

HOSPITALITY EDUCATION
November 2010
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Hospitality Education

EDUCATION

Industry Partnership

The 2010 Great American Teach-In, part of Pinellas County Schools' American Education Week celebration, was held November 18th in various schools throughout the county. In its 17th year, approximately 15,000 volunteers presented on a wide variety of topics. At Seminole High School where I helped preach the beach, we had 28 volunteers that spoke to 100 classes. The occupations ranged from Financial Advisors, to EMTs, a Lightning Hockey representative and a chef, even Miss Florida shared what it was like to have these careers. Speaking to a total of seven French and Spanish classes, my classes learned more about the extensive range of jobs in the hospitality industry. By soliciting their personal vacation experiences and asking how they spent their time and money; I also helped illustrate how travel and tourism impacts local economies.

A spirited 'pop quiz' wrapped up each class as they played a game that challenged their destination awareness.

Another opportunity to reach out to youth and help make the connection between a tourism community, careers and the economic impact is through Jr. Achievement. I've had the pleasure of being involved in this program for several years; working in the classroom to help prepare young people for the challenges of the real world by connecting school-to-work activities. JA has a half day format called "Our City" which is being held the end of January. Volunteers in the public and private sectors will pair up to show the importance of civic planning to the economic development of a city, working in different careers and the skills people need to work in specific careers, and how businesses contribute to a city. This year the U. S. Travel Association became involved to showcase local travel and tourism careers and increase student and public understanding of the industry's economic impact in communities across America. I'm working with the local JA coordinator to incorporate the tourism information for our area so it is relevant to the 800 classes we will reach in Pinellas.

I had a wonderful opportunity to see a familiarization tour (FAM) from the sales perspective while working on Meir's Weltreisen Go West 2010. Not only did we take this opportunity to educate them logistically; we included every property they support to make sure they see how distinctive they are. Four days, three buses, 100 top selling travel agents from Germany and Austria plus dozens upon dozens of our hospitality partners helped make a unique imprint on them about our destination, and be thrilled to promote. Although exhausting, I was very proud to introduce them to richness of our county and all our cultural assets.

HOSPITALITY

VSPC Representation

- Clearwater Regional Chamber of Commerce Tourism Marketing Meeting
- Women in Tourism - CASA presentation
- County Volunteer Meeting
- Clearwater Marine Aquarium movie production site visit

VSPC Planning

- Telephone Customer Service Skills
- Treasure Island The Community Vision Meeting, facilitated by Collaborative Labs
- Dali Hospitality Partners Week