commercial (Skill services, Skill Development)	Hotel (Housekeeping, Front Office, Concierge, Homestay, cooking, pastry, bakery, butchering, F&B)	Restaurant Services	Personal Services (Hairstyle)
Accommodation							
F&B							
Butler							
Housekeeping							
Front Office							
Kitchen							
Tourist Guide							
Travel Agent							
Transportation							
MICE							

Figure 5.18 : Mapping between the proposed sub sectors to the existing sub sectors

5.4 ENTRY POINTS/CAREER PATH

i) Entry Level at Level 1

Sub Sector: F&B, Housekeeping, Front Office, Kitchen

These sub sectors begin at Level 1, because the job scope deals with complete routine and predictable tasks that include responsibility for completing tasks and procedures subject to direction or guidance.

The personnel can follow this career pathway from Level 1 to higher levels such as Level 6 as a Manager or under the Kitchen sub sector, Level 7 as an Executive Chef. This is seen as achievable based on the number of years of experience and formal skills training acquired (7 years). The formal skills training only enables them to proceed to the next level based on competency, therefore ensuring only competent personnel are able to further their careers until higher levels.

Kitchen	F & B	Housekeeping	Front Office
Level 7	No Level	No Level	No Level
Level 6	Level 6	Level 6	Level 6
Level 5	Level 5	Level 5	Level 5
Level 4	Level 4	Level 4	Level 4
Level 3	Level 3	Level 3	Level 3
Level 2	Level 2	Level 2	Level 2
Level 1	Level 1	Level 1	Level 1

ii) Entry Level at Level 2

Sub sectors: Accommodation (Chalet/Budget Hotel/Motel, Homestay), Front Office (Guest Service, Telephone Operator, Front Office, Reservation), Tourist Guide, Travel Agent, Transportation

Accommodation (Chalet/Budget Hotel/Motel, Homestay)	Front Office	Tourist Guide	Travel Agent	Transpo rtation
No Level	No Level	No Level	Level 7	No Level
No Level	Level 6	No Level	Level 6	Level 6
No Level	Level 5	No Level	Level 5	Level 5
Level 4	Level 4	No Level	Level 4	Level 4
Level 3	Level 3	Level 3	Level 3	Level 3
Level 2	Level 2	Level 2	Level 2	Level 2
No Level	No Level	No Level	No Level	No Level

Generally, the areas and sub sectors above start at Level 2 because the job titles require the ability to select and use relevant knowledge, ideas, skills and procedures to complete well-defined tasks and address straightforward problems. It includes taking responsibility for completing tasks and procedures, and exercising autonomy and judgment subject to overall direction or guidance. Those under the Accommodation sub sector can proceed only until Level 4 in their areas as Managers, this due to the smaller scale of operation. However, they can proceed their careers until higher levels under areas with larger operations such as the Hotel/Resort and Service Apartment. The personnel under the Front Office and Transportation sub sectors can proceed until Level 6 in their respective sub sectors as managers.

iii) Entry level at Level 3

Sub sector: Butler, MICE

Butler	MICE
No Level	Level 7
No Level	Level 6
No Level	Level 5
Level 4	Level 4
Level 3	Level 3
No Level	No Level
No Level	No Level

These sub sectors start at Level 3 because of the duties and job scope that requires the personnel to be at supervisory level to complete tasks and address problems that are well defined with a measure of complexity. It includes taking responsibility for initiating and completing tasks and procedures as well as exercising autonomy and judgments within limited parameter. The Butler's career starts at Level 3 and can proceed only up to Level 4 because it is a specialised position. Those under the MICE sub sector can proceed until Level 7 as a General Manager.

iii) Entry level at Level 4

Sub sector: Accommodation (Hotel/Resort, Service Apartment)

Accommodation (Hotel/Resort, Service Apartment)
Level 7
Level 6
Level 5
Level 4
No Level
No Level
No Level

Personnel under this area start at Level 4 as an Executive until General Manager at Level 7. They must start at this level because the job scope requires the ability to identify and use relevant understanding, methods and skills to address problems that are well defined but complex and non-routine. It includes taking responsibility for overall courses of action as well as exercising autonomy and judgment within fairly broad parameters.

5.5 OCCUPATIONAL DEFINITION

Under the Tourism & Hospitality sector, job titles have been identified and defined. Each of the job title is given a job definition as specified. The definitions for all job titles are included in Annex 2.

5.6 CRITICAL JOB TITLE

The critical job titles have been determined based on the analysis conducted with the panel experts. For the Tourism & Hospitality sector, a total of 32 **job titles** are considered to be critical and 79 **job titles** are non critical. Below are the critical and non critical job titles identified.

(i) CRITICAL JOB TITLES

Based on input from the expert panel members, it can be summarized that the critical job titles for this industry are from the Accommodation sub sector; Chalet/Budget Hotel/Motel and Homestay area, Waiters/waitresses under F&B, Housekeeping areas: Public Area and Room area, Butcher and Stewarding under the Kitchen sub sector, Tourist Guide in Nature Guide, Heritage city Guide and In-House Guide and Transportation in Trishaw area. Below are the lists of critical job titles.

(a) SUB SECTOR: ACCOMODATION

No.	Job Title	Level
1	Operation Attendant (Budget Hotel/Motel/Chalet)	2
2	Operation Attendant (Homestay)	2
3	Homestay Coordinator	3

(b) SUB SECTOR: F&B

No.	Job Title	Level
1	Waiters/Waitress	1
2	Bartender	1
3	F&B Manager	6

(c) SUB SECTOR: HOUSEKEEPING

No.	Job Title	Level
1	Public Area Attendant	1
2	Chambermaid	1
3	Laundry Attendant	1
4	Public Area Senior Attendant	2
5	Laundry Senior Attendant	2
6	Public Area Supervisor	3
7	Floor Supervisor	3
8	Executive Housekeeper	5

(d) SUB SECTOR: FRONT OFFICE

No.	Job Title	Level
1	Bellman	1
2	Telephonist	2
3	Front Office Manager (FOM)	5

(e) SUB SECTOR: KITCHEN

No.	Job Title	Level
1	Commis Butchery	1
2	Steward	1
3	Commis Pastry	1
4	Butcher Assistant	2
5	Senior Steward	2
6	Chef De Partie Butcher	3
7	Steward Supervisor	3
8	Butcher	4
9	Baker	4
10	Executive Chef	7

(f) SUB SECTOR: TOURIST GUIDE

No.	Job Title	Level
1	Localised Nature Guide	2
2	Nature Guide	3
3	Cultural Heritage Specialist Tourist Guide	3
4	In-House Tourist Guide	3

(g) SUB SECTOR: TRANSPORTATION

No.	Job Title	Level
1	Trishaw Puller	2
2	Trishaw Puller Leader	3

Figure 5.19: Table of Critical Job Titles

(ii) NON CRITICAL JOB TITLES

The job titles under this category do not reflect that they are not critical in the industry but only represent categories of job titles that have a sufficient supply of skilled workers in the near future and do not require immediate revision of the National Occupational Skills Standards documents or skills training. Below are the lists of non critical job titles.

(a) SUB SECTOR: ACCOMODATION

No.	Job Title	Level
1	Operation Supervisor	3
2	Hotel/Resort Executive	4
3	Service Apartment Assistant Executive	4
4	Operation Manager	4
5	Homestay Manager	4
6	Hotel/Resort Executive Assistant	5
7	Service Apartment Executive	5
8	Hotel/Resort Manager	6
9	Service Apartment Manager	6
10	General Manager	7

(b) SUB SECTOR: F&B

No.	Job Title	Level
1	Hostess	1
2	F&B Captain	2
3	F&B Supervisor	3
4	Restaurant Manager	4
5	F&B Assistant Manager	5

(c) SUB SECTOR: BUTLER

No.	Job Title	Level
1	Butler	3
2	Chief Butler	4

(d) SUB SECTOR: HOUSEKEEPING

No.	Job Title	Level
1	Valet	1
2	Senior Chambermaid	2
3	Laundry Supervisor	3
4	Assistant Executive Housekeeper	4

(e) SUB SECTOR: FRONT OFFICE

No.	Job Title	Level
1	Guest Service Assistant	2
2	Front Office Assistant	2
3	Bell Captain	2
4	Reservation Clerk	2
5	Guest Service Officer	3
6	Telephonist Supervisor	3
7	Front Office Supervisor	3
8	Bell Supervisor	3
9	Reservation Officer	3
10	Assistant Front Office Manager(AFOM)	4
11	Chief Concierge	4
12	Reservation Manager	4
13	Room Division Manager	6

(f) SUB SECTOR: KITCHEN

No.	Job Title	Level
1	Commis Kitchen	1
2	Commis Bakery	1
3	Demi Chef	2
4	Demi Chef Bakery	2
5	Demi Chef Pastry	2
6	Chef De Partie	3
7	Chef De Partie Bakery	3
8	Chef De Partie Pastry	3
9	Junior Sous Chef	4
10	Pastry Chef	4
11	Chief Steward	4
12	Steward Manager	4
13	Sous Chef	5
14	Executive Sous Chef	6

(g) SUB SECTOR: TRAVEL AGENT

No.	Job Title	Level
1	Inbound Operation Clerk	2
2	Outbound Operation Clerk	2
3	Reservation & Ticketing Clerk	2
4	Inbound Tour Supervisor	3
5	Outbound Tour Supervisor	3
6	Reservation & Ticketing Supervisor	3
7	Inbound Tour Operation Executive	4
8	Outbound Tour Operation Executive	4
9	Reservation & Ticketing Executive	4
10	Inbound Tour Operation Assistant Manager	5
11	Outbound Tour Operation Assistant Manager	5
12	Reservation & Ticketing Assistant Manager	5
13	Inbound Tour Operation Manager	6
14	Outbound Tour Operation Manager	6
15	Reservation & Ticketing Manager	6
16	Tour Operation Director	7

(h) SUB SECTOR: TRANSPORTATION

No.	Job Title	Level
1	Car Rental Clerk	2
2	Coach Clerk	2
3	Car Rental Supervisor	3
4	Coach Supervisor	3
5	Car Rental Station Manager	4
6	Coach Station Manager	4
7	Car Rental Operation Assistant Manager	5
8	Coach Operation Assistant Manager	5
9	Car Rental Operation Manager	6
10	Coach Operation Manager	6

(i) SUB SECTOR: MICE

No.	Job Title	Level
1	MICE Supervisor	3
2	MICE Executive	4
3	MICE Assistant Manager	5
4	MICE Manager	6
5	MICE General Manager	7

Figure 5.20: Table of Non Critical Job Titles

(iii) Summary Of Critical and Non Critical Job Titles

SUB SECTOR			LEVEL								Total	
			NL	L1	L2	L3	L4	L5	L6	L7		L8
1.	Accommodation	<i>Critical</i>	0	0	2	1	0	0	0	0	0	3
		<i>Non-Critical</i>	0	0	0	1	4	2	2	1	0	10
2.	F&B	<i>Critical</i>	0	2	0	0	0	0	1	0	0	3
		<i>Non-Critical</i>	0	1	1	1	1	1	0	0	0	5
3.	Housekeeping	<i>Critical</i>	0	1	1	1	0	1	0	0	0	8
		<i>Non-Critical</i>	0	1	2	1	1	0	0	0	0	5
4.	Kitchen	<i>Critical</i>	0	3	2	2	2	0	0	1	0	10
		<i>Non-Critical</i>	0	2	3	3	4	1	1	0	0	14
5.	Butler	<i>Critical</i>	0	0	0	0	0	0	0	0	0	0
		<i>Non-Critical</i>	0	0	0	1	1	0	0	0	0	2
6.	Front Office	<i>Critical</i>	0	1	1	0	0	1	0	0	0	3
		<i>Non-Critical</i>	0	0	4	5	3	0	1	0	0	13
7.	Tourist Guide	<i>Critical</i>	0	0	1	3	0	0	0	0	0	4
		<i>Non-Critical</i>	0	0	0	0	0	0	0	0	0	0
8.	Travel Agent	<i>Critical</i>	0	0	0	0	0	0	0	0	0	0
		<i>Non-Critical</i>	0	0	3	3	3	3	3	1	0	16

9.	Transportation	<i>Critical</i>	0	0	1	1	0	0	0	0	0	2
		<i>Non-Critical</i>	0	0	2	2	2	2	2	0	0	10
10.	MICE	<i>Critical</i>	0	0	0	0	0	0	0	0	0	0
		<i>Non-Critical</i>	0	0	0	1	1	1	1	1	1	0
			Critical									32
			Non-Critical									79
Total												111

Figure 5.21: Critical and Non Critical Schedule

6. CONCLUSION AND RECOMMENDATION

As a result of the Tourism and Hospitality Sector Occupational Analysis conducted together with expert panel members from various Tourism and Hospitality sub sectors and organisations, a total of 111 job titles and 10 main sub sectors have been identified.

Referring to Malaysia's economical plans and vision for the coming years, such as the IMP 3 and RMK 9, a framework of the Tourism and Hospitality workforce has been identified. It is hoped that the result of this Occupational Analysis will be able to fulfill the future plans by training Malaysians to be skilled workers in the Tourism and Hospitality sector towards improving the quality of life of Malaysians and at boosting Malaysia's global competitiveness.

Malaysia has made significant strides to take advantage of advancements and incentives in the Tourism and Hospitality industry to improve efficiency and productivity, thus contributing to the increased overall competitiveness of the economy. Additional measures must also be undertaken to enhance human resource development to provide adequate skilled and knowledgeable manpower to support the knowledge-based economy.

The Tourism and Hospitality industry has great potential. Endowed with strong government support and a substantial human resource, this industry could expand by the tight corporation between government, Tourism and Hospitality based organisations and education centres.

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**ANNEX 1: LIST OF PANEL EXPERTS AND
FACILITATORS OF THE TOURISM
AND HOSPITALITY INDUSTRY
SECTOR OCCUPATIONAL ANALYSIS
DEVELOPMENT**

**LIST OF PANEL EXPERTS OF THE TOURISM AND HOSPITALITY
INDUSTRY SECTOR OCCUPATIONAL ANALYSIS
DEVELOPMENT**

NO	NAME	POSITION	EXPERTISE	ORGANISATION
1	PUAN NATTRAH BINTI KARIM	GENERAL MANAGER	HOTEL / HOSPITALITY INDUSTRY	LISBON HOTEL
2	ENCIK ABU HASSAN BIN ISMAIL	HOTEL MANAGER	HOSPITALITY	NAZA HOTEL
3	ENCIK ZAM ZAM BIN KASIM	MANAGER	TOURIST GUIDE AND TRAVEL AGENT	ONE IMAGE SDN. BHD.
4	ENCIK SALMAN BIN SALIM	MANAGER	TOURISM	AKADEMI PELANCONGAN MELAKA
5	ENCIK ZOHAIIME BIN MOHAMAD SORI	MANAGER	TOURIST GUIDE AND TRAVEL AGENT	SSL TOURS
6	ENCIK BAHANI V.S. PILLAY	MANAGING PARTNER	HOSPITALITY	HOSPITALITY TRAINING & MANAGEMENT CONSULTING
7	ENCIK ZULKIFLI BIN IBRAHIM	OPERATION MANAGER	HOSPITALITY	RS PARK HOTEL
8	ENCIK KHALED BIN MOHAMMED	RESIDENT MANAGER	HOSPITALITY	HOLIDAY VILLA BEACH RESORT & SPA CHERATING
9	ENCIK MOKHTARUDDIN BIN DAHIRI	SENIOR TOURISM OFFICER	TOURISM	TOURISM MALAYSIA
10	ENCIK DESMOND LIAU SIN LONG	FREELANCE TOURIST GUIDE	TOURIST GUIDE	

**LIST OF FACILITATORS OF THE TOURISM AND
HOSPITALITY INDUSTRY SECTOR OCCUPATIONAL
ANALYSIS DEVELOPMENT**

EN. FAHISZAM BIN SAAD

FACILITATOR

PRITEC ACADEMY

PN. EVARINA BINTI AMIRON

CO-FACILITATOR

PRITEC ACADEMY

CIK ROZIAH BINTI ISMAIL

SECRETARIAT

PRITEC ACADEMY

EN. AZIZAN BIN RAMLI

SECRETARIAT

PRITEC ACADEMY

CIK RAFIDAH BINTI AMIRRUDIN

SECRETARIAT

PRITEC ACADEMY

CIK NOORASIKIN BINTI OTHMAN

SECRETARIAT

PRITEC ACADEMY

PN. SABARIAH BINTI SALLEH

EN. HAIRIL BASYAR BIN MOHAMAD

EN. HAIRIL ANUAR BIN KAMARUZAMAN

RESEARCHER

PRITEC ACADEMY

**ANNEX 2: OCCUPATIONAL DEFINITION OF
THE TOURISM AND HOSPITALITY
INDUSTRY SECTOR**



ACCOMODATION
LEVEL 4
HOTEL/RESORT EXECUTIVE

A HOTEL / RESORT EXECUTIVE IS DESIGNATED TO EVALUATE FULL SET OF ACCOUNTS, ASSIST BUDGET REPORT BUDGETING, SUPERVISE FRONT DESK OFFICER, DETAILS OF F&B, HOUSEKEEPING WORK, COORDINATE AREA SECURITY, EVALUATE KITCHEN OPERATION, CONDUCT AREA MAINTENANCE, EXECUTE DEPARTMENT RULES, IMPLEMENT INTERNAL & EXTERNAL LIAISON, SUPERVISE MANPOWER MANAGEMENT, PROVIDE STAFF TRAINING, SUPERVISE PERFORMANCE KPI/PMS, PAYROLL MANAGEMENT, SALES PROMOTION ACTIVITIES AND IMPLEMENT PR/MARCOM COMMUNICATION.

