

PART I	DEPARTMENT OF HUMAN RESOURCES DEVELOPMENT	2.813
	STATE OF HAWAII	2.814
.....		2.815
		2.816

Class Specifications
for the

TOURISM SPECIALIST SERIES

Series Definition:

Positions in this series supervise, coordinate, and or perform professional work in the State's tourism program. They are involved in coordinating the development of strategies, gathering and analyzing statistical and other information, and developing, monitoring and evaluating activities to enhance the long-term and ongoing development and maintenance of the State's tourism industry.

The State utilizes marketing contractors, consulting firms, and business and community groups for planning, promotion and development projects and activities. Therefore, contract preparation and management, as well as evaluations of results achieved with State tourism funds, are significant functions within the overall program of State tourism planning and development. Positions in this series require knowledge of the administrative and legislative processes, and tourism industry programs and practices in order to assure the adequacy of results for all projects and activities. This knowledge is typically gained through on-the-job experience and training.

Level Distinctions:

Classes in this series are distinguished from each other by differences in:

1. the complexity of work assignments in terms of the nature, scope and complexity of assigned activities, projects, or program area responsibility;
2. the nature and extent of supervisory control exercised over the work, including instructions received, which limit the scope of work, independence with which the work is performed, and the nature and finality of recommendations and/or decisions;
3. the nature and purpose of personal contact with programs and other groups and individuals, including advisory committees, task forces, private sector tourism industry personnel, consultants and government representatives;

4. the kind and extent of supervisory responsibility over the work of the other tourism specialists as determined by the amount of time spent in supervising duties and responsibilities, the kind and level of subordinates supervised, the organizational setting, delegated authority, and the supervisory activities performed;
5. the breadth of knowledge and abilities required to plan, organize and carry out tourism related studies and projects to achieve intended objectives.

This is the first specification for the new classes TOURISM SPECIALIST III, V and VI; and an amendment to the specification and a change in code number for the class TOURISM SPECIALIST IV, (2.859) to 2.814, approved on June 23, 1978.

Effective Date: June 28, 1996

DATE APPROVED: 6/28/96

/s/ Ann K. Kon
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TOURISM SPECIALIST III

2.813

Class Distinguishers:

Complexity: Assists in developing work plans and conducting various projects and activities in support of the State's tourism program. The projects and activities are generally recurring in nature but require consideration of changing situations and conditions, integration with overall plans and objectives, and timely coordination with other tourism related activities.

Supervisory Controls: Consultation with the supervisor is available, but a position in this class is expected to work independently in accordance with approved work plans and standard operating procedures. Within those limitations, the incumbent is

expected to select work methods and is accountable for work results.

Personal Contacts: Personal contacts are with program and non-agency personnel including advisory committees, task forces and other groups and individuals, as required to provide data and assistance and to exchange information.

Full Performance Knowledge and Abilities: *(Knowledge and abilities required for full performance in this class.)*

Knowledge of: Basic research and statistical methods and techniques; working knowledge of economics; functions, operations and activities of the tourism program of the State of Hawaii including public and private sector groups and individuals commonly involved, and the socio-economic issues and problems related to Hawaii's tourism growth and development; and report writing.

Ability to: Read and comprehend a broad range of subjects; collect, compile, correlate and analyze facts and draw sound conclusions; assist in developing and carrying out various research, liaison, and coordination activities; and speak and write clearly and concisely.

Examples of Duties: (Positions may not be assigned all of the duties listed, nor do the examples necessarily include all the duties that may be assigned. The omission of specific statements does not preclude management from assigning such duties if such duties are a logical assignment for the position. The classification of a position should not be based solely on the examples of duties performed.)

1. Participates in general project planning meetings, and assists the project leader in the review of project requirements, time frames, elements and phases, and other concerns.
2. Drafts detailed work plans including data needs, sources of information, and manner of presentation of findings and recommendations.
3. Participates in drafting "Requests for Proposal" and final contract terms for tourism related projects and services to be conducted by others.
4. Drafts criteria for consultant selection.

