

# Maine Workforce Development Conference

Center for Tourism Research and Outreach

CenTRO

May 29, 2009

# From Whence We Have Come?

Maine Tourism Education Summit

April 2008

- Education in Tourism – Divided into 2 Programs
  - Hospitality ... Community College System
    - Opportunity ... Assoc. Degree in Recreation
  - Recreation ... University System
    - Opportunity ... UG and Graduate Hospitality Management
  - Recreation Focus ... Outdoor Recreation
    - Opportunity ... Cultural & Arts related Tourism Education
- MCCS and UMS “attracting students is a challenge”
- Classes of Educational Needs in Industry
  - Frontline Training, Career Development, Prof Development

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## How to Proceed

- Expanded & Networked Degree Programs
  - Challenge ... Preserving the Identities of Collaborating Programs
- Integration of Education and Training Information
  - Centralized Online Registration Service?
- Certified Tourism Professional
  - Signals Skill Level of the Prospective Employee
  - Prospective Employees Variety of Ways to Build Skills
- Finding Resources ... Even More Challenging Now
- Defining CenTRO's Role