

TOURISM

Broad Occupational Category - 41

DUTIES AND RESPONSIBILITIES

- *Present information about Nebraska's history, culture, and tourist attractions to visitors.*
- *Conduct guided tours of tourism sites and facilities.*
- *Provide answers to visitor inquiries in person, electronically, or by phone.*
- *Develop and present public talks and educational programs.*
- *Coordinate school or group visits and promotional activities with community organizations, including interaction with legislators.*
- *Develop goals and objectives for tourism facilities or programs.*
- *Research and recommend improvements for programs or operations.*
- *Assist in research on historical or cultural topics for tours and publications, including online materials.*
- *Operate and maintain tourism facilities.*
- *Ensure adherence to safety and maintenance standards.*
- *Train and supervise custodial, maintenance, and tour staff and tasks.*
- *Evaluate staff performance against established standards.*
- *Maintain accurate records of visitors, admissions, and activities.*
- *Evaluate tourism programs for effectiveness and recommend improvements.*
- *Represent agency at meetings, events, community organizations, or for media inquiries.*

NEBRASKA

Good Life. Great Service.

COMPETENCIES

- **Action Oriented** - Enjoys working hard; is action oriented and full of energy for the things he/she sees as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others.
- **Approachability** - Is easy to approach and talk to; spends the extra effort to put others at ease; can be warm, pleasant, and gracious; is sensitive to and patient with the interpersonal anxieties of others; builds rapport well; is a good listener; is an early knower, getting informal and incomplete information in time to do something about it.
- **Compassion** - Genuinely cares about people; is concerned about their work and non-work problems; is available and ready to help; is sympathetic to the plight of others not as fortunate; demonstrates real empathy with the joys and pains of others.
- **Creativity** - Comes up with a lot of new and unique ideas; easily makes connections among previously unrelated notions; tends to be seen as original and value-added in brainstorming settings.
- **Customer Focus** - Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.
- **Learning on the Fly** - Learns quickly when facing new problems; a relentless and versatile learner; open to change; analyzes both successes and failures for clues to improvement; experiments and will try anything to find solutions; enjoys the challenge of unfamiliar tasks; quickly grasps the essence and the underlying structure of anything.
- **Listening** - Practices attentive and active listening; has the patience to hear people out; can accurately restate the opinions of others even when he/she disagrees.
- **Self-Development** - Is personally committed to and actively works to continuously improve him/herself; understands that different situations and levels may call for different skills and approaches; works to deploy strengths; works on compensating for weakness and limits.

- **Dealing With Ambiguity** - Can effectively cope with change; can shift gears comfortably; can decide and act without having the total picture; isn't upset when things are up in the air; doesn't have to finish things before moving on; can comfortably handle risk and uncertainty.
- **Command Skills** - Relishes leading; takes unpopular stands if necessary; encourages direct and tough debate but isn't afraid to end and move on; is looked to for direction in a crisis; faces adversity head on; energized by tough challenges.
- **Functional/Technical Skills** - Has the functional and technical knowledge and skills to do the job at a high level of accomplishment.
- **Interpersonal Savvy** - Relates well to all kinds of people, up, down, and sideways, inside and outside the organization; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact; can diffuse even high-tension situations comfortably.
- **Organizational Agility** - Knowledgeable about how organizations work; knows how to get things done both through formal channels and the informal network; understands the origin and reasoning behind key policies, practices, and procedures; understands the cultures of organizations.
- **Presentation Skills** - Is effective in a variety of formal presentation settings: one-on-one, small and large groups, with peers, direct reports, and bosses; is effective both inside and outside the organization, on both cool data and hot and controversial topics; commands attention and can manage group processes during the presentation; can change tactics midstream when something isn't working.
- **Managing Vision and Purpose** - Communicates a compelling and inspired vision or sense of core purpose; talks beyond today; talks about possibilities; is optimistic; creates mileposts and symbols to rally support behind the vision; makes the vision shareable by everyone; can inspire and motivate entire units or organizations.

SMART Goal Prompting Questions

Present information about Nebraska's history, culture, and tourist attractions to visitors

- What actions could you take to improve the accuracy, engagement, and consistency of information provided to visitors?
- How will you measure success, such as improved visitor feedback, increased engagement, or fewer requests for clarification?
- What research, presentation techniques, interpretive materials, or training could strengthen your ability to communicate Nebraska's history, culture, and attractions?
- How does providing accurate and engaging information contribute to positive visitor experiences and promotion of Nebraska?
- By what date or tourism season will you aim to improve your visitor information practices?

Conduct guided tours of tourism sites and facilities

- What steps could you take to improve the quality, organization, and engagement of guided tours?
- How will you measure success, such as improved visitor satisfaction, participation, or feedback?
- What tour scripts, historical research, presentation techniques, or visitor-engagement strategies could strengthen your tours?
- How do effective guided tours enhance visitor experiences and promote Nebraska's tourism resources?
- By what date or tourism season will you aim to improve your guided-tour practices?

Provide answers to visitor inquiries in person, electronically, or by phone

- What actions could you take to improve the timeliness, accuracy, and quality of responses to visitor inquiries?
- How will you measure success, such as reduced response times, improved visitor satisfaction, or fewer unresolved questions?
- What reference materials, FAQs, communication procedures, or information systems could strengthen your responses?
- How does responsive and accurate communication contribute to positive visitor experiences?
- By what date or tourism season will you aim to improve visitor inquiry response practices?

