

RED EMERALD RESILIENCE TRAINING PROGRAM



UTAH OFFICE OF TOURISM | INSTITUTE OF OUTDOOR RECREATION AND TOURISM

TAKEAWAYS AND RESOURCES

SESSION 8: CREATING PATHWAYS FOR HIGH SCHOOL AND COLLEGE STUDENTS TO WORK IN THE TOURISM INDUSTRY

PANELISTS

- AJ Templeton, Assistant Professor of Hotel, Resort, & Hospitality Management, [Southern Utah University \(SUU\)](#)
- Cicily Kind, Program Director for Educational Programs, [Utah Tourism Industry Association \(UTIA\)](#)
- Dan Howard, Vice President of Communications, [Park City Chamber of Commerce](#)

WATCH THE FULL SESSION

HIGHLIGHT REEL (COMING SOON)

MULTIPLE PATHWAYS INTO THE TOURISM INDUSTRY

Explore the Expansiveness of Industry Partners with:

- State Office of Tourism
- Local Convention and Visitors Bureaus
- Hotels, restaurants, non-profit organizations, guides, travel & transportation services
- Marketing agencies and financial advisors
- Local high schools, universities, and continuing education

Traditional Job Opportunities Include:

- Positions at State & National Parks such as park rangers and interpreters are some of the most visible roles within the tourism economy
- Convention Bureaus / Chamber of Commerce / State Office of Tourism there's one located in every city and state

Emerging Technical Careers:

- Destination Marketing Organizations (DMOs) are increasingly thought of as "Destination Management Organizations" using more sophisticated messaging particularly in well-known places for directing visitors
- New high-tech agencies are creating tourism apps for check-ins and tourism guides
- Entrepreneurial opportunities are expanding
- Hotels are using creative techniques to attract visitors from global to local scales to their destination

ALIGNING THE NATURAL SKILLS OF A WELCOME GUIDE TO A REWARDING CAREER IN TOURISM

- Welcome guides serve a critical role in marketing a destination. These individuals are genuinely proud of their home town or region, and have a natural enthusiasm to share about their special place.

WORLDWIDE CAREER LADDER AND TRANSFERABILITY

- Utah has a small population relative to statewide annual visitation rates and the global tourism industry
- Other countries fully recognize the economic importance of tourism as a business.
- The local destination marketing and management skills developed in your home town are widely transferable and could eventually take you anywhere. For those who love to travel - your vacation could be your career!

ACADEMIC TRAINING FROM HIGH SCHOOL TO COLLEGE & CONTINUING EDUCATION

[Utah's High School Career and Technical Education \(CTE\) Program in Hospitality and Tourism](#) is a collaboration between the [Utah Tourism Industry Association \(UTIA\)](#) and [Utah State Board of Education](#) providing high school students with:

- Fifteen introductory lessons for students to learn about the tourism industry



- Connections to tourism community professionals through class speakers and the Annual Tourism Conference
- Paid and work-study internships
- Additional opportunities with the American Hotel and Lodging Association's Certification Program

Southern Utah University's (SUU) [Dixie L. Leavitt School of Business' Hotel, Resort, & Hospitality Management Program](#)

is accredited through the Association to Advance Collegiate Schools of Business (AACSB), and can be paired with several certificate or cooperative programs such as:

- American Hotel and Lodging Association for lodging, food and beverage, and events expertise
- Food and Beverage Certification (i.e. ServeSafe)
- SUU's Outdoor Recreation Parks and Tourism Certification
- SUU's Intergovernmental Internship Cooperative (IIC) with state and federal public land agencies
- SUU's Small Resort Cooperative internships

SUU's [Office of Community & Professional Development](#) offers Adult and Continuing Education through the:

- [UTIA's Parks & Tourism Certification Program](#) to develop outdoor recreation opportunities in Utah.

WAYS BUSINESSES CAN ELEVATE THE LEARNING EXPERIENCE FOR STUDENTS

The Power of Internships:

- The combination of classroom training and front-line/entry-level jobs help solidify a foundation of skills for students in business management, graphic design, marketing, and international diplomacy.
- Internships can be for-credit or more of a structured (not-for-credit) experience with specific companies.

Attracting & Retaining the Best & Brightest:

- Be a role model. Don't make assumptions of knowledge. Be open and clear, praise and appreciate.
- Provide stimulating, positive experiences to help attract and retain those with the natural skills and energy to be successful in this industry.
- Tourism is a non-traditional path and may require speaking louder than other industries.

WAYS UTAH STUDENTS CAN CAPITALIZE ON THIS EMERGING SECTOR

Many Positions Are Needed in the Tourism Industry:

- Entry-level positions are critical where time management and interpersonal skills are developed.
- The tourism industry has a broad range for anyone interested and passionate about the environment, technology, event planning, research, or marketing - all of these fields have a place within tourism.
- Broaden your experience with international tourism opportunities.
- Start your networks by getting involved with UTIA, a local tourism board, DMO, lodging associations, and non-profits within the community
- Tap into existing skills, languages, and natural talents and start your career in your own home town

RESOURCES SHARED BY THE PRESENTERS

- Utah's High School Career and Technical Education (CTE) Program in [Hospitality & Tourism](#)
 - [CTE Hospitality & Tourism Handout](#)
- SUU's [Hotel, Resort, & Hospitality Management Program](#) in the Dixie L. Leavitt School of Business
 - [Recruiting Students Handout](#)
- SUU's [Parks & Tourism Certification Program](#) in the Office of Community & Professional Development



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