

## Employment Opportunity

# RURAL TOURISM PRODUCT DEVELOPMENT

### TOURISM RESEARCH PROJECT COORDINATOR

Term of employment: June 15 to March 31, 2010  
Wage: Commensurate with experience

#### General Project Description

The Rural Tourism Product Development project is designed to contribute to community economic development in rural B.C. by supporting communities/regions affected by the mountain pine beetle. The primary aim of the project is to establish a stronger working relationship with individuals, businesses and communities and build capacity for tourism product development. The project will involve at least 3 communities/regions and will be driven by a team consisting of a full time Coordinator, Student Research Assistants, and an Advisory Group.

#### Coordinator Role

The Coordinator will have the following responsibilities:

- 1) Collaborate with faculty member ( grant recipient) with research for estimating community capacity for tourism product development
- 2) Manage student recruitment and preparation for field work
- 3) Supervise students in the field
- 4) Administer tourism product development activities in communities
  - a. Identify product development opportunities, assets and challenges
  - b. Identify tourism product development priorities
  - c. Identify gaps in tourism product development knowledge and skills
  - d. Coordinate tourism product development workshops
  - e. Supervise the preparation of guides/manuals for up to 5 unique tourism products
- 5) Manage the transfer of research information to the Web using online database technologies
- 6) Collaborate with faculty member (grant recipient) with the preparation of an interim report and final report
- 7) Coordinate a conference focused on Rural Tourism Product Development for March 2010

#### Qualifications:

A Master's degree with project management experience is preferred, **or** a Tourism Management Degree with considerable research and/or project management experience. Candidates are required to have strong writing and oral communication skills; excellent computer skills, good working knowledge of tourism development, rural communities and field research. Candidates with experience supervising undergraduate students in the field are preferred. The ability to work in a team environment yet function independently in the field is important.

Applicants should send a cover letter and resume to:

Dr. Rob Hood  
Tourism Management Department  
Thompson Rivers University

Closing date for applicants is June 10, 2009.  
Short-listed applicants will be notified and interviewed.