

IDENTIFICATION

Department	Position Title	
Industry, Tourism and Investment	Tourism Development Officer	
Position Number	Community	Division/Region
63-11035	Fort Simpson	Tourism and Parks / Dehcho Region

PURPOSE OF THE POSITION

This position supports the development of the tourism industry and businesses in the Dehcho Region through the delivery of regional based tourism initiatives, promotion of tourism products and services, licensing of tourism operators, enforcement of tourism legislation and assisting the Tourism sector with business financing.

SCOPE

Reporting to the Manager Tourism and Parks, the position contributes to the economic health and diversity of the six communities in the Dehcho through the delivery of regional tourism programs. To enhance tourism development, the incumbent works with a variety of organizations and individuals at the community, regional and territorial levels (tourism operators, department staff, municipalities, band councils, special interest groups, NWT Tourism Association, and other Territorial and Federal departments). These organizations and individuals have different and often conflicting views on how to achieve departmental goals for the tourism sector.

The position has a direct impact on how the region is perceived as a quality tourism destination by potential and existing clients, tourism operators, the general public and other jurisdictions as well as how it is perceived as a location for business opportunities by potential new investors. The successful application of responsibilities in this position results in an increased level of regional business confidence, sector awareness, participation and diversification in the regional economy and positive monetary expenditures by the public and private sectors.

RESPONSIBILITIES

1. Administer tourism licensing as specified in the NWT Tourism Act by:

- Informing new and existing tourism operators regarding licensing requirements and the licensing process, and providing appropriate forms for completion;
- Carrying out comprehensive consultations with affected Aboriginal groups and appropriate agencies regarding all proposed new or significantly amended tourism operations;
- Assessing possible conflicts between proposed tourism activities and existing licensed operators;
- Reviewing consultation results, along with the merits of proponents' proposals and preparing a recommendation for the Tourism License Administrator to either issue or refuse licensing;
- Renewing on an annual basis existing tourism licenses including a review of documentation to ensure compliance in the operation;
- Maintaining a database and hardcopy files on all tourism licenses and issues;
- Identifying sensitive or political issues respecting the issuance of tourism licenses for review with the Manager, Tourism & Parks.

2. Enforce tourism legislation by:

- Participating in annual inspections of tourism operations licensed under the Tourism Act in cooperation with other government agencies;
- Identifying contravention of the Tourism Act and carrying out appropriate enforcement action;
- Providing written documentation, where required, in the preparation of formal charges.
- Monitoring and responding to product service complaints in a timely and comprehensive manner as and when required

3. Provide consultation services, advice and support to tourism businesses, and their associations by:

- Advising proponents regarding funding programs and facilitating application/proposal development, and the evaluation of applications;
- Informing proponents about other sources of information (i.e. other agencies, Internet, printed materials) and/or training opportunities in respect to their proposed or existing business;
- Providing advice concerning potential target markets, market potential, and preparation of a marketing plan;
- Providing professional advice to departmental business development staff in respect to funding proposals for tourism businesses, including but not limited to evaluation of operations and marketing sections of business proposal submissions;
- Providing "aftercare" to clients through: post-funding follow-up, referrals to appropriate programs and services, advice regarding marketing activities, and so on;
- Identifying and supporting training opportunities related to tourism employment and businesses;
- Developing a network of community, industry, government and non-government agency contacts within the Dehcho Region, as well as with government tourism staff across the Northwest Territories;
- Participating on committees or boards as requested by these organizations.