5. Reviews consultant proposals for adequacy and adherence to program requirements.
6. Maintains liaison with advisory committees, task forces and other groups, and provides data and other assistance.
7. Develops synopses of tourism related events, summarizes project outcome, and critiques methods and procedures used.
8. Prepares correspondence and other materials, and provides program information to consultants, other State agencies, interested groups and individuals.

TOURISM SPECIALIST IV

2.814

Class Distinguishers:

Complexity: As a journey worker, independently conducts research studies; participates in the design and development of project proposals involving a wide variety of topics associated with the development, promotion, analysis and direction of tourism in Hawaii; and participates in comprehensive planning studies.

Supervisory Controls: Work assignments are initially defined in broad general terms by a higher level tourism project coordinator or supervisor. Within those established parameters, a position in this class develops work plans which form the basis for project activities. The incumbent is responsible for the conduct and follow-through on all planned functions and activities, makes periodic progress reports and consults with the supervisor on unusual situations or problems.

Personal Contacts: Considerable personal contact is maintained with tourism industry personnel, consultants, agency personnel and others to exchange information and resolve problems.

Full Performance Knowledge and Abilities: *(Knowledge and abilities required for full performance in this class.)* In addition to knowledge and abilities required at the next lower

level, knowledge of the research methods, procedures and sources of information used in planning in the tourism industry; and the ability to identify tourism related issues and problems and independently plan and conduct various projects and carry out the necessary analysis.

Examples of Duties: (Positions may not be assigned all of the duties listed, nor do the examples necessarily include all the duties that may be assigned. The omission of specific statements does not preclude management from assigning such duties if such duties are a logical assignment for the position. The classification of a position should not be based solely on the examples of duties performed.)

1. Conducts research to develop information and update data bases and program plans relevant to a wide variety of tourism concerns such as physical development of tourist resorts, promotion, impact management, and tourism employment requirements and trends.
2. Analyzes research findings and prepares comprehensive reports, including conclusions and recommendations.
3. Provides administrative, logistical, research and other support services to advisory committees as assigned, including summarizing proceedings of meetings and participating in initiating action steps.
4. Participates in the design and development of project proposals, including defining the nature and scope, objectives, methodology, work schedule and desired outcomes.
5. Drafts "Requests for Proposal," develops selection criteria, analyzes proposals and recommends consultant selection.
6. Monitors the work of consultants and serves as liaison to resolve administrative problems.
7. Reviews consultant's draft reports, participates in suggesting changes, and periodically reports on the progress of consultant projects.
8. Makes presentations to tourism industry and other interested groups on research findings, project proposals, status of projects, etc.

9. Drafts reports, correspondence, legislative proposals and testimony and other materials.
10. In addition, may perform work described at the lower level.

TOURISM SPECIALIST V

2.815

Class Distinguishers:

Complexity: Serves as a senior specialist in planning, organizing and conducting complex research and planning studies; designs and develops proposals for extensive projects relative to the development, promotion, analysis and direction of tourism in Hawaii, including special projects, in response to unique industry opportunities and crises.

Supervisory Controls: The work is performed with considerable independence in accordance with broad program policies, goals and objectives, and overall program plans.

Personal Contacts: There are considerable personal contacts with industry officials, community groups, consultants, agency and inter-agency personnel in order to achieve project objectives.

Full Performance Knowledge and Abilities: (Knowledge and abilities required for full performance in this class.) In addition to the knowledge and abilities required at the next lower level, knowledge of tourism promotion, marketing and advertising techniques; and the ability to plan, organize and direct tourism program projects and activities; and deal effectively with consultants, community groups, industry officials, agency and interagency personnel in order to achieve project objectives.

Examples of Duties: (Positions may not be assigned all of the duties listed, nor do the examples necessarily include all the duties that may be assigned. The omission of specific statements does not preclude management from assigning such duties if such duties are a logical assignment for the position. The classification of a position should not be based solely on the examples of duties performed.)

