

Research Officer | Chargé d'études

m/w Définition

S/he participates in the conduct of studies designed to plan and structure tourist product offerings [diagnosis of attraction sites, development models for tourism or cultural projects including the identification of key development areas; economic and technical feasibility studies for projects etc.] S/he manages and develops tools to monitor and observe tourism trends [customer surveys, data analysis, design of specifications, creation of support materials to showcase tourism data etc.].

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

Analyze the socio-economic data relating to the local territory and identify areas for action in accordance with the local development imperatives

Commercialization

Manage and develop the various aspects of customer relations [face-to-face, on line, etc.]

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

Carry out an appraisal of the entertainment project and suggest areas for improvement

Communication

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

Research studies and planning

Research studies and planning

Prepare technical dossiers and analyze service-provider responses

Support and assist the governance systems of tourism organizations

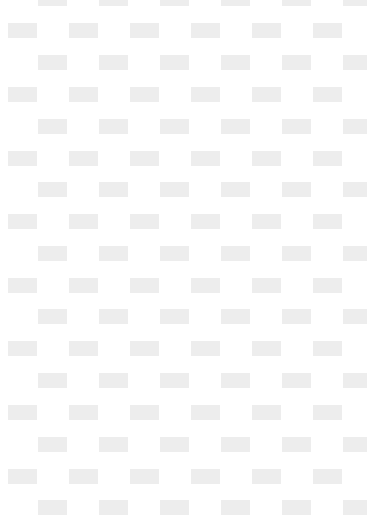
Define the arrangements for the contractualization, implementation and completion of tourism projects

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

Conduct or arrange for the conduct of feasibility and/or impact studies

Monitor the execution of tourism projects

Appraise tourism projects or tourism policies



Research Officer | Chargé d'études

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

