

**8626**  
**TOURISM PROGRAM SPECIALIST 2**

**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 interpretive 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.

**8626**  
**TOURISM PROGRAM SPECIALIST 2 (cont'd)**

**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 turf 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

Established: 09/16/1993

Revised and Title Changed: 06/19/1997; 06/16/2017

Effective: 06/16/2017