

**OCCUPATIONAL GROUP: Economic Development**

**CLASS FAMILY: Tourism**

**CLASS FAMILY DESCRIPTION:**

**This family of position includes those which seek to promote the state to outside visitors, as well as to its citizens. Areas of assignment may include tourism marketing, recreation, fairs and festivals promotions and state parks.**

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**CLASS TITLE: Tourism Support Technician**

**DISTINGUISHING CHARACTERISTICS:**

These positions greet and assist travelers at the state Visitor Information Centers or conduct tours of prominent tourist attractions in the state. Perform related work as required.

**EXAMPLES OF WORK:** *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Greets and assists tourists by providing maps, literature and information on tourist attractions, accommodations, routes and driving time.
- Makes lodging reservations for tourists at motels and campgrounds using lodging and camping directories.
- Recommends tourist attractions and points of interest in the state to tourists.
- Conducts tours of prominent tourist attractions, narrates history of the state.
- Prepares simple records or maps and literature used and counts visitors stopping at the information centers and tourist attractions.
- Assists tourists in emergencies such as mechanical trouble and illness.
- Works with cleaning staff and vending machine staff; handles literature deliveries from carriers; may take and pick up mail and boxes in personal vehicle.
- May be required to work alone at the Interstate Center.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of basic geography, map reading, directions, and information about West Virginia and its history.
- Knowledge of promotion and marketing of attractions, travel facilities, and accommodations.
- Ability to interact courteously with tourists.
- Ability to communicate orally and in writing.
- Ability to do public speaking at meetings, conferences, travel shows, and other assigned functions.
- Ability to design, maintain, and submit reports and spread sheets using computer applications.

**MINIMUM QUALIFICATIONS:**

**Education:** High school diploma or the equivalent.

**Experience:** None

**Education & Experience Substitution:** N/A

**Certificates, Licenses, Registrations:** N/A

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**CLASS TITLE: Tourism Coordinator****DISTINGUISHING CHARACTERISTICS:**

These positions are responsible for the day to day operations of a state Visitor Information Center. They supervise employees in providing maps, literature and information to tourists; train volunteers, part-time and summer employees and prepare staffing schedules. Perform related work as required.

**EXAMPLES OF WORK:** *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Plans, assigns, reviews, and approves the work of Tourist Guides in providing maps, literature and information to tourists; trains volunteers, part-time and summer employees and scheduling for center staff.
- Oversee all aspects of operation of the state property as a facility manager.
- Prepares monthly reports on the number of tourists using center; literature and maps used; supply inventory used, employee attendance and leave records and reservation summary sheet.
- Greets and assists tourist by providing maps, literature and information on tourist attractions, accommodations, routes and driving times.
- Makes lodging reservations for tourists at motels and campgrounds using lodging and camping using appropriate directories.
- Recommends tourist attractions and points of interest in state to tourists.
- Assists tourist in emergencies such as mechanical trouble and illness.
- Attends meetings, conferences, tours for educational purposes; handles all correspondence, tours for educational purposes; handles all correspondence; may do public speaking.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of agency directives and policies.
- Knowledge of basic geography, map reading, directions, and information about West Virginia and its history.
- Knowledge of promotion and marketing of attractions, travel facilities, and accommodations.
- Ability to supervisor the work of others.
- Ability to interact courteously with tourists.
- Ability to communicate orally and in writing.

- Ability to do public speaking at meetings, conferences, travel shows, and other assigned functions.
- Ability to design, maintain, and submit reports and spread sheets using computer applications.

**MINIMUM QUALIFICATIONS:**

**Education:** High school diploma or the equivalent.

**Experience:** 2 - 3 years of full-time or equivalent part-time paid experience or volunteer experience in greeting and assisting the public.

**Education & Experience Substitution:** N/A

**Certificates, Licenses, Registrations:** N/A

**CLASS TITLE: Tourism Specialist 1**

**DISTINGUISHING CHARACTERISTICS:**

These positions research, plan and conduct a variety of educational, informational, and recreational programs in parks and recreation areas owned and operated by the state. They promote state parks and recreation area facilities to increase occupancy, sales and revenue. These positions may support and attract film making in the state. Perform related work as required.