1. Performs operational and research studies involving problems and issues affecting the several functions and organizational components of the State's tourism program.
2. Develops work plans for research, planning, promotion services and other studies including scope and objectives, methodology, work schedules, resources required, and report requirements.
3. Organizes and coordinates extensive studies which include the assistance of other Office of Tourism staff, other departmental staff, Hawaii Visitors Bureau (HVB) and other industry personnel.
4. Analyzes current program goals, strategies and other matters in light of changing economic conditions; and prepares reports, including recommendations based on findings.
5. Presents reports of studies to HVB and other industry officials and committees, departmental and inter-agency groups, legislative committees and others.
6. Drafts portions of the Tourism Functional Plan for internal review and discussion, and makes presentations to advisory and other committees, groups and individuals.
7. Attends meetings of various advisory committees, the HVB and other groups as the program representative and to relieve or assist the supervisor in achieving program goals.
8. Reviews proposed contractual arrangements and other documents on behalf of the supervisor.
9. Coordinates the preparation of operating budget proposals and expenditure plans.
10. Drafts legislative proposals, testimony, and comments and recommendations; and coordinates input of other staff members.
11. Drafts operating memoranda and correspondence.

12. May direct the work of interns, clerical support and other specialists.
13. In addition, may perform work described at the lower levels.

TOURISM SPECIALIST VI

2.816

Class Distinguishers:

Complexity: Plans, organizes, directs and coordinates a major component of the State's tourism program (e.g., development and promotion, research and planning services); responsible for the conduct of all projects and activities required to carry out the functions of the assigned broad area of responsibility; and reviews and analyzes program requirements and needs, and updates program or strategic plans.

Supervisory Responsibility: This class reflects the working supervisor over a small staff of lower level tourism specialist positions.

Supervisory Controls: The work is performed in accordance with general program plans, policies and objectives. Supervision received is primarily in broad policy, internal coordination, and long-range planning, and budgeting and other similar matters.

Personal Contacts: There are extensive personal contacts with consultants and contractors in carrying out promotional and advertising programs and projects and research and planning services. Positions in this class serve as the department's representatives at meetings, conferences, seminars and as resource at legislative hearings on matters relating to their component area of responsibility.

Full Performance Knowledge and Abilities: (*Knowledge and abilities required for full performance in this class.*) In addition to the knowledge and abilities required at the next lower level, knowledge of the budgeting process and procedures, and the legislative process; and the ability to plan, organize, direct and coordinate a major component of the State's tourism program; assimilate and integrate a variety of information relative to assigned functions; collaborate effectively with others to accomplish project and program objectives; and

supervise others.

Examples of Duties: (Positions may not be assigned all of the duties listed, nor do the examples necessarily include all the duties that may be assigned. The omission of specific statements does not preclude management from assigning such duties if such duties are a logical assignment for the position. The classification of a position should not be based solely on the examples of duties performed.)

1. Reviews and analyzes program requirements and needs; formulates operating plans, priorities and procedures; and recommends policies.
2. Coordinates staff and consultant services required in the development and conduct of studies, surveys and other projects to establish and implement operating plans.
3. Establishes study methodologies and approaches, scope and coverage of study, study components, time table for completion of study components, and estimates of resources required for the study process.
4. Develops "Requests for Proposal" and supporting materials, and recommends selection of consultants for planning and/or implementation of tourism related projects.
5. Oversees and monitors projects and ongoing activities to assure adequacy and timeliness of staff and consultant work, and to evaluate the results of activities to ascertain their costs and benefits and whether the State's objectives were met.
6. Collaborates with other staff of both public and private organizations to ensure that there is no duplication of efforts, to exchange information, and to maintain awareness of current developments.
7. Prepares and/or supervises the preparation of reports of findings and recommendations, as well as issue papers and presents findings on major tourism issues and problems in the industry.
8. Attends meetings of various advisory committees, the HVB and other groups as the program representative and

to relieve or assist the supervisor in achieving program goals.

9. Drafts legislative proposals, testimony on bills and resolutions, reports required by the Legislature, and comments and recommendations on bills and resolutions passed.
10. Maintains and monitors expenditure records, and participates in the preparation of budget estimates and expenditure plans for major programs and projects.
11. Plans, organizes, directs and evaluates the work of lower level specialists, interns and other staff members.
12. In addition, may perform work described at the lower levels.