A Hotel/Resort Executive will be able to:

1. Evaluate full set of accounting;
2. Assist budget report budgeting;
3. Supervise front desk officer;
4. Supervise details of F&B;
5. Supervise housekeeping work;
6. Coordinate area of security;
7. Evaluate kitchen operation;
8. Conduct area maintenance;
9. Execute departmental rules;
10. Implement internal & external liaison;
11. Supervise manpower management;
12. Provide staff training;

13. Supervise performance KPI/PMS, payroll management and sales promotion activities;
14. Implement PR/MARCOM communication; and
15. Adhere to fire prevention standard procedure.



ACCOMODATION

LEVEL 5

HOTEL/RESORT EXECUTIVE ASSISTANT

A HOTEL / RESORT EXECUTIVE ASSISTANT IS DESIGNATED TO INSPECT FULL SET OF ACCOUNTS, DEVELOP BUDGET REPORT, COORDINATE FRONT DESK OFFICERS, DETAILS OF F&B, INSPECT HOUSEKEEPING WORK, VERIFY AREA SECURITY, MANAGE KITCHEN OPERATION CONTROL, AREA MAINTENANCE, IMPLEMENT DEPARTMENT RULE, MANAGE INTERNAL & EXTERNAL LIAISON, MANPOWER MANAGEMENT, EVALUATE STAFF TRAINING, MANAGE PERFORMANCE KPI/PMS, PAYROLL MANAGEMENT, SALES PROMOTION ACTIVITIES AND PR / MARCOM COMMUNICATION.

A Hotel/Resort Executive Assistant will able to:

1. Inspect full set of accounting;
2. Develop budget report;
3. Coordinate front desk officer;
4. Coordinate details of F&B;
5. Inspect housekeeping work;
6. Verify area security;
7. Manage kitchen operation control;
8. Manage area of maintenance;
9. Implement departmental rule;
10. Manage internal & external liaison;
11. Manage manpower management;
12. Evaluate staff training;
13. Manage performance KPI/PMS, payroll management, sales promotion activities and PR/MARCOM communication; and
14. Adhere to fire prevention standard procedure.



ACCOMODATION
LEVEL 6
HOTEL/RESORT MANAGER

A HOTEL / RESORT MANAGER IS DESIGNATED TO ANALYSE FULL SET OF ACCOUNTS, BUDGET REPORT BUDGETING, ORGANISE FRONT DESK OFFICER, MANAGE DETAILS OF F&B, ORGANISE HOUSEKEEPING WORK, MANAGE AREA SECURITY, ORGANISE KITCHEN OPERATION, AREA MAINTENANCE, DEPARTMENT RULE, INTERNAL & EXTERNAL LIAISON, VERIFY MANPOWER MANAGEMENT, PLAN STAFF TRAINING, VERIFY PERFORMANCE KPI/PMS, APPROVE PAYROLL MANAGEMENT, SALES PROMOTION ACTIVITIES AND MANAGE PR / MARCOM COMMUNICATION.

A Hotel/Resort Manager will be able:

1. Analyse full set of accounts;
2. Analyse budget report budgeting;
3. Organise front desk officer;
4. Manage details of F&B;
5. Organise housekeeping work, area security, kitchen operation, area maintenance, department rule and internal & external liaison;
6. Verify manpower management;
7. Plan staff training;
8. Verify performance KPI/PMS;
9. Approve payroll management;
10. Approve sales promotion activities;
11. Manage PR/MARCOM communication; and
12. Adhere to fire prevention standard procedure.



ACCOMODATION

LEVEL 4

SERVICE APARTMENT ASSISTANT EXECUTIVE

A SERVICE APARTMENT ASSISTANT EXECUTIVE IS DESIGNATED TO EVALUATE FULL SET OF ACCOUNTS, ASSIST BUDGET REPORT BUDGETING, SUPERVISE FRONT DESK OFFICER, DETAILS OF F&B, HOUSEKEEPING WORK, COORDINATE AREA SECURITY, EVALUATE KITCHEN OPERATION, CONDUCT AREA MAINTENANCE, EXECUTE DEPARTMENT RULES, IMPLEMENT INTERNAL & EXTERNAL LIAISON, SUPERVISE MANPOWER MANAGEMENT, PROVIDE STAFF TRAINING, SUPERVISE PERFORMANCE KPI/PMS, PAYROLL MANAGEMENT, SALES PROMOTION ACTIVITIES AND IMPLEMENT PR/MARCOM COMMUNICATION.

A Service Apartment Assistant Executive will be able to:

1. Evaluate full set of accounting;
2. Assist budget report budgeting;
3. Supervise front desk officer, details of F&B and housekeeping work;
4. Coordinate area security;
5. Evaluate kitchen operation;
6. Conduct area maintenance;
7. Execute department rules;
8. Implement internal & external liaison;
9. Supervise manpower management;
10. Provide staff training;
11. Supervise performance KPI/PMS, payroll management and sales promotion activities;
12. Implement PR/MARCOM communication; and
13. Adhere to fire prevention standard procedure.



ACCOMODATION

LEVEL 5

SERVICE APARTMENT EXECUTIVE

A SERVICE APARTMENT EXECUTIVE IS DESIGNATED TO INSPECT FULL SET OF ACCOUNTS, DEVELOP BUDGET REPORT, COORDINATE FRONT DESK OFFICERS, DETAILS OF F&B, INSPECT HOUSEKEEPING WORK, VERIFY AREA SECURITY, MANAGE KITCHEN OPERATION CONTROL, AREA MAINTENANCE, IMPLEMENT DEPARTMENT RULE, MANAGE INTERNAL & EXTERNAL LIAISON, MANPOWER MANAGEMENT, EVALUATE STAFF TRAINING, MANAGE PERFORMANCE KPI/PMS, PAYROLL MANAGEMENT, SALES PROMOTION ACTIVITIES AND PR / MARCOM COMMUNICATION .

A Service Apartment Executive will be able to:

1. Inspect full set of accounting;
2. Develop budget report;
3. Coordinate front desk officer;
4. Coordinate details of F&B;
5. Inspect housekeeping work;
6. Verify area security;
7. Manage kitchen operation control;
8. Manage area maintenance;
9. Implement department rule;
10. Manage internal & external liaison;
11. Manage manpower management;
12. Evaluate staff training;
13. Manage performance KPI/PMS, payroll management, sales promotion activities and PR/MARCOM communication; and

14. Adhere to fire prevention standard procedure.



ACCOMODATION

LEVEL 6

SERVICE APARTMENT MANAGER

A SERVICE APARTMENT MANAGER IS DESIGNATED TO ANALYSE FULL SET OF ACCOUNTS, BUDGET REPORT BUDGETING, ORGANISE FRONT DESK OFFICER, MANAGE DETAILS OF F&B, ORGANISE HOUSEKEEPING WORK, MANAGE AREA SECURITY, ORGANISE KITCHEN OPERATION, AREA MAINTENANCE, DEPARTMENT RULE, INTERNAL & EXTERNAL LIAISON, VERIFY MANPOWER MANAGEMENT, PLAN STAFF TRAINING, VERIFY PERFORMANCE KPI/PMS, APPROVE PAYROLL MANAGEMENT, SALES PROMOTION ACTIVITIES AND MANAGE PR / MARCOM COMMUNICATION.

A Service Apartment Manager will able to:

1. Analyse full set of accounts;
2. Analyse budget report budgeting;
3. Organise front desk officer;
4. Manage details of F&B;
5. Organise housekeeping work, area security, kitchen operation, area maintenance, department rule and internal & external liaison;
6. Verify manpower management;
7. Plan staff training;
8. Verify performance KPI/PMS;
9. Approve payroll management;
10. Approve sales promotion activities;
11. Manage PR/MARCOM communication; and
12. Adhere to fire prevention standard procedure.



ACCOMODATION
LEVEL 7
GENERAL MANAGER

A GENERAL MANAGER IS DESIGNATED TO APPROVE FULL SET OF ACCOUNTS, BUDGET REPORT, MANAGE FRONT DESK OFFICER, PLAN DETAILS OF F&B, APPROVE AREA SECURITY AND KITCHEN OPERATION, DEVELOP AREA MAINTENANCE AND DEPARTMENT RULES, DECIDE INTERNAL & EXTERNAL LIAISON, STRATEGISE MAN POWER MANAGEMENT, APPROVE STAFF TRAINING, STRATEGISE PERFORMANCE KPI/PMS, DECIDE PAYROLL MANAGEMENT, SALES PROMOTION ACTIVITIES AND DECIDE PR/MARCOM COMMUNICATION.

A General Manager will able to:

1. Approve full set of accounting;
2. Approve budget report;
3. Manage all head department;
4. Plan details of F&B;
5. Approve area security;
6. Approve kitchen operation;
7. Develop area maintenance;
8. Develop all department rule;
9. Decide internal & external liaison;
10. Strategise man power management;
11. Approve staff training;
12. Strategise performance KPI/PMS;
13. Decide payroll management, sales promotion activities and PR/MARCOM communication; and

14. Adhere to fire prevention standard procedure.



ACCOMODATION
LEVEL 2
OPERATION ATTENDANT (CHALET/BUDGET
HOTEL/MOTEL)

AN OPERATION ATTENDANT (CHALET/BUDGET HOTEL/MOTEL) IS DESIGNATED TO OPERATE GENERAL CLEANLINESS, GENERAL MAINTENANCE, ASSIST CUSTOMER LIAISON AND SUPERVISES DETAILS OF F&B COORDINATOR.

An Operation Attendant (Chalet/Budget Hotel/Motel) will able to:

1. Operate general cleanliness;
2. Operate general maintenance;
3. Assist customer liaison;
4. Perform F&B activities;
5. Assist kitchen operation;
6. Carry out guest room daily servicing;
7. Adhere to safety procedure; and
8. Adhere to fire prevention standard procedure.



ACCOMODATION
LEVEL 3
OPERATION SUPERVISOR

AN OPERATION SUPERVISOR IS DESIGNATED TO PREPARE FULL SET OF ACCOUNT, BUDGET REPORT, SUPERVISE FRONT DESK OFFICER, DETAILS OF F&B, HOUSEKEEPING WORK, AREA SECURITY, CONDUCT KITCHEN OPERATION, IMPLEMENT AREA MAINTENANCE, EXECUTE DEPARTMENT RULE, IMPLEMENT INTERNAL & EXTERNAL LIAISON, CONDUCT MANPOWER MANAGEMENT, STAFF TRAINING, PERFORMANCE KPI/PMS, PAYROLL MANAGEMENT, SALES PROMOTION ACTIVITIES AND PR / MARCOM COMMUNICATION.

An Operation Supervisor will be able to:

1. Prepare full set of account;
2. Prepare budget report;
3. Supervise front desk office, details of F&B, housekeeping work and area security;
4. Conduct kitchen operation;
5. Implement area maintenance;
6. Execute department rule;
7. Implement internal & external liaison; and
8. Conduct manpower management, staff training, performance KPI/PMS, payroll management, sales promotion activities and PR/MARCOM communication.



ACCOMODATION

LEVEL 4

OPERATION MANAGER

AN OPERATION MANAGER IS DESIGNATED TO EVALUATE FULL SET OF ACCOUNTS, ASSIST BUDGET REPORT BUDGETING, SUPERVISE FRONT DESK OFFICER, DETAILS OF F&B, HOUSEKEEPING WORK, AREA SECURITY, EVALUATE KITCHEN OPERATION, COORDINATE AREA MAINTENANCE, EXECUTE ALL DEPARTMENT RULE, IMPLEMENT INTERNAL & EXTERNAL LIAISON, SUPERVISE MANPOWER MANAGEMENT, STAFF TRAINING, SUPERVISE PERFORMANCE KPI/PMS, PAYROLL MANAGEMENT, SALES PROMOTION ACTIVITIES AND IMPLEMENT PR/MARCOM COMMUNICATION .

An Operation Manager will be able to:

1. Evaluate full set of accounts, budget report budgeting, front desk officer, details of F&B, house keeping work, area security and kitchen operation;
2. Coordinate area maintenance;
3. Implement all department rules;
4. Implement internal & external liaison;
5. Supervise man power management;
6. Supervise staff training, performance KPI/PMS, payroll management;
7. Supervise sales promotion activities; and
8. Adhere to fire prevention standard procedure.



ACCOMODATION

LEVEL 2

OPERATION ATTENDANT (HOMESTAY)

AN OPERATION ATTENDANT (HOMESTAY) IS DESIGNATED TO PERFORM LANDSCAPING FUNCTIONS, HOUSEKEEPING ACTIVITIES, FOOD AND BEVERAGES SERVICES, RECREATIONAL ACTIVITIES, CUSTOMER SERVICE AND ADMINISTRATIVE FUNCTIONS.

An Operation Attendant (Homestay) will able to:

1. Perform landscaping functions;
2. Perform housekeeping activities;
3. Perform food and beverage services;
4. Perform recreational activities;
5. Assist marketing activities;
6. Perform guest room daily servicing;
7. Perform customer service; and
8. Perform administrative functions.



ACCOMODATION
LEVEL 3
HOMESTAY COORDINATOR

A HOMESTAY COORDINATOR IS DESIGNATED TO INSPECT GENERAL CLEANLINESS, GENERAL MAINTENANCE, SUPERVISE CUSTOMER LIAISON AND SUPERVISE DETAILS OF F&B COORDINATOR.

A Homestay Coordinator will be able to:

1. Inspect general cleanliness;
2. Inspect general maintenance;
3. Supervise customer liaison;
4. Supervise details of F&B coordinator;
5. Supervise landscaping functions;
6. Supervise housekeeping activities;
7. Supervise food and beverage services;
8. Supervise recreational activities;
9. Supervise customer service;
10. Perform logistic activities;
11. Supervise administrative functions;
12. Perform marketing and promotional activities; and
13. Perform supervisory functions.