**EXAMPLES OF WORK:** *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Establishes and develops contacts with travel agents, tour brokers and travel associations to market the state tourist industry.
- Maintains current information on travel facilities, accommodation and by one-side inspections; information for presentation to travel agents, tour brokers, travel associations to promote tourism in the state.
- Plans, prepares and researches material for a variety of recreational programs.
- Plans and guides nature walks and interprets local flora, fauna, and geological qualities of the region.
- Prepares and presents slide programs about the natural and historical features of the area.
- Leads park guests on field trips, often over rugged terrain.
- Coordinates and/or leads park guests in seasonal activities.
- Represent the WV at trade shows, community and industry presentations, and to the media. Manage the booth at the trade shows.
- Represent office duties legislative sessions by answering questions from Senate and House committees and individual senators and legislators.
- Acts as a liaison between property owners and production companies. This may involve being on-site during filming to assist in resolving issues that come up during production that require input from the state.
- Provide location scouting for a production company.

**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.
- Knowledge of geology, vegetation, and animal life of the region.
- Knowledge of the content and format of group activities programs.
- Skill in the oral and written presentation of factual material.
- Skill in photography, photo manipulation, photo shop and photo software.
- 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.
- Ability to interpret and explain a wide variety of biological and geological features of the region.
- Ability to assist travel facility managers and operators in the marketing and promotion of their facilities.

**MINIMUM QUALIFICATIONS:**

**Education:** Bachelor’s degree from a regionally accredited or college or university.

**Experience:** 1 to 2 years of full-time or equivalent part-time paid experience related to tourism.

**Education & Experience Substitution:** Additional experience as described above may substitute for the required education on a year-for-year basis. Graduate training related to Economic Development from a regionally accredited college or university may substitute for the experience.

**Certificates, Licenses, Registrations:** N/A

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**CLASS TITLE: Tourism Specialist 2**

**DISTINGUISHING CHARACTERISTICS:**

These positions serve in a staff capacity in the central office or executive office. They perform full-performance level work in the planning, organization and operation of statewide natural resources and tourism programs. Areas of specialization may include: tourism marketing, recreation, interpretative and naturalist program planning; regional tourism interpretative and naturalist program planning; regional tourism consultation services; fairs and festival promotions; parks management; and as a certified golf professional. They may supervise professional, clerical or support personnel. Perform related work as required.

**EXAMPLES OF WORK:** *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Plan, organizes and implements annual training workshops for interpretative staff; conducts workshops and meeting as directed or assigned or assigned.

- Establishes and develops contacts with travel agents, tour brokers and travel associations on a national and international basis to market the state tourist industry.
- Leads organized activities and special events; conducts interpretative walks and talks, give demonstrations, shows films, and performs trail maintenance and repair.
- Conducts studies of the travel industry through analysis volume visitation and reservation made through state Visitor's Information Centers; charts growth trends and recommends development of potential areas.
- Oversee advertising content for parks system and is liaison to outside division on parks.
- Conducts facility development programs for expanding and developing travel facilities including feasibility studies.
- Responsible for the play of golf, including the timely starting of golfers and that rules and regulations controlling the gold course are followed.
- Manages the operation of a golf pro shop at a state-owned golf course
- 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 tourist 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 tourist industry.
- Ability to plan and conduct naturalist interpretive programs, special events, and organized activities.
- Ability to communicate instructions clearly.
- Ability to repair irrigation systems.

#### **MINIMUM QUALIFICATIONS:**

**Education:** Bachelor's degree from a regionally accredited college or university.

**Experience:** 2 to 4 years of full-time or equivalent part-time paid experience related to tourism.

**Education & Experience Substitution:** Additional experience as described above may substitute for the required education on a year-for-year basis. Graduate training related to Economic Development from a regionally accredited college or university may substitute for the experience. Two years of the required experience will be waived if the Bachelor's degree is in tourism, marketing or hotel management.

**Certificates, Licenses, Registrations:** N/A

**MINIMUM QUALIFICATIONS FOR THE CERTIFIED GOLF PROFESSIONAL AREA OF ASSIGNMENT APPLICANTS MUST MEET THE FOLLOWING MINIMUM QUALIFICATIONS:**

**Education:** High school diploma or the equivalent.

**Experience:** 3 - 4 years of full-time or part-time equivalent paid experience in the management of grounds maintenance at a golf course.

**Education & Experience Substitution:** Participation in an organized college golf program may be substituted on a year-for-year basis for the required experience.

**Certificates, Licenses, Registrations:** Must have a Professional Golf Association (PGA) professional certification at the time of employment.

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**CLASS TITLE: Tourism Manager**

**DISTINGUISHING CHARACTERISTICS:**

These positions perform complex administrative and supervisory work in the planning, organization and implementation of a state-wide program in tourism promotion, product marketing and state parks management. Perform related work as required.