4. Facilitate regional tourism promotion, marketing and research by:

- Working closely with the NWT Tourism Association in the planning of and participation in consumer shows, familiarization tours, and marketing activities coordinated by them;
- Working closely with the NWT Tourism Association to assist and ensure the Dehcho Region is being represented and marketed, through reviewing various marketing material regarding the NWT (internet, guides, planners, brochures, etc) while informing NWTT of old, existing, or new tourism products throughout the Dehcho Region (such as tourism operators, tours, accommodations, transportation, attractions, arts & crafts, food & beverage, events/festivals, etc) and assist on what should or should not be marketed.
- Working closely with the Deh Cho Travel Connection (DCTC) Organization, as a representing for the Dehcho Region, in the planning, developing, and marketing the travel route through AB, BC, and NWT; and participating in consumer show and marketing activities coordinated by them;
- Participating in the planning, developing, and marketing of Dehcho Territorial Parks
- Providing high quality photo images of Tourism and Parks facilities and attractions for use in promotional materials;
- Working with ITI and NWTT staff to design and acquire appropriate marketing and promotional materials and ensuring that these items are available and distributed through Visitor Service locations;
- Assisting operators in the development and promotion of their product by providing advice on what marketing methods to employ.
- Participating in, reviewing and distributing information concerning research initiatives conducted by the Parks and Tourism Division (ITI-HQ), Fort Simpson Visitor Information Centre, Fort Liard Visitor Information Centre, and other tourism agencies;
- Responding on a timely basis to enquiries about the region from potential visitors or agencies which promote tourism travel;
- Compiling and maintaining resource files on major tourism sectors, such as ecotourism, cultural tourism, sport fishing, and so on;
- Maintaining a database of the various tourism products (such as tourism operators, tours, accommodations, transportation, attractions, arts & crafts, food & beverage, events/festivals, etc) throughout the Dehcho Region.
- Developing, preparing, maintaining and updating questionnaires to get feedback and comments from Dehcho Tourism Operators and Organizations.
- Preparing and conducting Dehcho Tourism Research Studies and Reports
- Preparing and conducting annual Dehcho Tourism Update Reports to be distributed amongst but not limited to the following: Dehcho communities, Aboriginal Organizations promoting Tourism in Dehcho, ITI – HQ and other ITI regional offices; etc.

5. Assists Contractors providing Visitor Information Services at Regional Visitors Information Centres and in Territorial Parks.

- Participates and assists contractors in hiring and of visitor information centre staff;
- Participates and assists contractors in evaluating performance of visitor centre staff;
- Prepares and provides training for visitor services staff in the Visitor Information Centers and Parks;
- Prepares and maintains Service Contracts for Visitor Information Centres;
- Facilitates the sale and accounting of Tourism and Parks merchandise and revenue from sales through Regional Visitor Centers and Territorial Parks.

6. Collaborate with the Manager, Tourism and Parks by:

- Contributing input to the development and maintaining of a Regional Tourism Strategy;
- Preparing regional Assist Tourism fiscal year budgets for the Manager, Tourism & Parks for review and approval;
- Maintaining regional Assist Tourism approved budgets by tracking operational expenditures and submitting weekly/monthly expenditure reports to the Manager, Tourism & Parks for review and approval;
- Serving on ad hoc committees within the Department, and Inter-agency;
- Preparing follow-up reports on various committee meetings, tourism consumer shows and other issues as requested;
- Preparing and organizing regional community visits;
- Preparing, maintaining and updating presentations to be used but not limited to the following: community visits, training, visitor services, general ITI Tourism and Parks regional meetings, etc.;
- Participating in regional product development and marketing projects;
- Acting on behalf of the Manager, Tourism and Parks in his/her absence.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge and understanding of the NWT *Tourism Act* and *Regulations*;
- Knowledge of land use policies, health and safety regulations, *Mackenzie Valley Resource Management Act*, NWT *Wildlife Act* and regulations, and other territorial and federal governing legislation;
- Familiarity with tourism trends and the major tourism products and services in the Dehcho Region and the entire Northwest Territories;
- Proven ability to communicate professionally using both written and verbal presentation techniques to a wide range of internal and external audiences, including the traveling public, industry professionals and Aboriginal organizations;
- Specialized knowledge and experience with product development techniques, marketing strategies and tourism research methods at a seasoned level;
- Knowledge and experience with aboriginal and non-aboriginal community consultations;
- Demonstrated skills and ability to effectively manage confrontational situations and personalities;
- Ability to produce high quality photo images;
- Knowledge in budgeting and expense management and reporting;
- Ability to deliver tourism-based training programs;
- Experience with multi-media presentation computer programs (PowerPoint, Publisher) and standard office multi-task software (word processing, spreadsheets, database management, etc.);
- Experience in the operation of computer and multi-media presentation equipment (computer projection units, overhead projectors, etc.);
- Knowledge and skills in management and supervision are required to provide consulting advice and services to business.
- Valid Drivers Licence

Typically, the above qualifications would be attained by:

A Diploma in Tourism or Business Administration with two years experience, or five years of related tourism experience.