ACCOMODATION
LEVEL 4
HOMESTAY MANAGER

A HOMESTAY MANAGER IS DESIGNATED TO VERIFY GENERAL CLEANLINESS, GENERAL MAINTENANCE, IMPLEMENT CUSTOMER LIAISON AND VERIFY DETAILS OF F&B COORDINATOR.

A Homestay Manager will be able to:

1. Verify general cleanliness;
2. Verify general maintenance;
3. Implement customer liaison;
4. Verify details of F&B coordinator;
5. Perform marketing activities;
6. Liaise with government agencies;
7. Perform managerial functions; and
8. Adhere to fire prevention standard procedure.



FOOD & BEVERAGE

LEVEL 1

BARTENDER

A BARTENDER IS DESIGNATED TO PREPARE DRINK, CHECK STOCK BEVERAGE, RECORD STOCK OPENING & CLOSING AND MANAGE BAR COUNTER MISC-EN-PLACE.

A Bartender will be able to:

1. Prepare drink;
2. Check stock beverage;
3. Record stock opening & closing;
4. Ensure sufficient misc-en-plus is prepared per shift to meet the expected daily demand;
5. Keep record of any new cocktail recipes encounter that the guest favor;
6. Manage bar counter misc-en-place;
7. Serve customers in a friendly and helpful manner; and
8. Adhere to fire prevention standard procedure.



FOOD & BEVERAGE

LEVEL 1

HOSTESS

A HOSTESS IS DESIGNATED TO USHER CUSTOMER, ASSIST RESERVATION OF F&B OUTLET, GUEST RELATION AND OUTLET ADMINISTRATION AND CHECK WITH PHONE RESERVATIONISTS, OR ANSWERING MACHINE MESSAGES TO ASSURE YOU HAVE ALL RESERVATIONS.

A Hostess will be able to:

1. Usher customer;
2. Assist reservation of F&B outlet;
3. Assist guest relation;
4. Provide guests with menus;
5. Operate cash registers to accept payments for food & beverages;
6. Assist outlet administration;
7. Check with phone reservationists, or answering machine messages to assure you have all reservations; and
8. Adhere to fire prevention standard procedure.



FOOD & BEVERAGE
LEVEL 1
WAITER/WAITRESS

A WAITER/WAITRESS IS DESIGNATED TO CARRY OUT LAYOUT SETTING (ROOM, TABLE, EQUIPMENT, LINEN), TAKE CUSTOMER ORDER, SERVE CUSTOMER DRINK AND FOOD AND CONDUCT TABLE AND AREA CLEANING.

A Waiter/Waitress will be able to:

1. Carry out layout setting (room, table, equipment, linen);
2. Take customer order;
3. Serve customer drink and food;
4. Conduct table and area cleaning;
5. Escort customers to their tables;
6. Collect payment from customers;
7. Check with customers to ensure that they are enjoying their meals and take action to correct any problems; and
8. Inform customers of daily specials menu.



FOOD & BEVERAGE

LEVEL 2

F&B CAPTAIN

AN F&B CAPTAIN IS DESIGNATED TO CONDUCT DAILY BRIEFING & STOCK CHECK & ORDERING, IMPLEMENT GENERAL INSPECTION AND ASSIST INTERNAL COMMUNICATION.

AN F&B Captain will be able to:

1. Conduct daily briefing;
2. Implement general inspection;
3. Conduct stock check & ordering;
4. Assist in staff affairs;
5. Assist in providing dining service to guests, addressing guests demand;
6. Assist in customer services;
7. Assist in conducting training;
8. Assist internal communication; and
9. Adhere to safety procedure.



FOOD & BEVERAGE
LEVEL 3
F&B SUPERVISOR

AN F&B SUPERVISOR IS DESIGNATED TO SUPERVISE STAFF SCHEDULING, DRAFT GENERAL VERIFICATION, CARRY OUT STAFF JOB PERFORMANCE APPRAISAL, PREPARE LAYOUT / PLAN / SETTING AND SUPERVISE ON JOB TRAINING.

AN F&B Supervisor will be able to:

1. Supervise staff scheduling;
2. Draft general verification;
3. Carry out staff job performance appraisal;
4. Prepare layout/ plan/ setting;
5. Supervise on job training;
6. Handle all customer services;
7. Adhere to safety procedure; and
8. Liaise with all food suppliers or dealer.



FOOD & BEVERAGE
LEVEL 4
RESTAURANT MANAGER

A RESTAURANT MANAGER IS DESIGNATED TO MANAGE DAY TO DAY RESTAURANT OPERATION, COORDINATE F&B TRAINING AND SERVICES, IMPLEMENT CUSTOMER LIAISON, EXECUTE BUSINESS PLAN AND CARRY OUT STAFF APPRAISAL.

A Restaurant Manager will be able to:

1. Manage day to day restaurant operation;
2. Coordinate F&B training and services;
3. Conduct menu setting;
4. Conduct selection of F&B personnel and liaison with internal and external parties;
5. Implement on customer liaison;
6. Execute the business plan;
7. Carry out staff appraisal; and
8. Adhere to fire prevention standard procedure.



FOOD & BEVERAGE
LEVEL 5
F&B ASSISTANT MANAGER

AN F&B ASSISTANT MANAGER IS DESIGNATED TO ASSIST THE F&B MANAGER, IMPLEMENT POLICIES ON SERVICES AND THE EVENT SETTING, MENU SETTING, SELECTION OF F&B PERSONNEL, LIAISON WITH INTERNAL & EXTERNAL PARTIES, MANAGE EVALUATION OF JOB PERFORMANCE AND CONDUCT TROUBLESHOOTING.

AN F&B Assistant Manager will be able to:

1. Assist the F&B manager;
2. Implement policies on services;
3. Implement the event setting;
4. Manage evaluation of job performance;
5. Implement menu setting;
6. Implement selection of F&B personnel and liaison with internal and external parties;
7. Conduct troubleshooting; and
8. Adhere to fire prevention standard procedure.



FOOD & BEVERAGE
LEVEL 6
F&B MANAGER (EAM)

AN F&B MANAGER (EAM) IS DESIGNATED TO CREATE POLICY ON SERVICES, CREATE EVENTS BUSINESS PLAN, APPROVE MENU SETTING, SELECTION OF F&B PERSONNEL, VERIFY EVALUATION OF JOB PERFORMANCE, MANAGE EVALUATION OF JOB PERFORMANCE, MANAGE LIAISON WITH INTERNAL & EXTERNAL PARTIES AND VERIFY TROUBLESHOOTING.

AN F&B Manager (EAM) will be able to:

1. Create policy on services;
2. Create events business plan;
3. Approve menu setting;
4. Approve selection of F&B personnel;
5. Verify evaluation of job performance;
6. Manage liaison with internal and external parties;
7. Verify troubleshooting; and
8. Adhere to fire prevention standard procedure.



BUTLER

LEVEL 3

BUTLER

A BUTLER IS DESIGNATED TO SUPERVISE THE HOUSEHOLD OF HOTEL GUEST, SERVE GUEST F&B AND DELIVER PRODUCT KNOWLEDGE, PERFORM OTHER SERVICES AS REQUESTED AND ORCHESTRATE FINE DINING EXPERIENCES.

A Butler will be able to:

1. Supervise the household of hotel guest;
2. Serve guest's F&B;
3. Deliver product knowledge;
4. Oversee serving of luncheon and dinner;
5. Answer telephone and delivers messages;
6. Receive and announces guests;
7. Perform other services as requested;
8. Orchestrate Fine Dining Experiences; and
9. Adhere to safety procedure.



BUTLER
LEVEL 4
CHIEF BUTLER

A CHIEF BUTLER IS DESIGNATED TO SUPERVISE STAFF SCHEDULING AND COORDINATION, VERIFY OPERATION REPORTING (OVERALL), PLAN THE DAILY OPERATION AND VERIFY BUTTLER ACTIVITIES.

A Chief Butler will be able to:

1. Supervise staff scheduling and coordination;
2. Verify operation reporting (overall);
3. Plan the daily operation;
4. Verify other services as requested;
5. Ensure silver service clean and intact;
6. Employ and discharge other household employees;
7. Verify butler activities; and
8. Adhere to safety procedure.



HOUSEKEEPING
LEVEL 1
PUBLIC AREA ATTENDANT

A PUBLIC AREA ATTENDANT IS DESIGNATED TO MAINTAIN CLEAN & PROPER GENERAL PUBLIC AREA, GARDEN & CLEAN & PROPER LANDSCAPE AND REPLENISH SUPPLIES IN PUBLIC AREA.

A Public Area Attendant will be able to:

1. Maintain clean & proper general public area;
2. Maintain clean & proper garden & landscape;
3. Handle machinery & electrical equipment;
4. Assist housekeeping cost control;
5. Replenish supplies in public area;
6. Perform safety / security and sanitation function;
7. Handle guest request and complaints; and
8. Adhere to fire prevention standard procedure.



HOUSEKEEPING
LEVEL 2
PUBLIC AREA SENIOR ATTENDANT

A PUBLIC AREA SENIOR ATTENDANT IS DESIGNATED TO INSPECT GENERAL PUBLIC AREA, HANDLE MACHINERY & ELECTRICAL EQUIPMENT AND ENSURE SUFFICIENT SUPPLIES IN PUBLIC AREA.

A Public Area Senior Attendant will be able to:

1. Inspect general public area;
2. Handle machinery & electrical equipment;
3. Ensure sufficient supplies in public area;
4. Supervise safety / security and sanitation function;
5. Perform guest request and complaints;
6. Supervise machinery & electrical equipment;
7. Prepare housekeeping cost control; and
8. Adhere to safety procedure.



HOUSEKEEPING
LEVEL 3
PUBLIC AREA SUPERVISOR

A PUBLIC AREA SUPERVISOR IS DESIGNATED TO CHECK STOCK OF CHEMICAL/EQUIPMENT & DETERGENT, SUPERVISE GENERAL PUBLIC AREA AND TRAIN STAFF ON HANDLING MACHINERY & ELECTRICAL EQUIPMENT.

A Public Area Supervisor will be able to:

1. Check stock of chemical/equipment & detergent;
2. Supervise general public area;
3. Train staff on handling machinery & electrical equipment;
4. Report maintenance work order in the public areas and ensures that rectification is done on time;
5. Coordinate with other related departments in any special requirements;
6. Supervise guest request and complaints;
7. Adhere to fire prevention standard procedure; and
8. Adhere to safety procedure.



HOUSEKEEPING

LEVEL 1

VALET

A VALET IS DESIGNATED TO RECEIVE & HANDLE CLOTHING (GUEST ONLY), DELIVER GUEST CLOTHING AND COMMUNICATE WITH GUEST, SUPPLY GUESTS OR TRAVELERS WITH DIRECTIONS, TRAVEL INFORMATION AND OTHER INFORMATION, HANDLE GUEST COMPLAINT AND GREET INCOMING GUEST.

A Valet will be able to:

1. Receive & handle clothing (guest only);
2. Deliver guest clothing;
3. Communicate with guest;
4. Supply guests or travelers with directions, travel information and other information;
5. Handle guest complaint;
6. Greet incoming guest;
7. Escort guest to their rooms; and
8. Adhere to safety procedure.



HOUSEKEEPING

LEVEL 1

LAUNDRY ATTENDANT

A LAUNDRY ATTENDANT IS DESIGNATED TO RECEIVE & HANDLE CLOTHING (IN-HOUSE USED ONLY), CARRY OUT WASHING/DRY CLEANING/IRONING/FOLDING & PACKING AND MAINTAIN WORK AREA NET AND ORGANISED.

A Laundry Attendant will be able to:

1. Receive & handle clothing (in-house used only);
2. Carry out washing/dry cleaning/ironing/folding & packing;
3. Maintain work area net and organized;
4. Report any mechanical problems to supervisor or manager;
5. Follow and adhere to company policies and procedures as outlined by company standard;
6. Assist other duties as described under wearing apparel;
7. Assist on the job training; and
8. Assist purchase linen supplies.



HOUSEKEEPING

LEVEL 2

LAUNDRY SENIOR ATTENDANT

A LAUNDRY SENIOR ATTENDANT IS DESIGNATED TO CARRY OUT INSPECTION ON LAUNDRY ACTIVITIES AND DETERGENT / CHEMICAL STOCK CHECK & MAINTAIN INVENTORY CONTROLS.

A Laundry Senior Attendant will be able to:

1. Carry out inspection on laundry activities;
2. Carry out detergent/chemical stock check;
3. Maintain inventory controls;
4. Follow and adhere to company policies and procedures as outlined by company standard;
5. Perform other duties as described under wearing apparel;
6. Maintain work area neat and organized;
7. Perform on the job training; and
8. Perform purchase linen supplies.



HOUSEKEEPING
LEVEL 3
LAUNDRY SUPERVISOR

A LAUNDRY SUPERVISOR IS DESIGNATED TO SCHEDULE MACHINERY AND EQUIPMENT OPERATION, CARRY OUT ON JOB TRAINING, SUPERVISE STAFF SCHEDULING AND CONDUCT SAFETY & SECURITY.

A Laundry Supervisor will be able to:

1. Schedule machinery and equipment operation;
2. Carry out on job training;
3. Supervise staff scheduling;
4. Conduct safety & security;
5. Achieve a certain level of customer and personal service;
6. Supervise other duties as described under wearing apparel;
7. Supervise on the job training; and
8. Supervise purchase linen supplies.



HOUSEKEEPING
LEVEL 1
CHAMBERMAID

A CHAMBERMAID IS DESIGNATED TO CARRY OUT ROOM CLEANLINESS & TIDINESS AND ASSIST ROOM CHECKING UPON GUEST CHECK OUT, ACT AS A CUSTOMER SERVICE REPRESENTATIVE, COOPERATION WITH THE STOCK TAKING OF HOUSEKEEPING INVENTORIES AND ADHERE TO COMPANY POLICIES.

A Chambermaid will be able to:

1. Carry out room cleanliness & tidiness;
2. Assist room checking upon guest check out;
3. Act as a customer service representative;
4. Visit guest rooms to change linens;
5. Report any usage of fee for service items;
6. Replenish any supplies that guest may have used;
7. Cooperation with the stock taking of housekeeping inventories; and
8. Adhere to company policies.



HOUSEKEEPING
LEVEL 2
SENIOR CHAMBERMAID

A SENIOR CHAMBERMAID IS DESIGNATED TO ORDER SUPPLIES FOR CHAMBERMAID, ENSURE LINEN SUPPLY FROM LAUNDRY TO CHAMBERMAID AND ROOM CLEANLINESS & TIDINESS.

A Senior Chambermaid will be able to:

1. Order supplies for chambermaid;
2. Ensure linen supply from laundry to chambermaid;
3. Ensure room cleanliness & tidiness;
4. Supervise guest rooms to change linens;
5. Supervise report of any usage of fee for service items;
6. Supervise replenish of any supplies that guest may have used;
7. Co-responsible for the housekeeping department; and
8. Adhere to company policies and procedures.



HOUSEKEEPING
LEVEL 3
FLOOR SUPERVISOR

A FLOOR SUPERVISOR IS DESIGNATED TO ORDER SUPPLIES FROM GENERAL STORE TO HOUSEKEEPING STORE, PROVIDE ON JOB TRAINING, SUPERVISE STAFF SCHEDULING, INSPECT ROOM AND UPDATE REPORT ON THE ROOM STATUS TO FRONT OFFICE.

A Floor Supervisor will be able to:

1. Order supplies from general store to housekeeping store;
2. Provide on job training;
3. Supervise staff scheduling;
4. Inspect room;
5. Update report on the room status to front office;
6. Supervise the provision of equipment required to support events;
7. Supervise the control of keys and the location of security devices; and
8. Adhere to fire prevention standard procedure.