**EXAMPLES OF WORK:** *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Directly supervises employees by providing effective leadership and direction in the administration of the division.
- Represents Tourism and Parks at public meetings, conferences, speaking engagements, interagency meetings, and other functions as assigned.
- Makes decisions on routine operation procedures, and directs and supervises administrative and management activities necessary to insure effective operations.
- Plans, organizes, implements, monitors and controls activities of professional, technical staff.
- Coordinates plans and programs of the section with functions and services of other divisions, offices and activities of local, state, interstate, and federal government entities, and interested parties, and seeks agreement to resolve problems and/or establish common goals.
- Assists with preparation of budget and grant documents and approves expenditures.
- Develops and implements information plans to advertise, promote and publicize the state tourism industry.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of the principles and practices of the tourism industry or parks operations and management.
- Knowledge of principles and practices of management including planning, budgeting, staffing, training, controlling and reporting.

- Knowledge of building, construction and grounds maintenance trades to assist field units in park development and maintenance projects.
- Ability to plan, direct, coordinate, and supervise the work of employees.
- Ability to follow oral and written instructions, exercise sound judgment, and work under limited supervision.
- Ability to establish and maintain effective working relationships with federal, state and local officials, the general public, supervisor, co-workers and staff.
- Ability to exercise independent judgment, delegate authority and evaluate the results of work performed.
- Ability to keep accurate records; write reports in a clear, concise form; and present factual material and ideas effectively.

**MINIMUM QUALIFICATIONS:**

**Education:** Bachelor's degree from a regionally accredited college or university related to the area of tourism or parks and recreation.

**Experience:** 4 – 5 years of full-time or equivalent part-time paid experience in the area of tourism or parks and recreation, which 2 years must have been in a supervisory capacity.

**Education & Experience Substitution:** N/A

**Certificates, Licenses, Registrations:** N/A

**For Promotional Purposes Only:** Graduation from a standard four-year high school or the equivalent and full-time or equivalent part-time paid experience directly related to the areas of tourism or parks and recreation may substitute for the required college training on a year-for-year basis.

**CLASS TITLE: Director**

**DISTINGUISHING CHARACTERISTICS:**

This position performs highly complex administrative work as the State Director or Chief of Parks and Recreation. Duties include directing and supervising the work of subordinate managers, professional and clerical staff. They direct program design, operation, administration and evaluation. Position reports to the director of the Division of Natural Resources. Performs related work as required.

**EXAMPLES OF WORK:** *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Advises and makes recommendations to the Director of Natural Resources regarding policies, rules, regulations and procedures for the operation of the Parks and Recreation Section.
- Directs the operation of the state parks and recreation system.
- Directs preparation of budget requests covering staff and equipment requirements, allocates funds to organizational units, and approves expenditures.
- Plans, organizes, implements, monitors, controls and evaluates activities of staff through subordinate managers, work accomplishment, and methodology.

- Develops and implements a strategy to carry out informational programs to advertise, promote and publicize state tourism and parks industry.
- Testifies at legislative, judicial, or public hearings on agency position or as a subject-matter expert.
- Represents agency as state representative on multi-state board, advisory groups, etc.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of the principles and practices of the tourism industry and public park management.
- Knowledge of the principles and practices of management including planning, budgeting, staffing, training, controlling and reporting.
- Skill in oral and written communications and public speaking.
- Ability to plan, direct, coordinates, and supervises the work of employees.
- Ability to follow oral and written instructions, exercise sound judgment, and work under limited supervision.
- Ability to establish and maintain effective working relationships with federal, state and local officials, the general public, supervisor, co-workers and staff.
- Ability to exercise independent judgment, delegate authority and evaluate the results of work performed.
- Ability to keep accurate records; write reports in a clear, concise form; and present factual material and ideas effectively.

**MINIMUM QUALIFICATIONS:**

**Education:** Bachelor's degree from a regionally accredited college or university related to the area of tourism or parks and recreation.

**Experience:** 6 – 8 years of full-time or equivalent part-time paid experience related to the areas of tourism or parks and recreation, four years of which must have been in a supervisory capacity.

**Education & Experience Substitution:** N/A

**Certificates, Licenses, Registrations:** N/A

**Promotional Purposes Only:** Additional qualifying experience as defined above may substitute for the college training on the basis that two years of experience is equal to 30 semester hours of college.