(Years of experience does not necessarily directly correlate to years of learning. Experience is one way of learning. It is possible to have ten years of work experience but not have equivalent amount of learning. It is not what one does that counts, it is what one learns from what one does that counts.)

This level of knowledge is commonly acquired through a degree or diploma on business administration with a focus on marketing and/or product development in the service industry. This should be coupled with at least two years of experience in the field. An equivalency would involve four post secondary product development and tourism marketing courses with at least four years of direct related industry experience.

WORKING CONDITIONS

(Working Conditions Identify the *unusual and unavoidable*, externally imposed conditions under which the work must be performed and which create hardship for the incumbent.)

Physical Demands

Physical demands in the office are generally minimal, requiring at times the lifting and carrying of boxes of brochures and other promotional material. During promotional events (consumer shows) there is a requirement to stand and engage the public for extended periods of time without an opportunity for breaks (6 - 8 hour stretches). Travel to shows by vehicle requires extended periods of flying and subject to less than ideal winter conditions. Travel by small aircraft, boats or other modes of transportation to operator's facilities may require sitting for extended periods in cramped conditions with unpleasant odors commonly associated or created by remote refuel and other factors.

Environmental Conditions

Travel to operator facilities may require camping overnight in tents or similar structures in all weather conditions. Inspection trips of tourism operators are normally scheduled over several days and conditions at each facility may vary dramatically. Trips are planned in advance and weather may become a factor. Site inspections require all infrastructures to be inspected (lodges, tent-frames, outhouses, septic fields, garbage handling, etc) and some may be unpleasant and/or unsafe. Several of the consumer shows are hosted in open air styled facilities in the southern US where daily temperatures range from 10C in the morning to above 30C by late afternoon.

Sensory Demands

Considerable need for sensory attention is required (interviewing, information exchanges, presentations or lectures, public speaking, training situations) where reactions and delivery mechanisms require adjustments based on visual and audio indicators. Decisions regarding appropriateness of advertisements or promotional materials must be made primarily based on reaction to visual and audio stimulus. When inspecting tourism facilities, most of the decisions regarding safety of the facilities rely on visual inspections and on multiple sensory indicators for operational and site conditions (unsafe appearance, strong or obnoxious odors, unpleasant or

grimy sensations when touched, etc.) Computers are used as a communications and work preparation tool has lead to increased hours looking at a CRT and typing. This can lead to eyestrain and carpal tunnel syndrome if done to excess.

Mental Demands

Mental demands range from moderate to extreme. Tourism development is a highly political issue from which the Tourism Development Officer is rarely protected and he/she must frequently be able to deal with adversarial situations, staying calm with an unbiased fulfillment of duties.

Confrontations with tourism operators regarding enforcement of legislation, inspection of tourism operations and occasionally participation in legal action can create stress and require a sense of judgment and superior inter-personal skills. There are also encounters at times with disgruntled tourists and the traveling public with respect to services or product expectations.

On occasion the office receives unexpected demands on the tourism budget or for staff time. In these instances, listening to concerns and planning solutions is of paramount importance if the situation is to be resolved. Dealing with unplanned demands requires patience and a focus on the job at hand.

Negotiations for new funding, attendance at marketing and promotional events, and negotiations regarding land use or other high profile problems can be stressful.

On average, the position travels a total of 3 to 4 days a month, either within the region, nationally and occasionally, internationally. This can disrupt lifestyle and add to the stress of meeting deadlines.

ADDITIONAL REQUIREMENTS

Official Language Considerations

- Not required, but other languages are considered assets.