

## Regional/Local tourism development project Manager

### Definition

S/he implements the strategic policies established by the local authority for the development of local tourism. S/he designs and oversees the construction, delivery and promotion of operations intended to develop local tourism. S/he may also be responsible for preparing the information required to inform decision-making processes and the definition of strategic policies for tourism development within the territory. In order to do this, s/he will often serve as an interface between elected officials, community partners and tourism professionals.

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

### Activities

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
Design and/or participate in the creation of projects which develop local tourism
Analyze the potential of the various ways in which a tourist service offering may be implemented (technical feasibility, competitor analysis, etc.)
Analyze the socio-economic data relating to the local territory and identify areas for action in accordance with the local development imperatives
Conduct a market survey and analyze socio-economic data concerning customers and tourism products
Commercialization
Implement the organization's commercial policy: prospect for customers, look for retail outlets, organize networks, particularly by using e-tourism and m-tourism channels
Contribute to the determination of prices for the sale of tourism products
Design web tools to support the commercial policy
Organize the distribution of a tourism product by incorporating the latest distribution techniques (e-tourism and m-tourism)
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.
Showcase and promote the local heritage (touristic, historic, cultural, environmental, tangible or intangible)
Direct the technical implementation of a project or event
Carry out an appraisal of the entertainment project and suggest areas for improvement
Communication
Lead/design internal and external communication actions
Communicate via all information channels (including internet, e-tourism and m-tourism, 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
Research studies and planning
Advise and assist tourism project developers
Prepare technical dossiers and analyze service-provider responses
Complete the different stages and produce the deliverables for an assignment or study carried out on behalf of a client
Conduct or arrange for the conduct of feasibility and/or impact studies
Day-to-day management and administration of the business
Process and administer customer files and documentation
Implement and maintain information systems (management and web applications)

### 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 than French
- Knowledgeable about issues related to tourism and general culture

