

8625

TOURISM PROGRAM SPECIALIST 1

Nature of Work

Under general supervision, performs beginning level work in the planning, organization and operation of statewide programs in tourism promotion, product marketing and parks management. Specialty areas may include: tourism marketing; recreational, interpretative and naturalist program planning; regional tourism consultation services; fairs and festival promotions; parks management, and arts/crafts product marketing. Assists in the analysis of development and production of printed, graphic and video promotional services. May supervise clerical and support personnel. May be based at a park location or central office. Performs related work as required.

Distinguishing Characteristics

The Tourism Program Specialist 1 is distinguished from the Tourism Program Specialist 2 by the beginning level of work performed.

Examples of Work

- Establishes and develops contacts with travel agents, tour brokers and travel associations to market the state tourist industry.
- Assists motor coach operators, travel agents and meeting planners in planning tours and events in the state; develop custom travel itineraries for specific groups.
- Attends travel shows and conventions to promote tourism in the state.
- Assists owners and managers of travel facilities, accommodations, and attractions in the state on promotion and marketing of their facilities.
- Assists directors of regional and local travel councils, chambers of commerce and visitors bureaus in the promotion and marketing of travel in their areas.
- Maintains current information on travel facilities, accommodation and by on-site inspections; information for presentation to travel agents, tour brokers, travel associations to promote tourism in the state.
- Assists in the writing and preparation of brochures and informational material on travel facilities, accommodations and attractions in the state.

TOURISM PROGRAM SPECIALIST 1 (Cont'd.)

Examples of Work (Cont'd.)

Responds to request for travel information from individuals and groups.

Conducts familiarization tours of related areas for travel wholesalers, brokers and operators to increase their awareness of and interest in the state tourist attractions and facilities.

Assists in planning and implementing a nature interpretation, naturalist activities and recreation on the lands managed by the division.

Assists in coordinating the seasonal naturalist program and other programs, such as: touring historical dramas, special weekends, cooperative programs of environmental education and conservation practices.

Determines or identifies hiking and natural trail routes and environmental modifications to increase the availability of animals and plants indigenous to the site.

Knowledge, Skills and Abilities

Knowledge of the tourist attractions, lodgings, transportation and recreational facilities in the state.

Knowledge of the procedures and methods of tourism marketing, sales, and promotion.

Knowledge of the pricing structure of airlines, hotels and other travel-related industries.

Ability to effectively promote the tourist industry in local and national markets.

Ability to assist travel facility managers and operators in the marketing and promotion of their facilities.

Ability to write and edit promotional literature on the state tourist industry.

Ability to plan and establish goals for a program of nature interpretation and naturalist activities.

Minimum Qualifications

TRAINING Graduation from an accredited four-year college or university.

SUBSTITUTION Experience as described below may substitute for the required training on a year-for-year basis.

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TOURISM PROGRAM SPECIALIST 1 (Cont'd.)

Minimum Qualifications (Cont'd.)

EXPERIENCE Two years of full-time or part-time equivalent paid experience in travel promotion or marketing, with a travel agency; arts/crafts marketing; business/industry marketing; hotel management; recreation/natural resource marketing; or related travel or marketing business.

NOTE One year of the required experience will be waived if the four-year degree is in tourism, marketing, or hotel management.

Established: 9/16/93

Revised and Title Changed: 6/19/97

Effective: 7/16/97