Director of tourism Production

Directeur de Production



m/w Definition

S/he works with the director of a travel agency [or the directors of several agencies, depending on the size of the organization] in order to plan and organize the business activities. S/he contributes to the creation and design of the range of travel products offered, particularly in liaison with tour operators. Depending on the size of the parent company, the Production manager may oversee the work of several product managers.

NB: These details are provided for information purposes only. They may vary according to the size and organizational system of the company concerned.

Activities

Strategy and development of the organization

Define, then implement the strategic guidelines for the organization and direct the general business activity

Integrate the challenges of sustainable development and CSR [diversity, disability etc] into the company's or organization's strategy

Assess a developmental project and identify new areas for improvement

Management and coordination of staff

Supervise a team

Participate in staff recruitment procedures and in the induction of new staff within the organization

Marketing

Analyze which tourism products need to be developed and/or develop a range of products

Create tourism products and/or develop a range of products

Analyze the potential of the various ways in which a tourist service offering may be implemented [technical feasibility, competitor analysis, etc.]

Conduct a market survey and analyze socio-economic data concerning customers and tourism products.

Set up a tourist monitoring system and a data analysis system

Commercialization

Implement the organization's commercial policy: prospect for customers, look for retail outlets, organize networks, particularly by using digital channels

Contribute to the determination of prices for the sale of tourism products

Organize the distribution of a tourism product by incorporating the latest distribution techniques [digital channels]

Visit establishments or accommodation which may be subsequently offered to customers









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Delivery and production

Design the action plan for a tourism product development project

Produce a programme of tourist activities in line with the specific requirements of a particular target group

Organize events, negotiate prices and reserve venues, accommodation, etc.

Communication

Communicate via all information channels [including Internet, digital, etc].

Quality, safety environment

Integrate sustainability and CSR issues into the ways in which projects and work sites are conducted

Lead and/or participate in working parties dealing with procedures related to quality assurance, CSR [diversity, disability, etc] and environmental management

Approve and check the key stages in the process of a mission, a study or a product, possibly within the context of a quality assurance system

Obtain or manage a quality label or standard

Research studies and planning

Draw up invitations for tenders or design tender applications

Prepare technical dossiers and analyze service-provider responses

Define the arrangements for the contractualization, implementation and completion of tourism projects

Schedule/plan the different stages for the implementation of tourism projects

Day-to-day management and administration of the business

Carry out the management tasks, the budgetary planning and administration procedures for the organization

Monitor logistics services and incoming supplies of stocks

Negotiate contracts with service-providers and suppliers

Key skills

- Highly customer-focused attitude
- Proficient in the use of information and communication technologies
- Aware of the challenges of sustainability
- Able to speak, read and write one or more languages other their native language
- Knowledgeable about issues related to tourism and general culture







