

Description of a type of occupational activity - “Specialist in design, promotion and sale of tourism product”

Code	Name of generalized labour function	Qualification level	Name of labour function	Posts	Education and experience
A	Activity on design of tourist product	4	Study of recreational and tourist potential of the region for design of a new tourism product	Travel agent Commercial agent Specialist in tourism	Secondary vocational education, at least 6 months of experience
			Description of the tourist portrait and tourist expectations from the new tourist product		
			Drafting of contracts with suppliers of services of a new tourist product		
			Organizational and economic studying of a new tourist product		
B	Activities on sale of tourist product	5	Organization of sales of new tourist product	Travel agent Commercial agent Specialist in tourism	Secondary vocational education, higher education – bachelor’s degree program, at least 1 year experience
			Choice of sales channels for sales of a new tourist product		
			Drafting of contracts for sales of tourist product with corporate clients - legal entities and tourists - individuals		
C	Management of the activities of the employees of the divisions (services, departments) of tourism organization on design and sale of tourist product	6	Planning and organization of work of employees of divisions (services, departments) of tourism organization on design and sale of tourist product	Manager of the department of tourism organization on tourist product design	Higher education – bachelor’s degree program, specialist’s degree, at least 2 years experience
			Control and evaluation of operating efficiency of the divisions (services, departments) of tourism organization on design and sale of tourist product		
			Management of departments’ resources (services, departments) of tourism organization on design and sale of tourist product		
D	Management of the activities of the employees of the divisions (services, departments) of tourism organization on tourist product promotion	6	Planning and organization of work of employees of divisions (services, departments) of tourism organization on tourist product promotion	Manager of the department of tourism organization on tourist product promotion	Higher education – bachelor’s degree program, specialist’s degree, at least 2 years experience
			Control and evaluation of operating efficiency of the divisions (services, departments) of tourism organization on tourist product promotion		
			Management of departments’ resources (services, departments) of tourism organization on tourist product promotion		
E	Management of tourist organization activity	7	Analysis of tourism organization activities in the competitive environment	Manager of tourist organization.	Higher education – master’s degree program or specialist’s degree, at least 3 years of experience
			Resource Management of tourism organization		

Names of generalized labour functions and qualification requirements (*our recommendations*)

CODE	Generalized labour functions Name	Qualification level	Education	Recommendations for work experience	Posts
A	Implementation of the objectives for sales and promotion of tourist product at the operational level	5	secondary vocational education (Tourism)	-	specialist/manager on tourist product sales
B	Control over compliance with service standards by the subordinate employees	5	secondary vocational education (Tourism), advanced training in the field of motivation and personnel management	At least 1 year at the position of sales manager (or in the sphere of sales of tourist products)	shift supervisor, senior manager
C	Organization and implementation of the objectives on design and promotion of tourist product	6	higher education – bachelor's degree program (Tourism)	-	specialist/manager in the area/region, manager of tourist product promotion, specialist in tourist marketing, tasksetter
D	Management of the activities of the employees of the divisions/departments on tourist product design	6	higher education – bachelor's degree program (Tourism); advanced training in the field of motivation and personnel management	at least 2 years in the area of design and promotion of tourist product	head/manager of the division/subdivision/department on tourist product design
E	Management of the activities of the employees of the divisions/departments on promotion and sale of tourist product	6	higher education – bachelor's degree program (Tourism); advanced training in the field of motivation and personnel management	at least 2 years in the area of design and promotion of tourist product	head/manager of the division/subdivision/department on promotion and sale of tourist product
F	Management of the activity of tourism organization (note: including the development of strategy design, implementation and promotion of tourist product)	7	higher education – specialist's degree, master's degree program (Tourism)	at least 3 years in the area of design, promotion and sale of tourist product	Head/director/general director of tourism organization /network of tourism organizations