

NPSWASO-05-007

Opening Date: Monday, January 24, 2005

Closing Date: Monday, February 07, 2005

Position: **SPECIAL ASSISTANT TO THE ASSOCIATE DIRECTOR, TOURISM**

Series & Grade: GS-0301-15/

Major Duties

The position is located in the Office of the Associate Director, Partnerships, Interpretation and Education, Volunteers, and Outdoor Recreation, National Park Service (NPS), Headquarters (WASO), Department of the Interior (DOI), Washington, D.C. The incumbent serves as the Director of the NPS tourism program--the national NPS liaison between the NPS and the tourism industry domestically and internationally. Incumbent works within the Service to continuously improve the Bureau's capacity to create, nurture, and expand tourism programs that promote private sector support of the NPS mission.

Provides leadership and direction to the NPS Tourism program and oversees the program's allocated resources. Develops financial plans, strategies, program priorities and resource needs. Provides strategic direction for NPS tourism-related actions in line with the goals and vision of the NPS strategic plan.

Makes programmatic recommendations to the NPS Directorate and National Leadership Council, regions and parks based on travel and tourism trends, forecasts, issues and solutions. Develops strategies to encourage a broad range of people representing various segments of the population to visit parks.

Qualifications Required

Specialized experience is experience that provides a knowledge of all aspects of the tourism industry both domestic and international

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED

1. Knowledge of strategic planning approaches, revenue generation and in the development of strategic partnerships.
2. Ability to teach the practices, operations and expectations of the tourism industry to NPS management.
3. Knowledge of analytical methods, marketing practices, domestic and international tourism programs, communications techniques and customer and interpersonal relations practices.
4. Ability to advise top management officials on aspects of tourism programs, recommend strategies and solutions to problems and issues, and establish standards for the development and evaluation of activities throughout a large management organization.
5. Knowledge of the industry's impacts, both potential and realized, on fragile destinations with limited carrying capacities including the industry's emerging markets especially as regards to demographic patterns and affinities of under served and minority communities.