**Tourism Roles and Functions**

DMO Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Representative: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Visitor Information Management**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **What does this look like in your community?** | **Level of Engagement**  High = mandate of organization  Med = play a part role  Low = very little attention in this area No= not involved | **Human Resources**  # of people | **Financial Resources**  High = adequate resources Med = able to complete most tasks Low = not enough resources to do well None= no budget for this |
| Current |  |  |  |  |
| Future |  |  |  |  |

Which of the following does your organization do?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Operate a physical VIC | Answer phone inquiries | Respond to visitor emails | Service walk-in visitors | Provide brochures/maps | Provide familiarization tours |
| Where? |
| Season |
| Number of Staff |

**Industry Training and Development**

|  |  |  |  |  |
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| Current |  |  |  |  |
| Future |  |  |  |  |

Which of the following does your organization do?

|  |  |  |
| --- | --- | --- |
| ⭘ | ⭘ | ⭘ |
| Customer Service Training | Tourism Industry Business Training | Other: |

**Membership Management (Related to Tourism Businesses)**

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| Current |  |  |  |  |
| Future |  |  |  |  |

Which of the following does your organization do?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Operate with a membership | Recruit members | Host networking events | Provided regular communication | Provide targeted resources for tourism businesses |
| How many members currently? |

**Investment Attraction and Infrastructure Development**

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| Current |  |  |  |  |
| Future |  |  |  |  |

Which of the following does your organization do?

|  |  |  |  |
| --- | --- | --- | --- |
| ⭘ | ⭘ | ⭘ | ⭘ |
| Identify what new developments are needed | Identify new infrastructure required | Develop strategies | Host FDI tours |

**Signage**

|  |  |  |  |  |
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Which of the following does your organization do?

|  |  |  |
| --- | --- | --- |
| ⭘ | ⭘ | ⭘ |
| Identify what signs are needed | Strategy development and funding | Policy and by-law development, implementation, applications etc. |

**Develop and Enhance Tourism Products and Experiences**

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| --- | --- | --- | --- | --- |
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| Future |  |  |  |  |

Which of the following does your organization do?

|  |  |  |
| --- | --- | --- |
| ⭘ | ⭘ | ⭘ |
| Host festivals or events with the purpose of attracting visitors | Identify new products/experiences that will attract new visitors | Engage tourism businesses in training to enhance their offerings |
| What events do you host? | | |
|  | | |

**Tourism Businesses/ Community Partnership Development**

|  |  |  |  |  |
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| Current |  |  |  |  |
| Future |  |  |  |  |

Which of the following does your organization do?

|  |  |  |  |
| --- | --- | --- | --- |
| ⭘ | ⭘ | ⭘ | ⭘ |
| Collaborate amongst local stakeholder groups related to tourism activities | Partner with neighboring communities for tourism development | Create and promote itineraries | Create and promote packages |

**Government Relations and Tourism Advocacy**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
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| Future |  |  |  |  |

Which of the following does your organization do?

|  |  |
| --- | --- |
| ⭘ | ⭘ |
| Keep up-to-date on government (all levels); 2-way communication regarding tourism in your community | Are recognized as a Tourism DMO |

**Community Awareness**

|  |  |  |  |  |
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| Current |  |  |  |  |
| Future |  |  |  |  |

Which of the following does your organization do?

|  |  |  |  |
| --- | --- | --- | --- |
| ⭘ | ⭘ | ⭘ | ⭘ |
| Speaking Engagements | Tourism Awards | Council Presentations | Ambassador programs |

**Publicity and Media Relations**

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| Future |  |  |  |  |

Which of the following does your organization do?

|  |  |
| --- | --- |
| ⭘ | ⭘ |
| Attracting media and coordination of familiarization tours | Writing press releases related to tourism |

**Marketing Tourism**

|  |  |  |  |  |
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Which of the following does your organization do?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ⭘ | ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Identifying the needs of new and existing markets | Host and update content on tourism website | Social media related to tourism activities | Print publications | Advertising | Tradeshows |

Does your organization have a marketing plan for tourism?

**Motor coach, Sports Tourism and Meetings & Conventions**

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Which of the following does your organization do?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Develop itineraries, attend marketplaces | Liaise with motor coach companies, coordinate fam tours | Prepare sports tournament bids | Provide sports tournament hosting services | Build M&C data-bases, actively purse new functions |

**Research, Strategic Planning and Funding**

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Which of the following does your organization do?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ⭘ | ⭘ | ⭘ | ⭘ | ⭘ |
| Develop and implement exit surveys | Conduct on-line research and analysis | Monitor and report on research | Develop mid to long tern strategic tourism plans | Write grant applications related to tourism activities |