

TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT EDUCATION INITIATIVE

Introduction:

The purpose of the Education Initiative is to further expand the awareness of the tourism industry and to provide comprehensive information about tourism opportunities in Tennessee. This is achieved by partnering with the Tennessee Department of Education, members of the tourism industry and other stakeholders.

The project has three goals; relationship building, academic support and career opportunities.

- Relationship Building
 - Awareness
 - Partnerships
 - Sponsorships
- Academic Support
 - Curriculum Development
 - Scholarship Information
- Career Development and Opportunities
 - Jobs
 1. Advertising Executive
 2. Attraction Executive
 3. Chamber Executive
 4. Convention & Visitor Bureau Executive
 5. Creative Designer
 6. Educator
 7. Event and Conference Planner
 8. Food and Beverage Specialist
 9. Hotelier (accommodations)
 10. Imaginer
 11. Marketing Executive
 12. Management
 13. Outdoor Adventure and Recreation
 14. Public Relation Executive
 15. Restaurateur
 16. Tour Guide
 17. Tourism Trend Analyst
 18. Transportation Specialist
 19. Tourism Service Specialist
 20. State Commissioner/Director
 21. Writer (travel, speech, editor)
 22. And many, many more

Implementation of the initiative:

- Speaker's Bureau
- Bookmark
- Video
- Brochure

Summary:

According to the Tennessee Department of Labor and Workforce Development, job growth projections from the base year of 2004 to 2014 indicate jobs in tourism related areas will grow at a rate of 16.3%.

The top 10 Tennessee projected growth occupations requiring specialized training from 2004-2014 are mostly related to the tourism industry, including managers, business supervisors and restaurateurs.

The industry also provides opportunities for quick advancement, which allows conscientious and dedicated individuals to rapidly ascend the career ladder.

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