

Tourist office Manager | Directeur de structure

m/w Définition

The Tourist Office Manager plans and directs the activities of a Tourist Office or Tourism Promotion Office. S/he is responsible for drawing up and implementing the tourism policy for the local territory. Tourist Office Directors usually work in close collaboration with the local authority leaders or managers who are responsible for tourism development in their particular area. Tourist Office Directors foster cooperation and coordination between local public and private tourism stakeholders and ensure the development and commercialization of tourism offerings which reflect the local region's identity. They may also lead the organization of local events such as : sports tournaments, carnivals, Christmas markets, concerts etc. In addition, they play an active role in developing the area of influence in which they operate. They may also be consulted with regard to future territorial land-use planning projects.

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

Develop and cultivate partnerships with public and private stakeholders in the local territory, and possibly lead lobbying campaigns and influence actions

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



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| Management and coordination of staff |
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| Define and manage the human resource management policy |
| Supervise a team |
| Carry out human resource management activities [administer employment contracts, the payroll, etc.] |
| Participate in staff recruitment procedures and in the induction of new staff within the organization |
| Participate in the social dialogue within the company |
| Marketing |
| Define and manage the marketing policy [including digital] |
| 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 |
| Set up a tourist monitoring system and a data analysis system |
| Commercialization |
| Define and manage the organization's commercial policy |
| Visit establishments or accommodation which may be subsequently offered to customers |
| Delivery and production |
| Organize events, negotiate prices and reserve venues, accommodation, etc. |
| Showcase and promote the local heritage [touristic, historic, cultural, environmental, tangible or intangible] |
| Coordinate and supervise the activity and organization of entertainment and /or production teams |
| Manage the logistics for the execution of an event |
| Carry out an appraisal of the entertainment project and suggest areas for improvement |
| Communication |
| Define and manage the communication policy |
| Maintain relations with local stakeholders and partners |
| 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 |
| Ensure that the public is received in appropriate conditions and in compliance with quality, hygiene and safety procedures |
| Ensure compliance with safety and security standards |
| 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 |

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Research studies and planning

- Manage a portfolio of assignments or studies and ensure their development
- Advise and assist tourism project developers
- Draw up invitations for tenders or design tender applications
- Define the intentions and the means available for tourism project developers
- 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

Day-to-day management and administration of the business

- Carry out the management tasks, the budgetary planning and administration procedures for the organization
- Monitor administrative, budgetary and accounts procedures
- Negotiate contracts with service-providers and suppliers
- Monitor logistics services and incoming supplies of stocks

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