HOUSEKEEPING

LEVEL 4

ASSISTANT EXECUTIVE HOUSEKEEPER

AN ASSISTANT EXECUTIVE HOUSEKEEPER IS DESIGNATED TO ASSIST EXECUTIVE HOUSEKEEPER'S DAILY TASK, CARRY OUT APPRAISAL (KPI & PMS), REPORT ON OPERATIONAL ASPECT TO UPPER MANAGEMENT, MAINTAIN CLEAR COMMUNICATION BETWEEN FRONT OFFICE TO HOUSEKEEPING, CONTROL OF FLOOR MASTER KEY, ENSURE HIGH STANDARD OF PUBLIC AREA & ROOM, MAINTAIN STOCK PAR OF LINEN AND SUPERVISE LOSS & FOUND RECORD.

An Assistant Executive Housekeeper will be able to:

1. Assist executive housekeeper's daily task;
2. Carry out appraisal (KPI & PMS);
3. Report on operational aspect to upper management;
4. Maintain clear communication between front office to housekeeping;
5. Control of floor master key;
6. Ensure high standard of public area & room;
7. Maintain stock par of linen;
8. Supervise loss & found record; and
9. Adhere to fire prevention standard procedure.



HOUSEKEEPING
LEVEL 5
EXECUTIVE HOUSEKEEPER

AN EXECUTIVE HOUSEKEEPER IS DESIGNATED TO IMPLEMENT & EXECUTE SOP, MAINTAIN OPERATING EXPENSES ACCOUNT & BUDGET, APPROVE APPRAISAL (KPI & PMS), COORDINATE TROUBLESHOOTING AND INSPECT SAFETY & SECURITY.

An Executive Housekeeper will be able to:

1. Implement & execute SOP;
2. Maintain operating expenses account & budget;
3. Approve appraisal (KPI & PMS);
4. Coordinate troubleshooting;
5. Assist housekeepers on an as needed basis;
6. Report all unsafe equipment and acts to appropriate;
7. Inspect safety & security; and
8. Adhere to fire prevention standard procedure.



FRONT OFFICE

LEVEL 2

GUEST SERVICE ASSISTANT

A GUEST SERVICE ASSISTANT IS DESIGNATED TO ASSIST WHEN ESCORTING VIP TO GUEST ROOM OR FUNCTION ROOM, SHOWING ROOM TO GUEST (HOTEL ROOM INSPECTION) AND HANDLING CUSTOMER REQUEST OR COMPLAINT.

A Guest Service Assistant will be able to:

1. Assist when escorting VIP to guest room or function room;
2. Assist when showing room to guest (hotel room inspection);
3. Assist when handling customer request or complaint;
4. Develop a full knowledge of the hotel property, staff and services and the hours of operations;
5. Practise gracious hospitality and promote goodwill by being friendly, courteous and helpful to guests, managers and fellow associates at all times;
6. Adhere to the hotel credit policies and cash handling procedures;
7. Always to use correct telephone etiquette; and
8. Adhere to all company policies and procedures.



FRONT OFFICE
LEVEL 3
GUEST SERVICE OFFICER

A GUEST SERVICE OFFICER IS DESIGNATED TO ESCORT VIP TO GUEST ROOM OR FUNCTION ROOM, SHOW ROOM TO GUEST (HOTEL ROOM INSPECTION) AND HANDLE CUSTOMER REQUEST OR COMPLAINT.

A Guest Service Officer will be able to:

1. Greet and register the guests;
2. Set up the guest's account upon completion of their stay;
3. Escort VIP to guest room or function room;
4. Show room to guest (hotel room inspection);
5. Handle customer request or complaint;
6. Handle all duties according to hotel policies, procedures and standards;
7. Have knowledge about guests' rooms, locations, amenities, features and all other services offered by the hotel; and
8. Adhere to fire prevention standard procedure.



FRONT OFFICE
LEVEL 2
TELEPHONIST

A TELEPHONIST IS DESIGNATED TO ANSWER INCOMING CALLS DIRECTS CALL TO GUEST ROOM, STAFF OR DEPARTMENT THROUGH THE SWITCHBOARD OR PBX SYSTEM, RECEIVE TELEPHONE CHARGES FROM THE TELEPHONE COMPANY AND FORWARD CHARGES TO THE FRONT DESK FOR POSTING, TAKE AND DISTRIBUTE MESSAGE FOR GUEST, ANSWER QUESTIONS ABOUT HOTEL EVENTS AND ACTIVITIES, UNDERSTAND PBX SWITCHBOARD OPERATIONS, PROVIDE PAGING SERVICES FOR HOTEL GUEST AND EMPLOYEES, RESPOND WHEN AN EMERGENCY CALL IS REQUESTED OR RECEIVED AND MONITOR AUTOMATED SYSTEMS INCLUDING FIRE ALARMS & TELEPHONE EQUIPMENT WHEN THE ENGINEERING & MAINTENANCE DEPARTMENT IS CLOSED.

A Telephonist will be able to:

1. Answer incoming calls;
2. Direct call to guest room, staff, or department through the switchboard or PBX system;
3. Receive telephone charges from the telephone company and forward charges to the front desk for posting;
4. Take and distribute message for guest;
5. Answer questions about hotel events and activities;
6. Understand PBX switchboard operations;
7. Provide paging services for hotel guest and employees;
8. Respond when an emergency call is requested or received; and

9. Monitor automated systems including fire alarms and telephone equipment when the engineering and maintenance department is closed.



FRONT OFFICE

LEVEL 3

TELEPHONIST SUPERVISOR

A TELEPHONIST SUPERVISOR IS DESIGNATED TO CONDUCT TRAINING, SUPERVISE STAFF SCHEDULING, MONITOR ANSWER INCOMING CALLS, DIRECTED CALL TO GUEST ROOM, STAFF OR DEPARTMENT THROUGH THE SWITCHBOARD OR PBX SYSTEM, DISTRIBUTED MESSAGE FOR GUEST, ANSWERING OF QUESTIONS ABOUT HOTEL EVENTS AND ACTIVITIES, PBX SWITCHBOARD OPERATIONS & PAGING SERVICES FOR HOTEL GUEST AND EMPLOYEES, VERIFY TELEPHONE CHARGES FROM THE TELEPHONE COMPANY AND FORWARD CHARGES TO THE FRONT DESK FOR POSTING AND RESPONSE WHEN AN EMERGENCY CALL IS REQUESTED OR RECEIVED & MONITOR AUTOMATED SYSTEMS INCLUDING FIRE ALARMS & TELEPHONE EQUIPMENT WHEN THE ENGINEERING & MAINTENANCE DEPARTMENT IS CLOSED.

A Telephonist Supervisor will be able to:

1. Conduct training;
2. Supervise staff scheduling;
3. Monitor incoming calls;
4. Monitor directed call to guest room, staff, or department through the switchboard or PBX system;
5. Verify telephone charges from the telephone company and forward charges to the front desk for posting;
6. Monitor distributed message for guest;
7. Monitor answering of questions about hotel events and activities;
8. Monitor PBX switchboard operations;

9. Monitor paging services for hotel guest and employees;
10. Verify response when an emergency call is requested or received; and
11. Monitor automated systems including fire alarms and telephone equipment when the engineering and maintenance department is closed.



FRONT OFFICE

LEVEL 2

FRONT OFFICE ASSISTANT

A FRONT OFFICE ASSISTANT IS DESIGNATED TO REGISTER GUEST AND ASSIGN ROOMS, ACCOMMODATE SPECIAL REQUEST WHENEVER POSSIBLE, ASSIST PREREGISTRATION AND BLOCKING OF ROOM RESERVATIONS, THOROUGHLY ADHERES TO PROPER CREDIT, CHECK-CASHING & CASH-HANDLING POLICIES & PROCEDURES, CARRY OUT ROOM STATUS AND ROOM STATUS TRACKING, DETERMINE ROOM LOCATION, TYPES OF ROOM AVAILABLE AND ROOM RATES, CARRY OUT ROOM STATUS UPDATES, POSSESSES WORKING KNOWLEDGE OF THE RESERVATION DEPARTMENT, FILES ROOM KEYS, UTILISE FRONT OFFICE EQUIPMENT, POSSESSES GUEST CHECK-OUT POSTS AND FILES ALL CHARGES TO GUEST, MASTER & CITY LEDGER ACCOUNTS, FOLLOW PROCEDURES FOR ISSUING AND CLOSING SAFE DEPOSIT BOXES USE BY GUEST, USES PROPER TELEPHONE ETIQUETTE, ADHERES TO PROPER MAIL, PACKAGE & MESSAGE HANDLING PROCEDURES, READS & INITIALS THE PASS-ON LOG & BULLETIN BOARD DAILY AND ATTEND DEPARTMENT MEETING.

A Front Office Assistant will be able to:

1. Register guest and assign rooms;
2. Accommodate special request whenever possible;
3. Assist pre registration and blocking of room reservations;
4. Adhere to proper credit, check-cashing and cash-handling policies and procedures;
5. Carry out room status and room status tracking;

6. Determine room location, types of room available and room rates;
7. Carry out room status updates;
8. Possesses working knowledge of the reservation department;
9. Possesses working knowledge of File room keys;
10. Utilise front office equipment;
11. Possesses guest check-out posts and files all charges to guest, master and city ledger accounts;
12. Follow procedures for issuing and closing safe deposit boxes use by guest;
13. Use proper telephone etiquette uses proper mail, package and message handling procedures;
14. Reads and initials the pass-on log and bulletin board daily; and
15. Attends department meeting.



FRONT OFFICE

LEVEL 3

FRONT OFFICE SUPERVISOR

A FRONT OFFICE SUPERVISOR IS DESIGNATED TO SUPERVISE REGISTERING OF GUEST AND ASSIGNMENT OF ROOMS, ACCOMMODATION OF SPECIAL REQUEST WHENEVER POSSIBLE, CONDUCT PREREGISTRATION AND BLOCKING OF ROOM RESERVATIONS, CONDUCTS PROPER CREDIT, CHECK-CASHING & CASH-HANDLING POLICIES & PROCEDURES, ROOM STATUS & ROOM STATUS TRACKING, DETERMINE ROOM LOCATION, TYPES OF ROOM AVAILABLE & ROOM RATES, SUPERVISE ROOM STATUS UPDATES, COMMUNICATE WITH RESERVATION DEPARTMENT, FILES ROOM KEYS, SUPERVISE USE OF FRONT OFFICE EQUIPMENT, POSSESSES GUEST CHECK-OUT POSTS AND FILES ALL CHARGES TO GUEST, MASTER & CITY LEDGER ACCOUNTS, CONDUCT PROCEDURES FOR ISSUING AND CLOSING SAFE DEPOSIT BOXES USED BY GUEST, ENSURE PROPER TELEPHONE ETIQUETTE, ENSURE PROPER MAIL, PACKAGE & MESSAGE HANDLING PROCEDURES, READS & INITIALS THE PASS-ON LOG & BULLETIN BOARD DAILY AND ATTENDS DEPARTMENT MEETING.

A Front Office Supervisor will be able to:

1. Supervise registering of guest and assignment of rooms;
2. Supervise accommodation of special request whenever possible;
3. Conduct preregistration and blocking of room reservations;
4. Conduct proper credit, check-cashing & cash-handling policies & procedures;
5. Conduct room status & room status tracking;
6. Determine room location, types of room available & room rates;

7. Supervise room status updates;
8. Communicate with reservation department;
9. Files room keys;
10. Supervise use of front office equipment;
11. Possesses guest check-out posts and files all charges to guest, master & city ledger accounts;
12. Conduct procedures for issuing and closing safe deposit boxes used by guest;
13. Ensure proper telephone etiquette;
14. Ensure proper mail, package & message handling procedures;
15. Reads & initials the pass-on log & bulletin board daily; and
16. Attends department meeting.



FRONT OFFICE

LEVEL 4

ASSISTANT FRONT OFFICE MANAGER (AFOM)

AN ASSISTANT FRONT OFFICE MANAGER (AFOM) IS DESIGNATED TO PARTICIPATE IN THE SELECTION OF FRONT OFFICE PERSONNEL, TRAIN, CROSS-TRAIN & RETRAIN ALL FRONT OFFICE PERSONNEL, SCHEDULE THE FRONT OFFICE STAFF & WORKLOADS DURING SHIFTS, EVALUATE THE JOB PERFORMANCE OF EACH FRONT OFFICE EMPLOYEE, MAINTAIN WORKING RELATIONSHIPS AND COMMUNICATES WITH ALL DEPARTMENTS, MAINTAIN, MASTER KEY CONTROL, VERIFY THAT ACCURATE ROOM STATUS INFORMATION IS MAINTAINED & PROPERLY COMMUNICATED, RESOLVE GUEST PROBLEM QUICKLY, EFFICIENTLY & COURTEOUSLY, UPDATE

GROUP INFORMATION, MAINTAIN, MONITOR & PREPARE GROUP REQUIREMENTS, RELAY INFORMATION TO APPROPRIATE PERSONNEL, COMPLETE CREDIT LIMIT REPORT WORKS WITHIN THE ALLOTTED BUDGET FOR THE FRONT OFFICE, RECEIVE INFORMATION FROM THE PREVIOUS SHIFT MANAGER & PASSES ON PERTINENT DETAILS TO THE ONCOMING MANAGER, CHECK CASHIERS IN & OUT & COORDINATE BANKS AND DEPOSITS AT THE END OF EACH SHIFT.

An Assistant Front Office Manager (AFOM) will be able to:

1. Participate in the selection of front office personnel;
2. Train, cross-trains, and retrains all front office personnel;
3. Schedule the front office staff;
4. Supervise workloads during shifts;
5. Evaluate the job performance of each front office employee;

6. Maintain working relationships and communicates with all departments;
7. Maintain master key control;
8. Verify that accurate room status information is maintained and properly communicated;
9. Resolve guest problem quickly, efficiently and courteously;
10. Update group information, maintain, monitor, and prepares group requirements;
11. Relay information to appropriate personnel;
12. Complete credit limit report;
13. Determine the allotted budget for the front office;
14. Receive information from the previous shift manager and passes on pertinent details to the oncoming manager;
15. Check cashiers in and out;
16. Coordinate banks and deposits at the end of each shift; and
17. Adhere to fire prevention standard procedure.



FRONT OFFICE

LEVEL 1

BELLMAN

A BELLMAN IS DESIGNATED TO ARRANGE AND SEND THE GUEST TO THE ROOM, WELCOME GUEST AND ARRANGE PARKING FOR VIP/GUEST, REPORT ON MAINTENANCE WORK, CHECK DAILY TO ENSURE KEYS ARE READY FOR CHECK IN AND ENSURE ALL LUGGAGE IS CORRECTLY LABELED AND STORED.

A Bellman will be able to:

1. Arrange and send guest to the room;
2. Welcome guest;
3. Arrange parking for VIP/guest;
4. Report on maintenance work;
5. Check daily to ensure keys are ready for check in;
6. Ensure all luggage is correctly labeled and stored;
7. Assist in cleaning of hotel for opening;
8. Ensure clearance of hotel entrance;
9. Park VIP/guest car; and
10. Adhere to fire prevention standard procedure.



FRONT OFFICE

LEVEL 2

BELL CAPTAIN

A BELL CAPTAIN IS DESIGNATED TO BE INCHARGE OF GUEST LUGGAGE, MONITOR DOORMAN ACTIVITIES AND DETERMINE WORK SCHEDULES AND KEEP TIME REOCRDS.

A Bell Captain will be able to:

1. Be in charge of guest luggage;
2. Monitor doorman activities;
3. Determine work schedules and keeps time records;
4. Perform duties of subordinates;
5. Ensure clearance of hotel entrance;
6. Inspect workers for neatness and uniform dress;
7. Instruct workers in procedures regarding requests from guests; and
8. Adhere to fire prevention standard procedure.



