

## **CentTRO Summit to Explore Educational Preparation for Tourism Careers**

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ORONO, Maine – The University of Maine System’s Center for Tourism Research and Outreach (CentTRO) is holding a Tourism Education Summit April 22 in Belfast to explore Maine’s tourism-related higher education programs.

Representatives from the university system and the Maine Community College System have been invited, along with industry and government representatives. Participants will discuss existing tourism-related academic programs in Maine and how comprehensively they address the state’s travel, tourism, recreation and hospitality needs. The discussions will provide an opportunity to identify new curricula in terms of addressing unmet needs.

The day-long workshop starts at 9 a.m. at the Fred Hutchinson Center in Belfast. It adjourns at 3:30 p.m. Speakers include UMaine associate professor of marketing Harold Daniel, who serves as CentTRO director, and Charles Colgan, CentTRO associate director and University of Southern Maine economics and policy analysis professor.

Following the meeting, CentTRO staff will prepare a report on the proceedings of the meeting, seeking collaborative strategies among the campuses and higher education systems for enhancing educational programs that prepare today’s young people for careers in tourism and hospitality.

There is no cost to attend the summit, but since seating is limited, participants are asked to register in advance with Kimberly Junkins at (207) 581-3102.

Additional information about CentTRO and its programs and events, including the April 22 summit, is available on the CentTRO Web site ([www.umaine.edu/centro](http://www.umaine.edu/centro)).

CentTRO is an interdisciplinary initiative of the University of Maine System, which involves and coordinates the efforts of faculty across many disciplines on all university campuses in the state. It conducts research and outreach activities to educate, inform and respond to the needs of the tourism and related industries in Maine. Among its goals is to see that Maine’s educational institutions produce new generations of entrepreneurs, managers and skilled employees to develop businesses that focus on quality service and take advantage of underutilized tourism assets in Maine.