Nature of Work
Under general supervision, performs full-performance level work in the planning, organization and
operation of statewide programs in tourism promotion, product marketing and parks facilities
management. Specialty areas may include: tourism marketing, recreational, interpretative and naturalist
program planning; regional tourism consultation services; fairs and festivals promotions; parks
management; and arts/crafts product marketing, golf operations management or spa management.
Responsible for the development of guidelines and policies in the area of assignment; develops and
implements marketing plans on a national and international basis; researches and develops statewide
programs in recreation and interpretive and naturalist activities; conducts complex studies in travel and
tourism areas for program planning. Functions as the golf pro shop supervisor at a state-owned golf
course. Typically, positions in this class serve in a staff capacity in the central office or executive offices;
or as a field level manager of a complex and specialized park recreational facility, and may supervise
professional, clerical or support personnel. Performs related work as required.

Distinguishing Characteristics
The Tourism Program Specialist 2 is distinguished from the Tourism Program Specialist 1 class by the full-
performance level of work performed. This position serves in a staff capacity in the central office or
executive offices; or as a field level manager of a complex and specialized park recreational facility and
may supervise professional, clerical or support personnel. Also, function as a golf pro shop supervisor.

Examples of Work
Establishes and develops contacts with travel agents, tour brokers and travel associations on a national
and international basis to market the state tourism industry.
Attends national travel shows and conventions to market and promote the state tourism industry;
prepares graphic display materials for transport.
Coordinates motor coach tours of tourist attractions in the state including pricing, scheduling, drive
times and distance stops and problem resolution throughout tour.
Assists owners and managers of travel facilities, accommodations and tourist attractions in the state in
promotion and marketing of their facilities.
Conducts studies of the travel industry through analysis of the volume of visitations and reservations
made through state Visitor’s Information Centers; charts growth trends and recommends
development of potential areas.
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.
Conducts facility development programs for expanding and developing travel facilities including
feasibility studies, cash flow projections and financing.

Prepares training material for, teaches, supervises and coordinates the activities of seasonal naturalist
within the region.
Leads organized activities and special events; conducts interpretative walks and talks, gives
demonstrations, shows films and performs trail maintenance and repair.
Plans, organizes, and conducts interpretative naturalist and recreation programs such as: slide talks,
nature rambles, wildlife demonstrations, outdoor skills and folklore events.
Responsible for the play of golf, including the timely starting of golfers and that rules and regulations
controlling the golf course are followed.
Examples of Work (cont’d)
Manages the operation of a golf pro shop at a state-owned golf course.
Manages spa services operations.
Plans and conducts golf events; conducts lessons and clinics; repairs golf clubs.

Knowledge, Skills and Abilities
Knowledge of tourist attractions, lodgings, transportation and recreational facilities in the state.
Knowledge of the procedures and methods of tourism marketing, sales and promotion.
Knowledge of turn grass diseases and treatment.
Knowledge of golf course equipment operations.
Knowledge of golf rules and proper use of equipment.
Ability to effectively promote the tourism industry in local, national and international markets.
Ability to assist travel facilities owners, managers and operators in the marketing and promotion of their facilities.
Ability to plan and conduct familiarization tours of selected areas for travel wholesalers, brokers and operators.
Ability to speak before large groups of people in promoting state tourism industry.
Ability to plan and conduct naturalist interpretive programs, special events and organized activities.
Ability to communicate effectively, both orally and in writing.
Ability to repair irrigation systems.

Minimum Qualifications
Training: Bachelor’s degree from an accredited college or university.
Substitution: Experience as described below may substitute for the required training on a year-for-year basis.
Experience: Four years of full-time or equivalent part-time paid experience in travel promotion or marketing with a state travel agency or other travel-related business or in marketing, hotel management, golf operations, spa operations or state park management.
Substitution: Two years of the required experience will be waived if the Bachelor’s degree is in tourism, marketing, hotel management or parks and recreation.

AREA OF ASSIGNMENTS
Arts/Crafts Product Marketing
Fairs and Festivals Promotions
Parks Management
Recreation, Interpretative and Naturalist Program Planning
Tourism Consultation
Tourism and Marketing
Golf Operations
Spa Operations

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