FRONT OFFICE
LEVEL 3
BELL SUPERVISOR

A BELL SUPERVISOR IS DESIGNATED TO PROVIDE STAFF TRAINING, HANDLE VIP GUEST, SUPERVISE ALL BELL SERVICES EMPLOYEES, PROVIDES TRAINING TO UPGRADE EMPLOYEE'S SKILLS AND COUNSEL AND DISCIPLINES EMPLOYEES IN ACCORDANCE WITH COMPANY POLICIES.

A Bell Supervisor will be able to:

1. Provide staff training;
2. Handle VIP guest;
3. Supervise all Bell services employees;
4. Check daily to ensure keys are ready for check in;
5. Ensure all luggage is correctly labeled and stored;
6. Provides training to upgrade employee's skills;
7. Counsels and disciplines employees in accordance with company policies, documenting all actions taken; and
8. Adhere to fire prevention standard procedure.



FRONT OFFICE
LEVEL 4
CHIEF CONCIERGE

A CHIEF CONCIERGE IS DESIGNATED TO COORDINATE GUEST REQUEST OF SPECIAL SERVICES, DEVELOP STRONG KNOWLEDGE OF THE HOTEL'S FACILITIES & SERVICES AND OF THE SURROUNDING COMMUNITY, PROVIDE GUESTS WITH DIRECTION TO ATTRACTIONS OR FACILITIES, PROVIDE GUESTS WITH INFORMATION, MAKE GUEST RESERVATIONS FOR TRANSPORTATION, MAKE RESERVATIONS FOR ENTERTAINMENT WHEN REQUEST, ORGANIZE SPECIAL FUNCTIONS AS DIRECTED BY MANAGEMENT, ARRANGE SECRETARIAL AND OTHER OFFICE SERVICES, COORDINATE GUEST REQUEST FOR SPECIAL SERVICE OR EQUIPMENT WITH THE APPROPRIATE DEPARTMENT, CONTACT ROOMED GUESTS PERIODICALLY TO ASCERTAIN ANY SPECIAL NEEDS, HANDLE GUEST COMPLAINTS AND SOLVE PROBLEMS TO THE DEGREE POSSIBLE.

A Chief Concierge will be able to:

1. Coordinate guest request of special services;
2. Develop strong knowledge of the hotel's facilities and services and of the surrounding community;
3. Provide guests with direction to attractions or facilities;
4. Provide guests with information;
5. Make guest reservations for transportation;
6. Make reservations for entertainment when request;
7. Organize special functions as directed by management;
8. Arrange secretarial and other office services;

9. Coordinate guest request for special service or equipment with the appropriate department;
10. Contact roomed guests periodically to ascertain any special needs;
11. Handle guest complaints;
12. Solve problems to the degree possible; and
13. Adhere to fire prevention standard procedure.



FRONT OFFICE
LEVEL 2
RESERVATION CLERK

A RESERVATION CLERK IS DESIGNATED TO CONDUCT RESERVATIONS BY MAIL, TELEPHONE, TELEX, CABLE, FAX OR CENTRAL RESERVATION SYSTEM REFERRAL, RESERVATIONS FROM THE SALES OFFICE, DETERMINE THE TYPES OF ROOMS AVAILABLE, DETERMINE THE SELLING STATUS, RATES, AND BENEFIT OF ALL PACKAGE PLANS, THE CREDIT POLICY AND HOW TO CODE EACH RESERVATION, RESERVATION COMMUNICATION, DETERMINE ROOM RATES BASED ON THE SELLING TACTICS, PREPARE LETTER OF CONFIRMATION, SUPPLY INFORMATION TO THE FRONT DESK, DETERMINE CANCELLATIONS AND MODIFICATIONS AND PROMPTLY SUPPLY THIS INFORMATION TO THE FRONT DESK, DETERMINE THE HOTEL POLICY ON GUARANTEED RESERVATIONS AND NO SHOWS, OBTAIN ADVANCE DEPOSITS ON RESERVATIONS, DETERMINE ROOM AVAILABILITIES ON THE BASIS OF RESERVATION, ROOM REVENUE AND OCCUPANCY FORECAST, PREPARE EXPECTED ARRIVAL LIST FOR FRONT OFFICE USE, CONDUCT PRE REGISTRATION ACTIVITIES WHEN APPROPRIATE AND DETERMINE ADVANCE DEPOSIT REQUIREMENT.

A Reservation Clerk will be to:

1. Conduct reservations by mail, telephone, telex, cable, fax or central reservation system referral;
2. Conduct reservations from the sales office;
3. Determine the types of rooms available;
4. Determine the selling status, rates, and benefit of all package plans;
5. Determine the credit policy and how to code each reservation;

6. Conduct reservation communication;
7. Determine room rates based on the selling tactics;
8. Prepare letter of confirmation;
9. Supply information to the front desk;
10. Determine cancellations and modifications and promptly supply this information to the front desk;
11. Determine the hotel policy on guaranteed reservations and no shows;
12. Obtain advance deposits on reservations;
13. Determine room availabilities on the basis of reservation;
14. Determine room revenue and occupancy forecast;
15. Prepare expected arrival list for front office use;
16. Conduct pre registration activities when appropriate; and
17. Determine advance deposit requirement.



FRONT OFFICE
LEVEL 3
RESERVATION OFFICER

A RESERVATION OFFICER IS DESIGNATED TO MONITOR RESERVATIONS BY MAIL, TELEPHONE, TELEX, CABLE, FAX OR CENTRAL RESERVATION SYSTEM REFERRAL, RESERVATIONS FROM THE SALES OFFICE, THE TYPES OF ROOMS AVAILABLE, THE SELLING STATUS, RATES & BENEFIT OF ALL PACKAGE PLANS, THE CREDIT POLICY AND HOW TO CODE EACH RESERVATION, RESERVATION COMMUNICATION, ROOM RATES BASED ON THE SELLING TACTICS, INFORMATION TO THE FRONT DESK, CANCELATIONS & MODIFICATIONS AND PROMPTLY THIS INFORMATION TO THE FRONT DESK, THE HOTEL POLICY ON GUARANTEED RESERVATIONS & NO SHOWS, ADVANCE DEPOSITS ON RESERVATIONS, ROOM AVAILABILITIES ON THE BASIS OF RESERVATION, ROOM REVENUE AND OCCUPANCY FORECAST, IN PRE REGISTRATION ACTIVITIES WHEN APPROPRIATE AND VERIFY LETTER OF CONFIRMATION & EXPECTED ARRIVAL LIST FOR FRONT OFFICE USE AND ADVANCE DEPOSIT REQUIREMENT.

A Reservation Officer will be able to:

1. Monitor reservations by mail, telephone, telex, cable, fax or central reservation system referral;
2. Monitor reservations from the sales office;
3. Monitor the types of rooms available;
4. Monitor the selling status, rates, and benefit of all package plans;
5. Monitor the credit policy and how to code each reservation;
6. Monitor reservation communication;

7. Monitor room rates based on the selling tactics;
8. Verify letter of confirmation;
9. Monitor information to the front desk;
10. Monitor cancellations and modifications and promptly this information to the front desk;
11. Monitor the hotel policy on guaranteed reservations and no shows;
12. Monitor advance deposits on reservations;
13. Monitor room availabilities on the basis of reservation;
14. Monitor room revenue and occupancy forecast;
15. Verify expected arrival list for front office use;
16. Monitor pre registration activities when appropriate; and
17. Verify advance deposit requirement.



FRONT OFFICE
LEVEL 4
RESERVATION MANAGER

A RESERVATION MANAGER IS DESIGNATED TO SUPERVISE RESERVATIONS BY MAIL, TELEPHONE, TELEX, CABLE, FAX OR CENTRAL RESERVATION SYSTEM REFERRAL, RESERVATIONS FROM THE SALES OFFICE, THE TYPES OF ROOMS AVAILABLE, THE SELLING STATUS, RATES AND BENEFIT OF ALL PACKAGE PLANS, THE CREDIT POLICY AND HOW TO CODE EACH RESERVATION, RESERVATION COMMUNICATION, ROOM RATES BASED ON THE SELLING TACTICS, LETTER OF CONFIRMATION, PROVISION OF INFORMATION TO THE FRONT DESK, CANCELATIONS AND MODIFICATIONS & PROMPTLY THIS INFORMATION TO THE FRONT DESK, THE HOTEL POLICY ON GUARANTEED RESERVATIONS & NO SHOWS, ADVANCE DEPOSITS ON RESERVATIONS, ROOM AVAILABILITIES ON THE BASIS OF RESERVATION, ROOM REVENUE & OCCUPANCY FORCAST, EXPECTED ARRIVAL LIST FOR FRONT OFFICE USE, IN PREREGISTRATION ACTIVITIES WHEN APPROPRIATE AND SUPERVISE ADVANCE DEPOSIT REQUIREMENT.

A Reservation Manager will be able to:

1. Supervise reservations by mail, telephone, telex, cable, fax or central reservation system referral;
2. Supervise reservations from the sales office;
3. Supervise the types of rooms available;
4. Supervise the selling status, rates and benefit of all package plans;
5. Supervise the credit policy and how to code each reservation;
6. Supervise reservation communication;

7. Supervise room rates based on the selling tactics;
8. Supervise letter of confirmation;
9. Supervise information to the front desk;
10. Supervise cancellations and modifications and provision of information to the front desk;
11. Supervise the hotel policy on guaranteed reservations and no shows;
12. Supervise advance deposits on reservations;
13. Supervise room availabilities on the basis of reservation;
14. Supervise room revenue and occupancy forecast;
15. Supervise expected arrival list for front office use;
16. Supervise in pre registration activities when appropriate;
17. Supervise advance deposit requirement; and
18. Adhere to fire prevention standard procedure.



FRONT OFFICE

LEVEL 5

FRONT OFFICE MANAGER (FOM)

A FRONT OFFICE MANAGER (FOM) IS DESIGNATED TO PARTICIPATE IN THE SELECTION OF FRONT OFFICE PERSONNEL, TRAIN, CROSS-TRAIN AND RETRAIN ALL FRONT OFFICE PERSONNEL, SCHEDULE THE FRONT OFFICE STAFF, SUPERVISE WORKLOADS DURING SHIFT AND EVALUATE THE JOB PERFORMANCE OF EACH FRONT OFFICE EMPLOYEE.

A Front Office Manager (FOM) will be able to:

1. Participate in the selection of front office personnel;
2. Train, cross-trains and retrains all front office personnel;
3. Schedule the front office staff;
4. Supervise workloads during shifts;
5. Evaluate the job performance of each front office employee;
6. Maintain working relationships and communicates with all departments;
7. Maintain master key control;
8. Verify that accurate room status information is maintained and properly communicated;
9. Resolve guest problems quickly, efficiently and courteously;
10. Update group information;
11. Review and complete credit limit report;
12. Work within the allotted budget for the front office;
13. Receive information from the previous shift manager and passes on pertinent details to the oncoming manager;
14. Check cashiers in and out and verifies banks and deposits at the end of each shift;

15. Enforce all cash-handling, check-cashing and credit policies;
16. Conduct regularly scheduled meetings of front office personnel;
17. Uphold the hotel's commitment to hospitality; and
18. Adhere to fire prevention standard procedure.



FRONT OFFICE

LEVEL 6

ROOM DIVISION MANAGER

A ROOM DIVISION MANAGER IS DESIGNATED TO IMPLEMENT & EXECUTE THE SOP FOR MAINTENANCE HOUSEKEEPING & FRONT OFFICE, MONITOR OF EXPENSES ACCORDING TO BUDGET, APPROVE APPRAISAL FOR MAINTENANCE HOUSE KEEPING & FRONT OFFICE AND TROUBLESHOOTING FOR RELEVANT AREA.

A Room Division Manager will be able to:

1. Implement & execute the SOP for maintenance housekeeping & front office and security;
2. Monitor of expenses according to budget;
3. Approve appraisal for maintenance housekeeping, front office and security;
4. Troubleshoot for relevant areas;
5. Verify the cleanliness of guest room;
6. Verify the replenishing guest room supplies;
7. Oversee the front office, housekeeping and engineering department; and
8. Adhere to fire prevention standard procedure.



KITCHEN

LEVEL 1

COMMIS KITCHEN

A COMMIS KITCHEN IS DESIGNATED TO SET UPSTATION IN THE KITCHEN, PREPARE AND COOK OF ITEMS TO THE GUESTS REQUESTS, KEEP WORK AREA CLEAN, TIDY AND SAFE & PERFORM ANY OTHER DUTIES ASSIGNED BY THE CHEF, SOUS CHEFS OR SUPERVISOR.

A Commis Kitchen will be able to:

1. Set up station in the kitchen;
2. Carry out the daily food preparation;
3. Assist in servicing the food;
4. Prepare and cook of items to the guests requests;
5. Keep work area clean, tidy and safe;
6. Perform any other duties assigned by the Chef, Sous Chefs or Supervisor;
7. Assist other staff, when and if necessary;
8. Re-check storage and refrigerator; and
9. Adhere to fire prevention standard procedure.



KITCHEN
LEVEL 2
DEMI CHEF

A DEMI CHEF IS DESIGNATED TO ASSIST WITH THE SMOOTH AND EFFICIENT OPERATION OF THE BREAKFAST SERVINGS TO THE STANDARD REQUIRED BY THE HOTEL, DEPUTIZE FOR THE COOK IN HIS ABSENCE AND REPORT ANY IRREGULARITIES IMMEDIATELY TO THE COOK.

A Demi Chef will be able to:

1. Assist with the smooth and efficient operation of the breakfast servings to the standard required by the hotel;
2. Assist with the building of an efficient team of staff;
3. Deputize for the cook in his absence;
4. Report any irregularities immediately to the cook;
5. Keep wastage to an absolute minimum;
6. Check the rotation of items for service;
7. Report spoilage to the cook; and
8. Adhere to fire prevention standard procedure.



KITCHEN
LEVEL 3
CHEF DE PARTIE

A CHEF DE PARTIE IS DESIGNATED TO PREPARE STAFF DUTY ROSTER SCHEDULE, SUPERVISE KITCHEN SAFETY & HYGIENE, FOOD MANAGEMENT, FOOD AND SERVICE QUALITY CONTROL, CONTROL FOOD MATERIAL STOCK AND SUPERVISE FOOD PRESENTATION & FOOD MANAGEMENT.

A Chef De Partie will be able to:

1. Prepare staff duty roster schedule;
2. Supervise kitchen safety & hygiene;
3. Supervise food management;
4. Supervise food and service quality control;
5. Control food material stock;
6. Supervise food presentation & food management;
7. Set the food according to Standard Operating Procedure; and
8. Handle other functions and activities assign from time to time.



KITCHEN

LEVEL 4

JUNIOR SOUS CHEF

A JUNIOR SOUS CHEF IS DESIGNATED TO SUPERVISE THE STAFF WITHIN THE DEPARTMENT, REQUEST ALL FOOD ITEMS ON A DAILY BASIS IN ACCORDANCE WITH THE AGREED STOCK LEVELS AND RESPONSIBLE FOR THE MAINTENANCE OF THE KITCHEN.

A Junior Sous Chef will be able to:

1. Supervise the staff within the department;
2. Request all food items on a daily basis in accordance with the agreed stock levels;
3. Responsible for the maintenance of the kitchen;
4. Report any faults to the Engineering Department;
5. Assist the Executive Chef with the rostering of staff covering normal hours of duty and holiday periods;
6. Complete their side duties as assigned on daily, weekly and monthly basis;
7. Assist in servicing food and beverage to guest according to standard of performance established;
8. Set the food according to Standard Operating Procedure; and
9. Adhere to fire prevention standard procedure.



KITCHEN

LEVEL 1

COMMIS BAKERY

A COMMIS BAKERY IS DESIGNATED TO SET UPSTATION IN THE KITCHEN, PREPARE AND COOK OF ITEMS TO THE GUESTS REQUESTS, KEEP WORK AREA CLEAN, TIDY AND SAFE & PERFORM ANY OTHER DUTIES ASSIGNED BY THE CHEF, SOUS CHEFS OR SUPERVISOR.

