

HOSPITALITY EDUCATION

2008/2009 Plan

Prepared By: Rhonda Sanborn
Hospitality Education Director

GOAL

Provide forty educational tourism awareness programs to community, civic, and neighborhood organizations to increase knowledge and understanding of the value of tourism within the community.

STRATEGIES:

Continue to research supporting facts for presentation materials and develop new and interactive approach relative to the audience.

Reach out to more diverse and wider audiences in Pinellas County (industry service providers, corporate neighbors, Farmers Markets, spring training, major pre-event engagements or other seasonal attractions hosted by locals attracting tourists). Use these opportunities to cross promote messaging like bring your meeting home and be a guest in your own backyard.

Persist in contacting community groups and organizations that may be potentially interested in, (or frustrated by) industry impacts to arrange presentations.

Increase awareness of community volunteer programs for local events and festivals as well as informational outreach of the events to residents. Maintain efforts to improve destination knowledge and roles as ambassadors of our destination.

Take advantage of eNews and other industry Internet communication resources to market the availability of educational tourism awareness programs for our partners or their network of members, clients, guests and volunteers.

Present the Hospitality Education Department as the vehicle for raising community awareness and evangelizing the symbiotic role of tourism.

GOAL

Partner with a minimum of five Chambers to develop a Destination Diplomats Program.

STRATEGIES:

Create a spirit of place and celebrate why we live here by cultivating learning and knowing more. Promote the unique and authentic aspects of the destination.

Strengthen partnerships with all of the Chambers as part of destination knowledge awareness. Coordinate and implement education-based and experience oriented tours, workshops, museum visits, and site visits for guests, residents, students and colleagues as relevant to each area.

Identify, develop and promote new educational partnerships around “Edutourism”, programs in which local partners travel to a location to have a learning experience directly related to the location. Offer workshops based on industry requests.

Contact and develop relationships with area parks, cultural and environmental centers, aquariums, museums, etc. that enhance the visitors experience while they are here and overall image of the county’s entire tourism industry.

Promote programs that encourage our community to discover their own back yard and other areas of the county. Go where the locals go; be a tourist for the weekend; familiarization tours to cultural/ historical/ environmental/ quirky unique downtowns/ back roads / gardens & outdoor spaces /sporting venues / beach hideaways/ night life for all ages. Been There, but Haven’t Done That!

Seek non-traditional partnerships to increase awareness and scope of destination diplomats. Some examples might include civic and association officers, community leaders, destination management staff, meeting planners or remote hospitality partners.

Foster Green awareness alliances in Pinellas and help disseminate information to those who may not have access to all the resources. Help promote all aspects of Green Lodging certifications, Green meetings, and innovative ecotourism workshops for guests or staff. Encourage participation, knowledge sharing and pride in a community that cares about the environment.

Create opportunities to join forces with locally sponsored events that attract a combination of tourists and residents so that we can provide relevant destination information as well as enrich the experience.

Coordinate a designated online resource with relevant information for the destination diplomat's professional learning.

Organize "Industry Enrichment" speaker forums that provide information from area experts on the tourism and hospitality related subjects.

Develop programs with existing state associations such as: FRLA, MPI, FACVB DMAI, HSMA, in order to expand programming opportunities and resources for our industry. Be a resource for educational and networking opportunities.

GOAL

Assist and drive the development of print materials and inspirational slogan that visually displays the impact of tourism and hospitality. Enhance collateral materials for presentations.

STRATEGIES:

Capitalize on the opportunity of being host partners for the 2009 Super Bowl in Tampa Bay. Work with advertising agency to create a slogan that is catchy, easy to remember, to the point, works as a leave behind and makes the hospitality community proud to be part of network of those who have gone the Extra Smile!

Work in cooperation with the Super Bowl Host Committee in promoting activities that are simultaneously going on in the surrounding areas. Aid in the development of pre-event collateral pieces that educates the public on the event, answers FAQs, shows ROI to the community, and gives visitor destination highlights.

GOAL

Blend twenty value of tourism presentations with customer & quality service messaging that focuses on front-line hospitality industry workers and related professionals.

STRATEGIES:

Work in tandem with industry organizations and communities to offer customized training for employees who have direct visitor interaction on a regular and ongoing basis: event organizers, event volunteers, transportation companies, shopping malls, campgrounds, major events, attractions, parks, sporting facilities, municipalities, restaurants and hotels as appropriate.

Develop a “Road Show” interactive presentation, in partnership with local communities and other interested parties, for use in presenting to audiences less likely to be able to attend traditional training workshops such as taxi drivers.

Explore alternative training methodologies to maximize the number and reach of training opportunities throughout the county

GOAL

Develop, expand and or coordinate ten awareness programs that enhance the experience of hospitality industry college students in and to Pinellas County.

STRATEGIES:

Continue to promote the hospitality/tourism industry as a valued profession through presentations, resource centers and expanded outreach to younger audiences such as Jr. Achievement. Generate interest, share opportunities and explore mentoring prospects within hospitality and tourism partnerships.

Research and contact colleges/universities with industry related programs. Develop a relationship with these schools and students to present Pinellas County as a viable internship destination. Match needs and programs.

Arrange requested site visits from college/university department heads or host an open house seminar, to introduce and familiarize this audience with local industry, the destination, venues and potential employment opportunities that promote as well as improve student-intern interest.

Develop the Hospitality Education website as a more effective resource that reflects availability of internships and Q&A.

Create a pre and post survey to measure success of internship from all constituents; the student, educational perspective and industry partner.

Partner with students and Foreign Service Institute to capitalize on visiting dignitaries' international perspectives and knowledge. Arrange speaking opportunities when feasible.

In cooperation with local educational institutions, enhance the cultural awareness and exposure of quality experiences with the Florida tourism industry to students. If not just as our future employees, then as our prospective return visitors.

OCTOBER	NOVEMBER	DECEMBER
VOT (4X)	VOT (4X)	VOT (2X)
VOT/CS (4X)	VOT/CS (4X)	VOT/CS (4X)
Chambers	Chambers	Chambers
Edutourism – fall		
Student Awareness	Student Awareness	
JANUARY	FEBRUARY	MARCH
VOT/CS (8X)	VOT (4X)	VOT (4X)
Chambers	Chambers	Chambers
Student Awareness	Student Awareness	Student Awareness
	Edutourism - winter	
APRIL	MAY	JUNE
VOT (2X)	VOT (4X)	VOT (4X)
Chambers	Chambers	Chambers
Student Awareness	Student Awareness	Student Awareness
Edutourism - spring		
JULY	AUGUST	SEPTEMBER
VOT (4X)	VOT (4X)	VOT (4X)
Chambers	Chambers	Chambers
Student Awareness		Student Awareness
Edutourism - summer		