

HOSPITALITY EDUCATION

FY 2012 Plan

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GOAL

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

STRATEGIES:

Continue to research supporting facts which contribute to presentation materials and creative delivery to the varied audiences.

Assist in a campaign that helps the community better understand the trickle down effect of the tourism tax impact in our destination, such as a rubber stamp on paid invoices (linked directly or indirectly to tourism) with the message that reads something like, “paid for with the help of tourist dollars”. Or through social media outlets that send a message, “Tourism means busine\$\$, pass the Buck”
“Touri\$m Matter\$, pass the Buck”

Explore opportunities to expand on the Visit Florida campaign, “Share the Sunshine”.

Continue seeking more diverse and broader audiences in Pinellas County to promote the value of tourism and benefits to the community. Reach out to industry service providers, corporate neighbors, Farmers Markets, attractions, major events and business partners of the Chambers.

Promote local events and festivals to residents that encourage backyard economics. As well as inform them of the positive impacts this creates throughout our community and how they play a vital role as ambassadors of our destination.

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

Look for opportunities to participate in “Town Talks” with various industry partners, emphasizing economic impact to communities because of tourism.

GOAL

Engage and foster a minimum of five Chamber partnerships that create a reciprocal relationship that adds value to all stakeholders.

STRATEGIES:

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

Promote value for stakeholders by offering workshops and info sessions on current best practices that will help them stay competitive. Partner with available training resources and providers within the community.

Collaborate on cross-county partnerships to offer Education opportunities that increase professionalism of members, motivate staff, nourish employee retention, or aid skill development.

Advocate for the unique and authentic aspects of the destination through familiarization tours that inspire us to communicate why we are proud to live in these communities. Encourage participation and promotion of every location in 100 anniversary of Pinellas County.

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

Foster and strengthen relationships with area parks, cultural and environmental centers, aquariums, museums, etc. that enhance the visitor's experience and overall authentic image of the county's entire tourism industry.

Endorse 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 Seen That!

Encourage and expand outreach on established hospitality cards that give discounts for locals in the industry or visitors to museum packages.

Reach out to non-traditional partners to increase awareness and coverage of destination diplomats. For instance, provide more community involvement with civic and association officers, business 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 conservation and stewardship through workshops and outreach. Encourage participation, knowledge sharing and pride in a hospitality 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 and communicate the value to residents.

Pull resources with existing agencies in order to expand programming opportunities. Partnerships in consideration: PSTA, Progress Energy, SW Florida Water Management, UF Extension, NOAA Fisheries and the Florida Attractions Association.

GOAL

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

STRATEGIES:

Work with advertising agency to create a slogan or acronym representing an appreciation for tourism. Something clever, easy to remember, to the point, as a leave behind and makes the hospitality community proud to be part of a HIP crowd (Hospitality Industry Partner).

Develop a collateral piece that educates the public on the value of tourism in Pinellas County with facts, also showing the benefits, ROI and destination highlights.

Create a collateral piece with positive tourism facts as a leave behind piece for community presentations: Arts Tamp Bay mini brochure, sticky notes or desk calendar with a picture of different communities and important tourism fact that represents them.

GOAL

Invest in frontline customer contacts by offering six educational opportunities that blend professional development skills with destination awareness and exceptional service messaging.

STRATEGIES:

Work in tandem with industry organizations and communities to offer customized workshops for employees who have direct visitor interaction on a regular and ongoing basis; as well as for special events. Programs could include polishing skills in service orientation, refreshers in hospitality law, networking skills or sales leads, industry awareness of energy conservation and hurricane preparedness.

In preparation for the Republican National Convention (RNC), collaborate with the Volunteers in Pinellas (VIP's) to provide a thorough training on the destination and visitor experience.

Prior to the RNC, join forces with other principal constituents to synchronize orientations and destination familiarity for front line staff, transportation and volunteers (anticipating 800 volunteers).

Develop a "Road Show" type presentation in partnership with other interested parties, for audiences less likely to be able to attend traditional training workshops such as taxi drivers or small businesses.

Provide quarterly professional development opportunities for VSPC staff to keep us motivated, energized and competitive in the market place.

Encourage and promote alternative training methodologies like webinars that are already available to maximize the number and reach of training opportunities throughout the county. Offer programs at different times and locations to capture a wider audience.

Identify, enhance 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.

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 and the Great American Teach-in. Encourage more hospitality professionals to participate in these programs.

Revisit the feasibility of sponsoring a 'Value of Tourism' storefront sponsorship at the Stavros Institute and Finance Park reaching over 17,000 students annually.

Share professional networking events such as SKAL, Women in Tourism, MPI, even volunteer opportunities that encourage interactions between students to local industry contacts and tourism partnerships.

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.

Participate in New Student Orientations, Career Days and respond to guest speaker requests.

In cooperation with local educational institutions, enhance the cultural awareness and exposure to quality experiences within the Florida tourism industry to hospitality students. Mutually, as potential industry employees, returning visitors and foreign ambassadors for the destination.