A Commis Bakery will be able to:

1. Set upstation in the kitchen;
2. Prepare and cook of items to the guests requests;
3. Keep work area clean, tidy and safe;
4. Perform any other duties assigned by the Chef, Sous Chefs or Supervisor;
5. Assist other staff, when and if necessary;
6. Re-check storage and refrigerator;
7. Provide assistance and direction to the kitchen operation as assigned; and
8. Adhere to fire prevention standard procedure.



KITCHEN

LEVEL 2

DEMI CHEF BAKERY

A DEMI CHEF BAKERY IS DESIGNATED TO ASSIST WITH THE SMOOTH AND EFFICIENT OPERATION OF THE BREAKFAST SERVINGS TO THE STANDARD REQUIRED BY THE HOTEL, DEPUTIZE FOR THE COOK IN HIS ABSENCE AND REPORT ANY IRREGULARITIES IMMEDIATELY TO THE COOK.

A Demi Chef Bakery will be able to:

1. Assist with the smooth and efficient operation of the breakfast servings to the standard required by the hotel;
2. Assist with the building of an efficient team of staff;
3. Deputize for the cook in his absence;
4. Report any irregularities immediately to the cook;
5. Keep wastage to an absolute minimum;
6. Check the rotation of items for service;
7. Report spoilage to the cook; and
8. Adhere to fire prevention standard procedure.



KITCHEN

LEVEL 3

CHEF DE PARTIE BAKERY

A CHEF DE PARTIE BAKERY IS DESIGNATED TO PREPARE STAFF DUTY ROSTER SCHEDULE, SUPERVISE KITCHEN SAFETY & HYGIENE, FOOD MANAGEMENT, FOOD AND SERVICE QUALITY CONTROL, CONTROL FOOD MATERIAL STOCK AND SUPERVISE FOOD PRESENTATION & FOOD MANAGEMENT.

A Chef De Partie Bakery will be able to:

1. Prepare staff duty roster schedule;
2. Supervise kitchen safety & hygiene;
3. Supervise food management;
4. Supervise food and service quality control;
5. Control food material stock;
6. Supervise food presentation & food management;
7. Assist other staff, when and if necessary; and
8. Adhere to fire prevention standard procedure.



KITCHEN
LEVEL 4
BAKER

A BAKER IS DESIGNATED TO REPORT OF DUTY PUNCTUALLY WEARING THE CORRECT UNIFORM, PROVIDE A COURTEOUS AND EFFICIENT SERVICE AT ALL TIMES, ORDER STORES ON A DAILY BASIS IN ACCORDANCE WITH THE AGREED STOCK LEVELS.

A Baker will be able to:

1. Report for duty punctually wearing the correct uniform;
2. Provide a courteous and efficient service at all times;
3. Order stores on a daily basis in accordance with the agreed stock levels;
4. Prepare adequate supplies of French bread for breakfast service;
5. Maintain good working relationships with colleagues and all other departments;
6. Have a complete understanding of the hotel's fire procedure;
7. Have a complete understanding of the hotel's employee handbook and the regulations contained within;
8. Maintain a high standard of personal appearance and hygiene at all times;
9. Carry out any other reasonable duty that may be requested by management;
and
10. Adhere to fire prevention standard procedure.



KITCHEN
LEVEL 1
COMMIS PASTRY

A COMMIS PASTRY IS DESIGNATED TO SET UPSTATION IN THE KITCHEN, PREPARE AND COOK OF ITEMS TO THE GUESTS REQUESTS, KEEP WORK AREA CLEAN, TIDY AND SAFE & PERFORM ANY OTHER DUTIES ASSIGNED BY THE CHEF, SOUS CHEFS OR SUPERVISOR.

A Commis Pastry will be able to:

1. Set up station in the kitchen;
2. Prepare and cook of items to the guests requests;
3. Keep work area clean, tidy and safe;
4. Perform any other duties assigned by the Chef, Sous Chefs or Supervisor;
5. Assist other staff, when and if necessary;
6. Re-check storage and refrigerator;
7. Stock and maintain sufficient levels of pastries to assure a smooth service period; and
8. Adhere to fire prevention standard procedure.



KITCHEN
LEVEL 2
DEMI CHEF PASTRY

A DEMI CHEF PASTRY IS DESIGNATED TO ASSIST WITH THE SMOOTH AND EFFICIENT OPERATION OF THE BREAKFAST SERVINGS TO THE STANDARD REQUIRED BY THE HOTEL, DEPUTIZE FOR THE COOK IN HIS ABSENCE AND REPORT ANY IRREGULARITIES IMMEDIATELY TO THE COOK.

A Demi Chef Pastry will be able to:

1. Assist with the smooth and efficient operation of the breakfast servings to the standard required by the hotel;
2. Assist with the building of an efficient team of staff;
3. Deputize for the cook in his absence;
4. Report any irregularities immediately to the cook;
5. Keep wastage to an absolute minimum;
6. Check the rotation of items for service;
7. Report spoilage to the cook; and
8. Adhere to fire prevention standard procedure.



KITCHEN

LEVEL 3

CHEF DE PARTIE PASTRY

A CHEF DE PARTIE PASTRY IS DESIGNATED TO PREPARE STAFF DUTY ROSTER SCHEDULE, SUPERVISE KITCHEN SAFETY & HYGIENE, FOOD MANAGEMENT, FOOD AND SERVICE QUALITY CONTROL, CONTROL FOOD MATERIAL STOCK AND SUPERVISE FOOD PRESENTATION & FOOD MANAGEMENT.

A Chef De Partie Pastry will able to:

1. Prepare staff duty roster schedule;
2. Supervise kitchen safety & hygiene;
3. Supervise food management;
4. Supervise food and service quality control;
5. Control food material stock;
6. Supervise food presentation & food management;
7. Check sufficient levels of pastries to assure a smooth service period; and
8. Adhere to fire prevention standard procedure.



KITCHEN
LEVEL 4
PASTRY CHEF

A PASTRY CHEF IS DESIGNATED TO PREPARE AND COOK ADEQUATE SUPPLIES OF BREAKFAST ROLLS FOR BREAKFAST SERVICE, RESPONSIBLE FOR THE PREPARATION OF ALL PASTRIES, CONFECTIONERIES AND CAKES AND MONITOR KITCHEN HYGIENE AND GROOMING.

A Pastry Chef will able to:

1. Prepare and cook adequate supplies of breakfast rolls for breakfast service;
2. Responsible for the preparation of all pastries, confectioneries and cakes;
3. Monitor purchase request;
4. Monitor kitchen hygiene and grooming;
5. Build an efficient team of staff;
6. Keep work area clean, tidy and safe; and
7. Adhere to fire prevention standard procedure.



KITCHEN

LEVEL 1

COMMIS BUTCHERY

A COMMIS BUTCHERY IS DESIGNATED TO SET UPSTATION IN THE KITCHEN, PREPARE AND COOK OF ITEMS TO THE GUESTS REQUESTS, KEEP WORK AREA CLEAN, TIDY AND SAFE & PERFORM ANY OTHER DUTIES ASSIGNED BY THE CHEF, SOUS CHEFS OR SUPERVISOR.

A Commis Butchery will be able to:

1. Set up station in the kitchen;
2. Prepare and cook of items to the guests requests;
3. Keep work area clean, tidy and safe;
4. Perform any other duties assigned by the Chef, Sous Chefs or Supervisor;
5. Assist other staff, when and if necessary;
6. Re-check storage and refrigerator; and
7. Adhere to fire prevention standard procedure.



KITCHEN
LEVEL 2
BUTCHER ASSISTANT

A BUTCHER ASSISTANT IS DESIGNATED TO PREPARE MISC-EN-PLACE PRESENTATION, IMPLEMENT KITCHEN SAFETY & HYGIENE & GROOMING AND MAINTAIN FOOD MATERIAL STOCK CONTROLLING.

A Butcher Assistant will be able to:

1. Prepare misc-en-place presentation;
2. Implement kitchen safety, hygiene and grooming;
3. Maintain food material stock controlling;
4. Adhere to safety procedure;
5. Responsible for defrosting, cleaning, grinding and cutting all items in accordance with standardized procedures and corporate specifications;
6. Assist the chef and sous chef to ensure quality food is prepared and displayed; and
7. Adhere to fire prevention standard procedure.



KITCHEN

LEVEL 3

CHEF DE PARTIE BUTCHER

A CHEF DE PARTIE BUTCHER IS DESIGNATED TO CONTROL FOOD MATERIAL STOCK, FOOD AND SERVICE QUALITY, SUPERVISE DAILY OPERATION MANAGEMENT, KITCHEN SAFETY & HYGIENE & GROOMING AND PREPARE STAFF DUTY ROSTER SCHEDULE.

A Chef De Partie Butcher will be able to:

1. Control food material stock;
2. Control food and service quality;
3. Supervise daily operation management;
4. Supervise kitchen safety & hygiene & grooming;
5. Prepare staff duty roster schedule;
6. Keep work area clean, tidy and safe;
7. Adhere to safety procedure; and
8. Adhere to fire prevention standard procedure.



KITCHEN
LEVEL 4
BUTCHER

A BUTCHER IS DESIGNATED TO SUPERVISE THE STAFF WITHIN THE DEPARTMENT, REQUEST ALL FOOD ITEMS ON A DAILY BASIS IN ACCORDANCE WITH THE AGREED STOCK LEVELS AND ESTABLISH GOOD WORKING WITH ALL OTHER DEPARTMENTS WITHIN THE HOTEL.

A Butcher will be able to:

1. Supervise the staff within the department;
2. Request all food items on a daily basis in accordance with the agreed stock levels;
3. Establish good working with all other departments within the hotel;
4. Liaise closely with the Sous Chef with regards to items on the menu;
5. Assist with the weekly stock take of food items;
6. Maintain a high standard of personal appearance and hygiene at all times;
7. Carry out any other reasonable duty that may be requested by management;
and
8. Adhere to fire prevention standard procedure.



KITCHEN
LEVEL 5
SOUS CHEF

A SOUS CHEF IS DESIGNATED TO MANAGE KITCHEN OPERATION, PLAN MENU MANAGEMENT, PREPARE MARKETING CUSTOMER LIST, MAINTAIN KITCHEN EQUIPMENT, PROVIDE STAFF TRAINING, PLAN STAFF MANAGEMENT, CONTROL COST OF OPERATION AND IMPLEMENT STANDARD OPERATION PROCEDURES MANAGEMENT.

A Sous Chef will be able to:

1. Supervise all kitchen staff ensuring the the correct methods of preparation are used in accordance with the agreed standard recipes;
2. Maintain a strict control of wastage and portions to achieve gross food profitability;
3. Assist the Executive Chef with the building of an efficient team of staff;
4. Assist the Executive Chef with the maintenance of the department reporting any faults to the Engineering Department;
5. Maintain a high standard of hygiene and cleanliness of all the working areas;
6. Assist in the weekly stock-take of food items;
7. Carry out any other reasonable duty that may be requested by management;
and
8. Adhere to fire prevention standard procedure.



KITCHEN

LEVEL 6

EXECUTIVE SOUS CHEF

AN EXECUTIVE SOUS CHEF IS DESIGNATED TO PLAN KITCHEN BUDGET, DAILY OPERATION MANAGEMENT, MONITOR STAFF PERFORMANCE & DEVELOPMENT, MENU MANAGEMENT, AND MANAGE BANQUET REQUIREMENTS.

An Executive Sous Chef will be able to:

1. Plan kitchen budget;
2. Plan daily operation management;
3. Monitor staff performance & development;
4. Monitor menu management;
5. Manage banquet requirements;
6. Manage the food according to Standard Operating Procedure;
7. Handle other function other functions and activities assign from time to time; and
8. Adhere to fire prevention standard procedure.



KITCHEN

LEVEL 7

EXECUTIVE CHEF

AN EXECUTIVE CHEF IS DESIGNATED TO APPROVE KITCHEN BUDGET, MONITOR DAILY OPERATION MANAGEMENT, MANAGE BUSINESS MANAGEMENT, CUSTOMERS CORPORATE LIASON, APPROVE STANDARD OPERATION PROCEDURES, INVOLVED IN RESEARCH & DEVELOPMENT PROCESS.

An Executive Chef will be able to:

1. Approve kitchen budget;
2. Monitor daily operation management;
3. Manage business management;
4. Manage customers corporate liaison;
5. Approve standard operation procedures standard;
6. Verify menu management;
7. Involved in research & development process; and
8. Adhere to fire prevention standard procedure.



**KITCHEN
LEVEL 1
STEWARD**

A STEWARD IS DESIGNATED TO CARRY OUT KITCHEN SAFETY & HYGIENE & GROOMING AND OPERATE WASHING & CLEANING EQUIPMENT.

A Steward will be able to:

1. Carry out kitchen safety;
2. Carry out hygiene and grooming;
3. Operate washing & cleaning equipment;
4. Adhere to safety procedure;
5. Comply to company policies and procedures;
6. Carry out equipment handling; and
7. Adhere to fire prevention standard procedure.



KITCHEN
LEVEL 2
SENIOR STEWARD

A SENIOR STEWARD IS DESIGNATED TO IMPLEMENT KITCHEN SAFETY & HYGIENE & GROOMING, AND MONITOR EQUIPMENT MANAGEMENT & HANDLING.

A Senior Steward will be able to:

1. Implement kitchen safety;
2. Implement hygiene and grooming;
3. Monitor equipment management;
4. Monitor equipment handling;
5. Comply with company procedures;
6. Adhere to safety procedure; and
7. Adhere to fire prevention standard procedure.



KITCHEN

LEVEL 3

STEWARD SUPERVISOR

A STEWARD SUPERVISOR IS DESIGNATED TO MONITOR KITCHEN HYGIENE & GROOMING, SUPERVISE FOOD MATERIAL STOCK CONTROLLING AND HANDLE FOOD AND SERVICE QUALITY CONTROL.

A Steward Supervisor will be able to:

1. Monitor kitchen hygiene & grooming;
2. Supervise food material stock controlling;
3. Handle food and service quality control;
4. Supervise kitchen employees not actively engaged in cooking to ensure clean, efficient and economical food service;
5. Inspect kitchens, workrooms and equipment for cleanliness and order;
6. Adhere to safety procedure; and
7. Adhere to fire prevention standard procedure.



KITCHEN
LEVEL 4
CHIEF STEWARD

A CHIEF STEWARD IS DESIGNATED TO PREPARE PURCHASE BUDGET, STANDARD OPERATION PROCEDURES, CONTROL FOOD MATERIAL STOCK, PLAN STAFF RESOURCE, APPROVE STAFF DUTY ROSTER, PREPARE STANDARD CLEANING PROCEDURE AND PROVIDE STAFF TRAINING.

A Chief Steward will be able to:

1. Prepare purchase budget;
2. Prepare SOP standard;
3. Control food material stock;
4. Plan staff resource;
5. Plan approve staff duty roster;
6. Prepare standard cleaning procedure;
7. Provide staff training; and
8. Adhere to fire prevention standard procedure.



KITCHEN

LEVEL 5

STEWARD MANAGER

A STEWARD MANAGER IS DESIGNATED TO MONITOR DAILY OPERATION MANAGEMENT, STAFF DEVELOPMENT, APPROVE BUDGET PLAN, STANDARD OPERATING PROCEDURE STANDARD AND MONITOR STAFF TRAINING.

A Steward Manager will be able to:

1. Monitor daily operation management;
2. Monitor staff development;
3. Approve budget plan;
4. Approve Standard Operating Procedure standard;
5. Approve staff duty roster;
6. Verify standard cleaning procedure;
7. Verify staff training; and
8. Adhere to fire prevention standard procedure.



