

# HOSPITALITY EDUCATION

May 2011

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Hospitality Education

## EDUCATION

### Industry Partnership

As I mentioned in the April Report, despite one extremely hectic month of coordinating moving targets, demanding schedules and different priorities; late nighters; and an unexpected Florida monsoon the morning of the luncheon, 235 hospitality partners joined together to enjoy the true spirit and energy of celebrating National Travel and Tourism week. Capturing the essence of the event and our community was our guest speaker. As Executive Director of the *Dolphin Tale*, Bob Engelman shared his heartfelt experience, "...Your entire community was inspiring. You supported us...empowered us...and made us yours. I see now why you all live here. This is a rare place, where the physical beauty of the environment is matched by the inner beauty of its people...." In closing he said, "I hope that we have made a film that will touch the world as you touched those that made it...And that many film companies will be smart enough to follow our example and come here. We are grateful to you....We thank you...And I mean it when I say that this was greatest location that I have had the privilege to film in. You have given all of us who worked here a great gift....Thank you...."

The CVB luncheon is the kick off to National Travel & Tourism week and following that is the traditional Rally Day celebrated the next Tuesday. Communities across the nation are asked to publically unite as an industry and join together in a show of strength of the value of tourism. Tampa Bay & Company co-host with Visit St. Pete/Clearwater by inviting local tourism officials and elected officials to Tampa International Airport to Rally for Tourism. Signs stating, "Tourism Matters" "Tourism Means Business" and "85 Visitors = 1 Florida Job"...were only a few of the 50+ posters that were held up by hospitality professionals. We also greeted inbound passengers with the red carpet treatment, welcome packets with maps and a huge round of applause thanking them for choosing our destination.

The Education department typically works with the local hospitality industry to develop skills that will help enhance the visitor experience. Not so much engaged with getting "heads in beds". However, a colleague from my previous company called needing to pull together a very quick meeting for about 80 people from across the US. She needed lots of suggestions and asked if I could help furnish information to convince her boss to bring the meeting to our destination. Several conference calls later, linking them to our website and dozens of direct links with details, they secured a convenient property that could accommodate their group. More conversations back and forth for off-site ideas, transportation and free time activities ensured this group of technologists had a successful meeting and outstanding impression of our destination. One director was so impressed he asked for suggestions on real-estate opportunities.

Every organization should see the value of devoting time to the next generation of talent to ensure sustainability and transfer of knowledge. Not to mention the opportunities to learn from young people who offer a different perspective. Internships are a worthy investment although require devoted time to coach and supervise. The CVB has had several young people come to

our organizations over the years in various departments, many who have found jobs in the hospitality industry through their internship. One of our recent interns is now a full time employee with the CVB. Interning for the Sports Commission is Matt Prewitt and Liv Gaggi for the Education Department from Appalachian State in Boone N.C. Liv is majoring in PR and interested in developing her photography skills. She has primarily been working on promoting local family friendly activities and putting together a destination FAM (familiarization tour). In addition the Film Department has used her skills to update their photo gallery and location scouting. Liv has also been very eager to learn as much about the hospitality industry and how our local governments all work together in promoting our number one industry, Tourism.

### **Value of Tourism Presentations**

- County Volunteer Orientation, Heritage Village
- County Volunteer Orientation, Fort DeSoto
- Clearwater Beach Rotary (send to Darlene)

## **HOSPITALITY**

### **VSPC Representation**

- Tampa Bay Beaches Chamber (TBBCoC), Board of Directors meeting
- TDC Budget meeting 2012
- TBBCoC Annual Tourism Week Luncheon
- TBB CoC Ribbon Cutting for the Starlite
- Volunteered at Stand up Paddle Championships
- Volunteer Orientation Lunch and Learn
- St. Pete Beach Candidate Forum
- Restaurant Week kick off on Beachwalk Clearwater Beach
- Rock –n- Roll ½ Marathon press conference, The Pier
- TBBCoC Ambassador breakfast Orientation
- TBBCoC ribbon cutting for new marquee
- TBBCoC Board of Directors meeting
- Big C monthly meeting in Treasure Island
- Police Athletic League fundraiser breakfast
- Luncheon at Salvador Dali with Miami, Barcelona and Catalonia tourism representatives
- TBB Chamber Hospitality Beach Games

### **VSPC Professional Development**

- Visit Florida Webinar
- FACVB Webinar