## TSC Category
Attractions Operations

### TSC
Attractions Membership, Admission and Ticketing Management

### TSC Description
Manage membership, admission and ticketing operations within the attractions sites, including the implementation of these policies at the frontline guest-servicing counters

### TSC Proficiency

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<th>TSC Proficiency Description</th>
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<tr>
<td>Perform counter sales of tickets and memberships</td>
<td>Monitor frontline ticketing, admission, membership operations and attractions counter sales statistics</td>
<td>Manage innovation and improvement of membership, admission and ticketing operations</td>
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### Knowledge
- Types of regular ticketing and membership pricings and packages
- Seasonal discounts and offers on tickets and memberships
- Guidelines for ticketing, admission and membership sales
- Procedures for verification of visitor identification (ID)
- Ticketing software and systems
- Guest relations etiquette
- Daily sales targets and quotas
- Procedures for ticketing, admission and membership sales
- Web-based software programmes used to track sales of attractions tickets and memberships
- Data analytics
- Business intelligence software
- Principles of product pricing
- Psychology of consumption
- Emerging ticketing systems
- Techniques for process improvement

### Abilities
- Perform counter sales of tickets and memberships
- Verify visitor IDs
- Attend to queries relating to sale of tickets and memberships
- Monitor sales of attractions tickets and memberships
- Analyse sales trends
- Generate reports of sales trends
- Provide coaching on guest relations etiquette
- Set daily sales targets and quotas
- Implement new ticketing systems
- Analyse tickets and memberships sales trends
- Advise on types of tracking and business intelligence software
- Collaborate with sales department to develop ticketing and membership pricings and packages
|   |   |   | Review daily sales targets and quotas | Develop overall counter ticket and membership metrics | Recommend implementation of improved ticketing systems |   |   |