TOURIST GUIDE
LEVEL 2
LOCALISED NATURE GUIDE

A LOCALISED NATURE GUIDE IS DESIGNATED TO CARRY OUT TOURIST COMMUNICATION, TOURISM PROMOTION, NATURE GUIDE, TOURIST MANAGEMENT, PREPARE TOURIST MANAGEMENT REPORT AND DISSEMINATE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION.

A Localised Nature Guide will be able to:

1. Carry out tourist communication;
2. Carry out tourist management;
3. Carry out nature guide;
4. Carry out tourism promotion;
5. Prepare tourist management report;
6. Disseminate general info & government policy communication;
7. Adhere to tourist safety & security procedures; and
8. Follow company Standard Operating Procedure.



TOURIST GUIDE
LEVEL 3
NATURE GUIDE

A NATURE GUIDE IS DESIGNATED TO CARRY OUT TOURIST COMMUNICATION, TOURISM PROMOTION, DEVELOP TOURIST MANAGEMENT, MONITOR TOURIST SAFETY & SECURITY, SUPERVISE TOURIST MANAGEMENT, AWARE OF ENVIRONMENT, DISSEMINATE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION AND CONDUCT NATURE BEAUTY GUIDE.

A Nature Guide will be able to:

1. Carry out tourist communication;
2. Carry out tourism promotion;
3. Develop tourist management;
4. Monitor tourist safety & security;
5. Disseminate general info & government policy communication;
6. Perform tourist management report;
7. Conduct nature guide; and
8. Follow company Standard Operating Procedure.



TOURIST GUIDE

LEVEL 3

CULTURAL HERITAGE SPECIALIST TOURIST GUIDE

A CULTURAL HERITAGE SPECIALIST TOURIST GUIDE IS DESIGNATED TO PREPARE TOURIST MANAGEMENT REPORT, PROVIDE STAFF TRAINING, CARRY OUT TOURIST COMMUNICATION, TOURISM PROMOTION, DEVELOP TOURIST MANAGEMENT, MONITOR TOURIST SAFETY & SECURITY, SUPERVISE TOURIST MANAGEMENT, DISSEMINATE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION AND CONDUCT CULTURE & HISTORICAL PLACES GUIDE.

A Cultural Heritage Specialist Tourist Guide will be able to:

1. Prepare tourist management report;
2. Provide staff training;
3. Carry out tourist communication;
4. Carry out tourism promotion;
5. Develop tourist management;
6. Monitor tourist safety & security;
7. Supervise tourist management;
8. Disseminate general info & government policy communication; and
9. Conduct cultural & historical places guide.



TOURIST GUIDE

LEVEL 3

TOURIST GUIDE

A TOURIST GUIDE IS DESIGNATED TO COORDINATE WITH TRAVEL AGENT, PROMOTE IN HOUSE PRODUCT & SERVICES PROMOTION, PREPARE TOURIST TOUR MANAGEMENT REPORT, PROVIDE STAFF TRAINING, CARRY OUT TOURIST COMMUNICATION,CARRY OUT TOURISM PROMOTION,DEVELOP TOURIST MANAGEMENT,MONITOR TOURIST SAFETY & SECURITY,SUPERVISE TOURIST MANAGEMENT,DISSEMINATE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION & CONDUCT CULTURE & HISTORICAL PLACES GUIDE.

A Tourist Guide will be able to:

1. Guide tourist in-house guiding;
2. Coordinate with travel agent;
3. Promote in house product & services promotion;
4. Prepare tourist tour management report;
5. Provide staff training;
6. Carry out tourist communication;
7. Carry out tourism promotion;
8. Develop tourist management;
9. Monitor tourist safety & security;
10. Supervise tourist management;
11. Disseminate general info & government policy communication; and
12. Conduct culture & historical places guide.



TRAVEL AGENT
LEVEL 2
INBOUND OPERATION CLERK

AN INBOUND TOUR CLERK IS DESIGNATED TO CARRY OUT TOURIST COMMUNICATION, TOURISM PROMOTION, REPORT TOUR TO TOURIST MANAGEMENT AND DISSEMINATE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION.

An Inbound Tour Clerk will be able to:

1. Carry out tourist communication;
2. Carry out tourism promotion;
3. Report tour to tourist management;
4. Disseminate general info & government policy communication; and
5. Comply with company policies;
6. Adhere to tourist safety & security procedure;
7. Assist in daily operation system; and
8. Follow company Standard Operation Procedure.



TRAVEL AGENT
LEVEL 3
INBOUND TOUR SUPERVISOR

AN INBOUND TOUR SUPERVISOR IS DESIGNATED TO CARRY OUT TOURIST COMMUNICATION, PREPARE TOUR SALES REPORT, DISSEMINATE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION, MANAGE DAILY OPERATION SYSTEM, CARRY OUT TOURIST SAFETY & SECURITY, TOURIST PROMOTION, AND SUPERVISE TOURIST MANAGEMENT.

An Inbound Tour Supervisor will be able to:

1. Carry out tourist communication;
2. Prepare tour sales report;
3. Disseminate general info & government policy communication;
4. Operate daily operation system;
5. Carry out tourist safety & security;
6. Monitor tourist promotion;
7. Supervise tourist management; and
8. Follow company Standard Operating Procedure.



TRAVEL AGENT

LEVEL 4

INBOUND TOUR OPERATION EXECUTIVE

AN INBOUND TOUR OPERATION EXECUTIVE IS DESIGNATED TO MONITOR THE DISSEMINATION OF GENERAL INFO & GOVERNMENT POLICY COMMUNICATION, MANAGE STAFF ON MARKETING AND PROMOTION ACTIVITIES, IMPLEMENT DAILY OPERATION, FOLLOW THE LEGISLATION, PROVIDE STAFF TRAINING, MAINTAIN STAFF AND TOURIST COMMUNICATION, MANAGE DAILY OPERATION SYSTEM, MONITOR TOURIST SAFETY & SECURITY, AND PLAN POLICIES STANDARD AND PROCEDURE.

An Inbound Tour Operation Executive will be able to:

1. Monitor the dissemination of general info & government policy communication;
2. Manage staff on marketing and promotion activities;
3. Implement daily operation;
4. Follow the legislation;
5. Provide staff training;
6. Maintain staff and tourist communication;
7. Manage daily operation system;
8. Monitor tourist safety & security; and
9. Plan policies standard and procedure.



TRAVEL AGENT

LEVEL 5

INBOUND TOUR OPERATION ASSISTANT MANAGER

AN INBOUND TOUR OPERATION ASSISTANT MANAGER IS DESIGNATED TO MONITOR POLICIES STANDARD AND PROCEDURE, ANALYZE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION, CONTROL DAILY OPERATION, FOLLOW THE LEGISLATION, CONTROL STAFF AND TOURIST COMMUNICATION, MONITOR DAILY OPERATION SYSTEM, MANAGE TOURIST SAFETY & SECURITY, COORDINATE MARKETING & POLICIES MANAGEMENT AND MONITOR STAFF TRAINING.

An Inbound Tour Operation Assistant Manager will be able to:

1. Monitor policies standard and procedure;
2. Analyze general info & government policy communication;
3. Control daily operation;
4. Follow the legislation;
5. Control staff and tourist communication;
6. Monitor daily operation system;
7. Manage tourist safety & security;
8. Coordinate marketing & policies management; and
9. Monitor staff training.



TRAVEL AGENT

LEVEL 6

INBOUND TOUR OPERATION MANAGER

AN INBOUND TOUR OPERATION MANAGER IS DESIGNATED TO MONITOR STAFF & TOURIST COMMUNICATION, PLAN TOURISM MARKETING STRATEGY, MANAGE INTERNAL & EXTERNAL LIAISON, CONTROL HUMAN RESOURCES DEVELOPMENT, IMPLEMENT BUSINESS DEVELOPMENT, AND POLICIES STANDARD AND PROCEDURE.

An Inbound Tour Operation Manager will be able to:

1. Monitor staff & tourist communication;
2. Plan tourism marketing strategy;
3. Manage internal & external liaison;
4. Plan human resources development;
5. Implement business development;
6. Implement policies standard and procedure;
7. Follow the legislation; and
8. Follow company Standard Operating Procedure.



TRAVEL AGENT
LEVEL 2
OUTBOUND OPERATION CLERK

AN OUTBOUND OPERATION CLERK IS DESIGNATED TO CARRY OUT TOURIST COMMUNICATION, TOURISM PROMOTION, REPORT TOUR TO TOURIST MANAGEMENT AND DISSEMINATE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION.

An Outbound Operation Clerk will be able to:

1. Carry out tourist communication;
2. Carry out tourism promotion;
3. Report tour to tourist management;
4. Assist in daily operation system;
5. Carry out tourist safety & security;
6. Disseminate general info & government policy communication;
7. Comply with company policies; and
8. Follow company Standard Operating Procedure.



TRAVEL AGENT
LEVEL 3
OUTBOUND TOUR SUPERVISOR

AN OUTBOUND TOUR SUPERVISOR IS DESIGNATED TO CARRY OUT TOURIST COMMUNICATION, PREPARE TOUR SALES REPORT SALES MANAGEMENT, DISSEMINATE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION, MANAGE DAILY OPERATION SYSTEM, MONITOR TOURIST SAFETY & SECURITY, TOURIST PROMOTION, AND SUPERVISE TOURISM SECTOR TOURIST MANAGEMENT.

An Outbound Tour Supervisor will be able to:

1. Carry out tourist communication;
2. Prepare tour sales report;
3. Disseminate general info & government policy communication;
4. Manage daily operation system;
5. Monitor tourist safety & security;
6. Monitor tourist promotion;
7. Supervise tourism sector tourist management; and
8. Follow company Standard Operating Procedure.



TRAVEL AGENT

LEVEL 4

OUTBOUND TOUR OPERATION EXECUTIVE

AN OUTBOUND TOUR OPERATION EXECUTIVE IS DESIGNATED TO MONITOR THE DISSEMINATION OF GENERAL INFO & GOVERNMENT POLICY COMMUNICATION, MANAGE STAFF ON MARKETING AND PROMOTION ACTIVITIES, IMPLEMENT DAILY OPERATION, FOLLOW THE LEGISLATION, PROVIDE STAFF TRAINING, MAINTAIN STAFF AND TOURIST COMMUNICATION, MANAGE DAILY OPERATION SYSTEM, MONITOR TOURIST SAFETY & SECURITY AND PLAN POLICIES STANDARD AND PROCEDURE.

An Outbound Tour Operation Executive will be able to:

1. Monitor the dissemination of general info & government policy communication;
2. Manage staff on marketing and promotion activities;
3. Implement daily operation;
4. Follow the legislation;
5. Provide staff training;
6. Maintains staff and tourist communication;
7. Manage daily operation system;
8. Monitor tourist safety & security; and
9. Plan policies standard and procedure.



TRAVEL AGENT

LEVEL 5

OUTBOUND TOUR OPERATION ASSISTANT MANAGER

AN OUTBOUND TOUR OPERATION ASSISTANT MANAGER IS DESIGNATED TO MONITOR POLICIES STANDARD AND PROCEDURE, ANALYZE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION, CONTROL DAILY OPERATION, FOLLOW THE LEGISLATION, CONTROL STAFF AND TOURIST COMMUNICATION, MONITOR DAILY OPERATION SYSTEM, MONITOR TOURIST SAFETY & SECURITY, COORDINATE MARKETING & POLICIES MANAGEMENT AND MONITOR STAFF TRAINING.

An Outbound Tour Operation Assistant Manager will: will be able to:

1. Monitor policies standard and procedure;
2. Analyze general info & government policy communication;
3. Control daily operation, follow the legislation;
4. Control staff and tourist communication;
5. Monitor daily operation system;
6. Monitor tourist safety & security;
7. Coordinate marketing & policies marketing; and
8. Monitor staff training.



TRAVEL AGENT

LEVEL 6

OUTBOUND TOUR OPERATION MANAGER

AN OUTBOUND TOUR OPERATION MANAGER IS DESIGNATED TO MONITOR STAFF & TOURIST COMMUNICATION, PLAN TOURISM MARKETING STRATEGY, MANAGE INTERNAL & EXTERNAL LIAISON, CONTROL HUMAN RESOURCES DEVELOPMENT, IMPLEMENT BUSINESS DEVELOPMENT AND POLICIES STANDARD & PROCEDURE.

An Outbound Tour Operation Manager will: will be able to:

1. Monitor staff & tourist communication;
2. Plan tourism marketing strategy;
3. Manage internal & external liaison;
4. Plan human resources development;
5. Implement business development;
6. Implement policies standard and procedure;
7. Verify staff training; and
8. Follow company Standard Operating Procedure.



TRAVEL AGENT

LEVEL 2

RESERVATION & TICKETING CLERK

A RESERVATION & TICKETING CLERK IS DESIGNATED TO CARRY OUT TOURIST COMMUNICATION, TOURISM PROMOTION, PREPARE RESERVATION & TICKETING REPORT, DISSEMINATE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION AND OPERATE RESERVATION & TICKETING SYSTEM.

A Reservation & Ticketing Clerk will be able to:

1. Carry out tourist communication;
2. Carry out tourism promotion;
3. Disseminate general info & government policy communication;
4. Prepare ticketing & reservation report;
5. Operate reservation & ticketing system;
6. Check baggage and direct passengers;
7. Carry out selling ticket for transportation agencies; and
8. Follow company Standard Operating Procedure.



TRAVEL AGENT
LEVEL 3
RESERVATION & TICKETING SUPERVISOR

A RESERVATION & TICKETING SUPERVISOR IS DESIGNATED TO VERIFY RESERVATION & TICKETING REPORT, CARRY OUT TOURIST COMMUNICATION, TOURIST PROMOTION AND DISSEMINATE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION.

A Reservation & Ticketing Supervisor will be able to:

1. Verify reservation & ticketing report;
2. Carry out tourist communication;
3. Carry out tourist promotion;
4. Disseminate general info & government policy communication;
5. Perform safety/security and sanitation functions;
6. Supervise baggage and direct passengers;
7. Supervise selling of ticket for transportation agencies; and
8. Follow company Standard Operating Procedure.



TRAVEL AGENT

LEVEL 4

RESERVATION & TICKETING EXECUTIVE

A RESERVATION & TICKETING EXECUTIVE IS DESIGNATED TO COORDINATE TOURIST COMMUNICATION, DISSEMINATE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION, COORDINATE TOURIST PROMOTION, APPLY POLICIES STANDARD AND PROCEDURE, INSPECT TOURIST SAFETY & SECURITY, AND MANAGE STAFF TRAINING.

A Reservation & Ticketing Executive will be able to:

1. Coordinate tourist communication;
2. Disseminate general info & government policy communication;
3. Coordinate tourist promotion;
4. Apply policies standard and procedure;
5. Inspect to tourist safety & security procedure;
6. Monitor selling of ticket for transportation agencies;
7. Manage staff training; and
8. Follow company Standard Operating Procedure.



TRAVEL AGENT

LEVEL 5

RESERVATION & TICKETING ASSISTANT MANAGER

A RESERVATION & TICKETING ASSISTANT MANAGER IS DESIGNATED TO PLAN INTERNAL & EXTERNAL POLICIES, MONITOR GENERAL INFO & GOVERNMENT POLICY COMMUNICATION, PLAN TOURISM MARKETING STRATEGY, MANAGE INTERNAL & EXTERNAL LIAISON, MONITOR RESERVATION & TICKETING SYSTEM AND OBSERVE TOURIST SAFETY & SECURITY.

A Reservation & Ticketing Assistant Manager will be able to:

1. Plan internal & external policies;
2. Monitor general information & government policy communication;
3. Plan tourism marketing strategy;
4. Manage internal & external liaison;
5. Monitor reservation & ticketing system;
6. Observe tourist safety & security;
7. Verify staff training; and
8. Follow company Standard Operating Procedure.



