

TOURISM DEVELOPMENT OFFICER

PREAMBLE

This series includes positions working in the field of Tourism Industry development. The prime function of these positions is the development and expansion of facilities and services with the objective of developing a viable tourism industry for the Province. These objectives are achieved by providing consulting and advisory services to tourism enterprises for the development, upgrading and expansion of tourism attractions and service facilities, providing advice and consultation to clients experiencing financial difficulties and assisting management with the development and delivery of manpower training programs for the hospitality industry.

Inclusions in this series will be determined by the ongoing requirements of the position and not by functions performed on an intermittent basis.

Each level in this series is a full working level. Although some duties may be similar or overlap, the levels will be determined by the complexity and scope of assignments and the depth of consulting required.

Also included in this series are positions which co-ordinate or supervise any of the above functions.

Exclusions

This series does not include positions which perform an inspection, regulatory, administrative or clerical function or where the primary duties and responsibilities are included in any other category.

Glossary

Tourism enterprises or facilities~6 are defined as hotels, motor hotels, motels, restaurants, fly-in lodges, outfitters resorts, campgrounds, ski operations, vacation farms, travel agencies, auto clubs and tourism organizations.

Tourism attractions and events~6 are defined as Festivals, Museums, Theme Parks, Historical Attractions, Cultural Events, etc.

Management training and development~6 is defined as a consulting role to management and staff in the hospitality industry by identifying training needs and planning and developing human resource training programs for clients through the use of seminars, conferences, manuals and other training programs.

Degree of scope and complexity

- Narrow scope of consulting means assisting clients on matters where the parameters are generally defined and the professional resources or information already exist, e.g. legal requirements, current materials, land use restrictions, training seminars and courses, financial and/or planning services. Feasibility analysis of projects is normally limited to small or moderate sized operations, museums or attractions, e.g. single ownership fishing lodges, family operated resort facilities, small motels normally less than 20 units, community museums and attractions.
- Broad scope of consulting means providing more indepth assistance to the client in terms of presenting a feasibility analysis which includes the following elements: detailed planning, financial, market analysis, long-term impact, economic impact on the industry such as job creation, purchase of goods and other spin-off benefits. Broad consulting is normally provided to major sized facilities (e.g. multi-recreational resort facilities, hotel/motels of 20 or more units, such as Gull Harbour Resort, Falcon Lake Resort, Elkhorn Ranch; or major Theme attractions such as Historical Villages and Water Parks). There are major financial implications where the Officer will be influencing clients in making sound decisions on a multi-million dollar investment.

Co-ordination function is defined as co-ordinating projects and assignments of Officers to ensure priorities are established and target dates are met and may involve co-ordination of staff resources from other branches or departments.

TOURISM DEVELOPMENT OFFICER 1

GENERAL

This level is assigned to positions which provide consulting and advisory services to clients in the tourist industry in the planning, development and operation of small to moderate sized enterprises or attractions. The depth of consulting at this level is somewhat narrow in that parameters are generally defined and Consultants are normally drawn from professional resources in other areas.

TYPICAL DUTIES

Conduct research and feasibility assessments of small to moderate size development projects.

Assist senior Consultants with preliminary assessments, analysis and reports of major projects.

Provide consulting advice to clients on regulatory matters relating to industry development.

Identify major projects where broad consulting skills will be required.

Development of models for information collection, assessment and interpretation.

Assist in planning and organization of new development programs, projects and policies.

Provide inter-department/industry liaison assistance.

Interpret and explain departmental programs and policies to the industry.

Identify training needs of Operators.

Perform other related duties as assigned.

QUALIFICATIONS

Degree in Commerce or Business Administration with a minimum three years of general business experience. A knowledge of consulting and technical principles and practices applicable to the tourism industry, or an equivalent combination of education and experience acceptable to the Civil Service Commission and the department concerned.

TOURISM DEVELOPMENT OFFICER 2

GENERAL

This level is assigned to positions which provide broad consulting services to clients on the development, expansion or upgrading of major sized tourism enterprises or attractions. The scope and complexity broadens in that the incumbent provides direct professional financial, operational and planning services and assessments.

OR

This level is also assigned to positions which function as Management Training Consultants in Human Resource Development by initiating, planning, designing and implementing training programs for the hospitality industry to ensure that management and technical skills in the industry are improved and upgraded.

TYPICAL DUTIES

Development Officer

Conduct research and full feasibility assessment, analysis and recommendations on proposed new major size projects.

Provide broad consulting services to clients in all areas of business which includes financing, marketing, operations and organizational development.

Develop program recommendations for development of tourism industry.

Develop models/framework for project/program assessment.

Identify investment opportunities and make presentations to senior level, private and public sector management.

Prepare position and policy papers on departmental issues.

Interpret departmental programs and policies for industry.

Perform other related duties as assigned.

Training Consultant

Initiate, plan, design and implement training programs for private groups and agencies.

Provide consultative guidance and advice in Human Resource Development to senior, private and public management and industry sector associations.

Monitor and evaluate training programs as to industry effectiveness.

Make public presentations on various aspects of human resource management and industry relations.

Administer the training program budget.

Provide general business advisory assistance to industry organizations.

Perform other related duties as assigned.

QUALIFICATIONS

Development Officer

Degree in Commerce or Business Administration with a minimum of three years of general business experience plus experience in the tourism industry. An excellent knowledge of consulting and technical principles and practices applicable to the tourism industry, or an equivalent combination of education and experience acceptable to the Civil Service Commission and the department concerned.

Training Consultant

Degree in Commerce or Business Administration combined with extensive hospitality/tourism work experience plus experience in education and training, or an equivalent combination of education and experience acceptable to the Civil Service Commission and the department concerned.

TOURISM DEVELOPMENT OFFICER 3

GENERAL

This is the senior level Consultant of the series where the incumbent functions as an Assistant to the Director in the co-ordination of projects involving other Development Officers and staff and assists in long-term planning and development.

TYPICAL DUTIES

In addition to performing typical duties at the 2 level an incumbent will also perform the following duties:

Co-ordinate the work assignments of Development Officers and other professional staff on a project basis.

Assist with long-term program planning and development by identifying tourism industry development requirements, establishing branch priorities and making recommendations in meeting the needs of the industry.

Co-ordinate task forces on industry issues on a broad scale (e.g. a review of the Tourist Industry Association of Manitoba).

Perform other related duties as assigned.

QUALIFICATIONS

Degree in Commerce or Business Administration with a minimum of three years of general business experience plus experience in the tourism industry. Excellent knowledge of consulting and technical principles and practices applicable to the Tourism Industry. Demonstrated organizational and leadership skills, or an equivalent combination of education and experience acceptable to the Civil Service Commission and the department concerned.