

# Hospitality Education Department

## 2007/2008 Hospitality Education Plan

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### GOAL

**Provide two hundred and eighty service/destination training workshops, expanding the areas of potential attendees from within the industry and community.**

### STRATEGIES:

Market the value of training programs as an industry sales tool to industry partners through e-news, e-mail, web postings and newsletters. Develop mutual objectives for training programs with Chambers of Commerce to offer their members, staff and volunteers, who in turn will become advocates for the value and importance of such training within our destination.

Increase community volunteer training programs by 10 for local events and festivals. Provide destination trainings and value of tourism knowledge to volunteers and event organizers... Events currently utilizing the training programs offered expand their training opportunities.

Work in tandem with existing industry organizations, restaurants, shopping malls, transportation companies and law enforcement agencies to offer customized training for employees who have direct visitor interaction.

Continue to expand and implement a county wide destination-training/service program partnering with our municipalities. This educational training collaboration "Explore Floridasbeach" will be offered throughout the county quarterly. Participants will learn first hand about the destination, visitor services, CVB departments and the role they play in the counties tourism industry.

Continue to develop a train the trainer program, offering steps of training, learning techniques and tools for training through a series of workshops.

Continue to implement a series of three tiered, best practices module customer service-training program to be offered through local industry partners.

Develop three programs that will allow industry attendees to maximize their destination knowledge or service techniques. These programs will offer three levels of certification, from basic to expert.

Continue to explore web-based training opportunities to expand the potential number of trainees for service and destination programs throughout the county.

Continue to create collaborative training initiatives within the industry addressing professional development through certifications.

Continue to research, and create various trainings, scheduling and support for collateral materials for presentations.

Develop and implement a scheduling, support and Q&A feature through the CVB Hospitality Education website for programs.

Present the Hospitality Education Department as the catalyst for industry resources and training needs.

## **GOAL**

**Provide one hundred and twenty educational tourism outreach programs to community, civic, and neighborhood organizations to increase the knowledge and understanding of the value of tourism within the community and the economy.**

### **STRATEGIES:**

Create presentation guidelines for use in presentations to community groups and organizations.

Research and contact two hundred and fifty potential community groups and organizations, including-but not limited to-civic groups, neighborhood associations to schedule presentations while continuing to develop new presentation strategies and supporting facts for presentation material.

Develop presentations based on the value of tourism geared toward reaching residents from within the corporate sector.

Develop an interactive traveling presentation utilizing the “Explore Florida’s Beach” program. Participants will be able to see various attractions throughout the area while learning more about the impact and importance of tourism.

Assist with the development of print materials for presentations to visually display the impact of tourism within Pinellas County.

Present the Hospitality Education Department as the vehicle for increasing community perspective and understanding of tourism's value.

## **GOAL**

**Assess, implement and coordinate twenty additional educational workshops applicable for the needs of Superior Small Lodging, condominiums as well as other segments of the hospitality industry.**

### **STRATEGIES:**

Continue to develop industry niche market workshops to attract and service new business to the destination, providing expert panelist from specific CVB departments.

Present and promote three nationally known industry speakers on topics beneficial to the industry.

Continue to research, develop, and expand value based training strategies and practices for the industry.

Expand industry outreach programs that address "mother nature" phenomena such as Red Tide. Establish avenues to creating awareness for local resources such as the Florida fish industry.

Develop three programs with existing state associations, FRLA, MPI, FACVB, or a variety of culinary trade associations to expand programming opportunities and expand resources.

Continue to enlist hotels and facilities to provide in-kind meeting space for the workshops.

## GOAL

**Develop sixty–six educational awareness programs that increase student registrations to the hospitality industry by 10% while continuing to cultivate the professional development for those individuals currently employed in the industry. While identifying and promoting hospitality educational resources to students and educators.**

### STRATEGIES:

Promote the hospitality industry through presentations, and resource centers as a valued profession. Continue to develop programs aimed to recruit students of diverse backgrounds while establishing sources to demonstrate career path opportunities.

Continue the development of hospitality programs expanding these programs from four to five. Monitoring the industry needs in establishing and maintaining curriculum standards at area high schools and technical schools.

Expand a Hospitality Career Day to introduce students to the industry, utilizing colleges, and technical schools with hospitality programs as the recruiters. Continue to partner with the industry to offer five American Hotel Motel Association Certifications, providing professional development opportunities for students enrolled in high school and college programs.

Research the availability of scholarships through industry organizations. Continue to identify and create awareness for scholarship monies available to students in the hospitality industry.

Continue to expand programs such as the Hospitality Educational Experience to attract the future workforce of hospitality students from the state's eighteen colleges and universities as the destination and career opportunities are showcased.

Research and promote internship and mentor opportunities within the industry to students majoring in hospitality through school clubs and organizations.

Continue to expand the Pinellas County Culinary Competition, partnering with industry and local high school and technical school programs.

Continue to promote the Hospitality Career Center for industry resources at Finance Park which hosts middle and high school students.

Continue to develop through the CVB's Hospitality Education web page on-line information, which identifies scholarships, educational opportunities and work-to-school programs for students.