Develop and present public talks and educational programs

- What strategies could you use to improve the content, delivery, and effectiveness of public talks and educational programs?
- How will you measure success, such as attendance, participant feedback, engagement, or knowledge gained?
- What research, presentation tools, educational techniques, or audience-specific approaches could strengthen your programs?
- How do effective educational programs support tourism, public engagement, and appreciation of Nebraska's resources?
- By what date or program cycle will you aim to improve your educational programming?

Coordinate school or group visits and promotional activities with community organizations, including interaction with legislators

- What actions could you take to improve coordination of school visits, group activities, and promotional efforts with community partners?
- How will you measure success, such as increased participation, fewer scheduling issues, or stronger partner relationships?
- What scheduling tools, communication plans, outreach strategies, or partnership resources could strengthen coordination?
- How does effective coordination with schools, communities, and policymakers support tourism outreach and agency goals?
- By what date or tourism season will you aim to improve group and community coordination?

Develop goals and objectives for tourism facilities or programs

- What steps could you take to develop clearer, more measurable goals and objectives for tourism facilities or programs?
- How will you measure success, such as achievement of program targets, increased visitation, or improved operational outcomes?
- What visitor data, performance measures, stakeholder input, or strategic planning tools could inform your goals?
- How do clear goals and objectives help align tourism programs with agency priorities and visitor needs?
- By what date or planning cycle will you establish or improve your program goals and objectives?

Research and recommend improvements for programs or operations

- What actions could you take to identify opportunities to improve tourism programs, visitor services, or facility operations?

- How will you measure success, such as implementation of recommendations, improved visitor satisfaction, or increased operational efficiency?
- What research methods, visitor feedback, benchmarking, or performance data could support your recommendations?
- How does continuous evaluation and improvement strengthen tourism services and stewardship of public resources?
- By what date or program review cycle will you identify and recommend improvements?

Assist in research on historical or cultural topics for tours and publications, including online materials

- What strategies could you use to improve the accuracy, depth, and accessibility of historical and cultural research?
- How will you measure success, such as completion of research projects, improved content quality, or increased use of published materials?
- What archival resources, scholarly sources, databases, or research methods could strengthen your work?
- How does accurate historical and cultural research contribute to meaningful visitor education and preservation of Nebraska's heritage?
- By what date or publication/tour cycle will you aim to improve your research practices?

Operate and maintain tourism facilities

- What actions could you take to improve the operation, appearance, and functionality of tourism facilities?
- How will you measure success, such as fewer maintenance issues, improved visitor feedback, or reduced facility downtime?
- What inspection schedules, preventive maintenance practices, or operational procedures could strengthen facility management?
- How do well-maintained facilities contribute to visitor satisfaction, safety, and successful tourism operations?
- By what date or tourism season will you aim to improve facility operations?

Ensure adherence to safety and maintenance standards

- What steps could you take to strengthen compliance with safety and maintenance standards at tourism facilities?
- How will you measure success, such as fewer safety deficiencies, improved inspection results, or timely completion of corrective actions?
- What inspection checklists, maintenance schedules, training, or reporting procedures could improve compliance?

- How does effective safety and maintenance oversight protect visitors, employees, and agency resources?
- By what date or inspection cycle will you aim to improve safety and maintenance compliance?

Train and supervise custodial, maintenance, and tour staff and tasks

- What actions could you take to improve training, supervision, and coordination of custodial, maintenance, and tour staff?
- How will you measure success, such as improved performance, fewer operational issues, or increased completion of required training?
- What training plans, job aids, work assignments, or feedback processes could strengthen staff performance?
- How does effective supervision contribute to safe, consistent, and high-quality tourism operations?
- By what date or tourism season will you aim to improve staff training and supervision?

Evaluate staff performance against established standards

- What strategies could you use to make staff performance evaluations more consistent, objective, and useful?
- How will you measure success, such as timely completion of evaluations, improved performance, or clearer development goals?
- What performance measures, observation tools, feedback processes, or coaching methods could strengthen evaluations?
- How does effective performance management support employee development and quality visitor services?
- By what date or evaluation cycle will you aim to improve staff performance practices?

Maintain accurate records of visitors, admissions, and activities

- What actions could you take to improve the accuracy, timeliness, and usefulness of visitor and activity records?
- How will you measure success, such as fewer data errors, more timely reporting, or improved ability to analyze visitation trends?
- What tracking systems, standardized procedures, or data-validation practices could strengthen recordkeeping?
- How do accurate visitor and activity records support planning, budgeting, reporting, and program evaluation?
- By what date or reporting cycle will you aim to improve visitor recordkeeping?

Evaluate tourism programs for effectiveness and recommend improvements

- What steps could you take to more effectively evaluate tourism programs and identify opportunities for improvement?
- How will you measure success, such as completion of evaluations, implementation of recommendations, or measurable improvements in program outcomes?
- What visitor feedback, attendance data, performance measures, surveys, or benchmarking could strengthen program evaluations?
- How does effective program evaluation support better visitor experiences and responsible use of agency resources?
- By what date or program cycle will you complete an evaluation and identify improvements?

Represent agency at meetings, events, community organizations, or for media inquiries

- What actions could you take to improve your effectiveness when representing the agency at public meetings, events, community organizations, or media inquiries?
- How will you measure success, such as improved stakeholder understanding, stronger community relationships, or positive feedback?
- What preparation methods, talking points, briefing materials, or communication techniques could strengthen your agency representation?
- How does effective representation support public awareness, community partnerships, and the agency's tourism mission?
- By what date or event cycle will you aim to improve your agency representation practices?