TRAVEL AGENT

LEVEL 6

RESERVATION & TICKETING MANAGER

A RESERVATION & TICKETING MANAGER IS DESIGNATED TO MONITOR INTERNAL & EXTERNAL POLICIES, COORDINATE BUSINESS MANAGEMENT, IMPLEMENT BUSINESS MANAGEMENT, INTERNAL & EXTERNAL LIASON, INTERNAL & EXTERNAL COMMUNICATION, CONTROL HUMAN RESOURCES DEVELOPMENT, AND TOURISM MARKETING STRATEGY.

A Reservation & Ticketing Manager will be able to:

1. Monitor internal & external policies;
2. Coordinate business management;
3. Implement business management;
4. Implement internal & external liaison;
5. Implement internal & external communication;
6. Implement human resources development;
7. Implement tourism marketing strategy; and
8. Follow company Standard Operating Procedure.



TRAVEL AGENT

LEVEL 7

TOUR OPERATION DIRECTOR

A TOUR OPERATION DIRECTOR IS DESIGNATED TO MONITOR TOURISM MARKETING STRATEGY, MANAGE STAFF & TOURIST COMMUNICATION, DIRECT ORGANIZATION INTERNAL & EXTERNAL MANAGEMANT, MANAGE INTERNAL & EXTERNAL LIAISON, MANAGE & CONTROL HUMAN RESOURCES DEVELOPMENT, PLAN BUSINESS DEVELOPMENT,AND MANAGE ORGANIZATIONAL POLICIES STANDARD AND PROCEDURE.

A Tour Operation Director will be able to:

1. Monitor tourism marketing strategy;
2. Manage staff & tourist communication;
3. Direct organization internal & external management;
4. Manage internal & external liaison;
5. Manage & control human resources development;
6. Plan business development;
7. Manage organizational policies standard and procedure; and
8. Follow company Standard Operating Procedure.



TRANSPORTATION
LEVEL 2
CAR RENTAL CLERK

A CAR RENTAL CLERK IS DESIGNATED TO CARRY OUT RESERVATION & BOOKING, CUSTOMER COMMUNICATION, MARKETING & PROMOTION, VEHICLE SCHEDULE PLAN, DISSEMINATE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION AND CHECK VEHICLE STATUS PRODUCT AVAILABILTY.

A Car Rental Clerk will be able to:

1. Carry out reservation & booking;
2. Carry out customer communication;
3. Disseminate general info & government policy;
4. Carry out marketing & promotion;
5. Check vehicle status product availability;
6. Carry out vehicle schedule plan;
7. Carry out customer safety & security; and
8. Follow company Standard Operating Procedure.



TRANSPORTATION

LEVEL 3

CAR RENTAL SUPERVISOR

A CAR RENTAL SUPERVISOR IS DESIGNATED TO CONDUCT CUSTOMER COMMUNICATION, MARKETING & PROMOTION, RESERVATION & BOOKING SYSTEM DAILY OPERATION, INFORM GENERAL INFO & GOVERNMENT POLICY , PREPARE RENTAL SALES STANDARD REPORT AND MONITOR CUSTOMER SAFETY & SECURITY.

A Car Rental Supervisor will be able to:

1. Conduct customer communication;
2. Inform general info & government policy;
3. Conduct marketing & promotion;
4. Monitor vehicle schedule plan;
5. Prepare rental sales standard report;
6. Monitor customer safety & security;
7. Conduct reservation & booking system daily operation; and
8. Follow company Standard Operating Procedure.



TRANSPORTATION

LEVEL 4

CAR RENTAL STATION MANAGER

A CAR RENTAL STATION MANAGER IS DESIGNATED TO PREPEARE TICKETING RESERVATION & TICKETING REPORT, MONITOR CUSTOMER COMMUNICATION, MARKETING & PROMOTION AND DISSEMINATE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION.

A Car Rental Station Manager will be able to:

1. Prepare ticketing reservation & ticketing report;
2. Monitor customer communication;
3. Monitor marketing & promotion;
4. Verify customer safety & security;
5. Disseminate general info & government policy communication;
6. Adhere policies and procedure;
7. Administer rental operations; and
8. Follow company Standard Operating Procedure.



TRANSPORTATION

LEVEL 5

CAR RENTAL OPERATION ASSISTANT MANAGER

A CAR RENTAL OPERATION ASSISTANT MANAGER IS DESIGNATED TO IMPLEMENT CUSTOMER COMMUNICATION, MONITOR GENERAL INFO & GOVERNMENT POLICY COMMUNICATION, COORDINATE MARKETING & PROMOTION, APPLY POLICIES STANDARD AND PROCEDURE, VERIFY TICKETING RESERVATION & TICKETING REPORT, INSPECT TOURIST SAFETY & SECURITY AND MANAGE STAFF TRAINING.

A Car Rental Operation Assistant Manager will be able to:

1. Implement customer communication;
2. Monitor general info & government policy communication;
3. Coordinate marketing & promotion;
4. Apply policies standard and procedure;
5. Verify ticketing reservation & ticketing report;
6. Inspect tourist safety & security;
7. Manage staff training; and
8. Follow company Standard Operating Procedure.



TRANSPORTATION

LEVEL 6

CAR RENTAL OPERATION MANAGER

A CAR RENTAL OPERATION MANAGER IS DESIGNATED TO PLAN INTERNAL & EXTERNAL POLICIES, MANAGE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION, PLAN CUSTOMER COMMUNICATION, PLAN TOURISM MARKETING STRATEGY, MANAGE INTERNAL & EXTERNAL LIAISON, MANAGE RESERVATION & TICKETING SYSTEM AND MANAGE TOURIST SAFETY & SECURITY.

A Car Rental Operation Manager will be able to:

1. Plan internal & external policies;
2. Manage general info & government policy communication;
3. Plan customer communication;
4. Plan tourism sector marketing strategy;
5. Manage internal & external liaison;
6. Manage reservation & ticketing system;
7. Manage tourist safety & security; and
8. Follow company Standard Operating Procedure.



TRANSPORTATION
LEVEL 2
COACH CLERK

A COACH CLERK IS DESIGNATED TO CARRY OUT RESERVATION & BOOKING, CUSTOMER COMMUNICATION, MARKETING & PROMOTION , VEHICLE SCHEDULE PLAN, DISSEMINATE GENERAL INFO & GOVERNMENT POLICY COMMUNICATION AND CHECK VEHICLE STATUS PRODUCT AVAILABILTY.

A Coach Clerk will be able to:

1. Carry out reservation & booking;
2. Carry out customer communication;
3. Disseminate general info & government policy;
4. Carry out marketing & promotion;
5. Check vehicle status product availability;
6. Carry out vehicle schedule plan;
7. Carry out customer safety & security;
8. Follow company Standard Operating Procedure.



TRANSPORTATION
LEVEL 3
COACH SUPERVISOR

A COACH SUPERVISOR IS DESIGNATED TO ASSIST CUSTOMER COMMUNICATION, INFORM GENERAL INFO & GOVERNMENT POLICY COMMUNICATION, ASSIST CUSTOMERS PROMOTION, PREPARE RENTAL SALES STANDARD REPORT, MONITOR CUSTOMER SAFETY & SECURITY AND OPERATE RESERVATION & BOOKING SYSTEM DAILY OPERATION.

A Coach Supervisor will be able to:

1. Assist customer communication;
2. Inform general info & government policy;
3. Assist customers promotion;
4. Prepare rental sales report;
5. Monitor customer safety & security;
6. Operate reservation & booking system daily operation;
7. Supervise vehicle schedule plan; and
8. Follow company Standard Operating Procedure.



TRANSPORTATION
LEVEL 4
COACH STATION MANAGER

A COACH STATION MANAGER IS DESIGNATED TO PREPEARE R
RESERVATION & TICKETING REPORT, MONITOR CUSTOMER
COMMUNICATION, MARKETING & PROMOTION AND DISSEMINATE
GENERAL INFO & GOVERNMENT POLICY COMMUNICATION.

A Coach Station Manager will be able to:

1. Prepare reservation and ticketing reservation & ticketing report;
2. Monitor customer communication;
3. Monitor marketing and promotion;
4. Disseminate general info and government policy communication;
5. Comply with company policies;
6. Monitor rental sales report;
7. Monitor vehicle schedule plan; and
8. Follow company Standard Operating Procedure.



TRANSPORTATION

LEVEL 5

COACH OPERATION ASSISTANT MANAGER

A COACH OPERATION ASSISTANT MANAGER IS DESIGNATED TO IMPLEMENT CUSTOMER COMMUNICATION, MONITOR GENERAL INFO AND GOVERNMENT POLICY COMMUNICATION, COORDINATE MARKETING AND PROMOTION, APPLY POLICIES STANDARD AND PROCEDURE, VERIFY TICKETING RESERVATION AND TICKETING REPORT, INSPECT TOURIST SAFETY AND SECURITY AND MANAGE STAFF TRAINING.

A Coach Operation Assistant Manager will be able to:

1. Implement customer communication;
2. Monitor general info and government policy communication;
3. Coordinate marketing and promotion;
4. Apply policies standard and procedure;
5. Verify ticketing reservation and ticketing report;
6. Inspect tourist safety and security;
7. Manage staff training; and
8. Follow company Standard Operating Procedure.



TRANSPORTATION

LEVEL 6

COACH OPERATION MANAGER

A COACH OPERATION MANAGER IS DESIGNATED TO PLAN INTERNAL & EXTERNAL POLICIES, MANAGE GENERAL INFO AND GOVERNMENT POLICY COMMUNICATION, PLAN CUSTOMER COMMUNICATION, PLAN TOURISM MARKETING STRATEGY, MANAGE INTERNAL AND EXTERNAL LIAISON, MANAGE RESERVATION AND TICKETING SYSTEM AND MANAGE TOURIST SAFETY AND SECURITY.

A Coach Operation Manager will be able to:

1. Plan internal and external policies;
2. Manage general info and government policy communication;
3. Plan customer communication;
4. Plan tourism sector marketing strategy;
5. Manage internal and external liaison;
6. Manage reservation and ticketing system;
7. Manage tourist safety and security; and
8. Follow company Standard Operating Procedure.



TRANSPORTATION
LEVEL 2
TRISHAW PULLER

A TRISHAW PULLER IS DESIGNATED TO CARRY OUT TRISHAW MAINTENANCE, MARKETING AND PROMOTION, GUIDE TOURIST ON PLACES OF INTEREST, PROMOTE LOCAL PLACES OF INTEREST AND HANDLE TOURIST SAFETY & SECURITY.

A Trishaw Puller will be able to:

1. Carry out trishaw maintenance;
2. Carry out marketing and promotion;
3. Follow the trishaw scheduling;
4. Disseminate tourist rule and regulation;
5. Guide tourist on places of interest;
6. Promote local places of interest;
7. Handle tourist safety and security; and
8. Follow company Standard Operating Procedure.



TRANSPORTATION
LEVEL 3
TRISHAW PULLER LEADER

A TRISHAW PULLER LEADER IS DESIGNATED TO CONDUCT TRISHAW PULLER ON JOB TRAINING, DISSEMINATE TOURIST RULE AND REGULATION, CONTROL TRISHAW PULLER SCHEDULING AND CARRY OUT MARKETING ACTIVITIES AND PROMOTION.

A Trishaw Puller Leader will be able to:

1. Conduct trishaw puller on job training;
2. Monitor trishaw maintenance;
3. Monitor tourist safety and security procedure implementation;
4. Disseminate tourist rule and regulation;
5. Control trishaw puller scheduling;
6. Carry out marketing activities and promotion;
7. Adhere to safety procedure; and
8. Follow company Standard Operating Procedure.



MICE
LEVEL 3
MICE SUPERVISOR

A MICE SUPERVISOR IS DESIGNATED TO CONDUCT STAFF TRAINING AND MICE ACTIVITIES, ASSIST IN PREPARING TRAINING SCHEDULE AND TRAINING REPORT & MICE REPORT, CARRY OUT INTERNAL AND EXTERNAL COMMUNICATION AND FOLLOW GENERAL INFO AND GOVERNMENT POLICY.

A Mice Supervisor will be able to:

1. Conduct staff training;
2. Assist in preparing training schedule and training report;
3. Carry out internal and external communication;
4. Assist in preparing MICE report;
5. Conduct MICE activities;
6. Follow general info and government policy;
7. Supervise the operations for group movements; and
8. Follow company Standard Operating Procedure.



JPK

MICE

LEVEL 4

MICE EXECUTIVE

A MICE EXECUTIVE IS DESIGNATED TO PROVIDE STAFF TRAINING, ADHERE TO POLICIES & STANDARD, CONDUCT INTERNAL AND EXTERNAL MARKETING, PREPARE TRAINING SCHEDULE TRAINING AND REPORT, ASSIST IN SETTING ORGANIZATION PLAN, CONDUCT INTERNAL AND EXTERNAL COMMUNICATION, PREPARE MICE REPORT, COORDINATE MICE ACTIVITIES PLAN, AND FOLLOW GENERAL INFO AND GOVERNMENT POLICIES.

A Mice Executive will be able to:

1. Provide staff training;
2. Adhere to policies and standard;
3. Conduct internal and external marketing;
4. Prepare training schedule and produce training report;
5. Assist in setting up organization plan;
6. Conduct internal and external communication;
7. Prepare MICE report;
8. Coordinate MICE activities plan; and
9. Follow general info and government policies.



MICE

LEVEL 5

MICE ASSISTANT MANAGER

A MICE ASSISTANT MANAGER IS DESIGNATED TO MANAGE POLICIES AND STANDARD, COORDINATE INTERNAL & EXTERNAL MARKETING , PLAN TRAINING SCHEDULE TRAINING & PRODUCE REPORT, SET UP ORGANIZATION PLAN, IMPLEMENT INTERNAL AND EXTERNAL COMMUNICATION, VERIFY MICE REPORT, MICE ACTIVITIES PLAN, FOLLOW GENERAL INFO AND GOVERNMENT POLICY AND MONITOR SAFETY AND SECURITY.

A Mice Assistant Manager will be able to:

1. Manage policies and standard;
2. Coordinate internal and external marketing;
3. Plan training schedule and produce training report;
4. Set up organization plan;
5. Implement internal and external communication;
6. Verify MICE report;
7. Verify MICE activities plan;
8. Follow general info and government policy; and
9. Monitor safety and security.



MICE
LEVEL 6
MICE MANAGER

A MICE MANAGER IS DESIGNATED TO MANAGE REVENUE MANAGEMENT, PREPARE BUDGET REPORT, MANAGE HUMAN RESOURCES DEVELOPMENT & HUMAN RESOURCES MANAGEMNT, PLAN BUSINESS MANAGEMENT, DEVELOP PRODUCT & SERVICES AND FACILITIES AND MANAGE CORPORATE AFFAIRS COMMUNICATION.

A Mice Manager will be able to:

1. Manage revenue management;
2. Prepare budget report;
3. Manage human resources development and human resources management;
4. Plan business management;
5. Develop product and services & facilities;
6. Manage corporate affairs communication;
7. Negotiate and implement creative and highly successful marketing campaigns; and
8. Follow company Standard Operating Procedure.



MICE

LEVEL 7

MICE GENERAL MANAGER

A MICE GENERAL MANAGER IS DESIGNATED TO APPROVE CONTRACT BUSINESS MANAGEMENT, HUMAN RESOURCES DEVELOPMENT & HUMAN RESOURCES MANAGEMENT, BUDGET REPORT, MONITOR CORPORATE MARKETING & COMMUNICATION AND PROVIDE MICE CONSULTANCY SERVICES.

A Mice General Manager will be able to:

1. Approve contract business management;
2. Approve human resources development & human resources management;
3. Approve budget report;
4. Monitor corporate marketing & communication;
5. Provide mice consultancy services;
6. Act as represented of the destinations at trade shows and events;
7. Manage corporate affairs communication; and
8. Follow company Standard Operating Procedure.