

“HOSPITALITY AND TOURISM” STPB GRANT



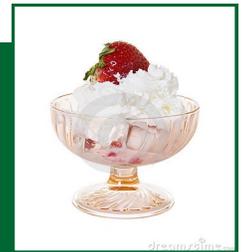
Since 2008, The Strategic Tourism and Planning Board has approved funding to invest in the Tompkins County hospitality and tourism industry and pipeline development. The grant has been awarded to accomplish five things:

1. Create an awareness and interest in career pathways in hospitality and tourism (entry level and advancement)
2. Develop employee skills, knowledge and competencies
3. Increase number of employee industry recognized certifications
4. Help create local ambassadors for Tompkins County by providing greater exposure to tourism assets and resources
5. Further develop training resources and opportunities

Activities in these five goal areas have been accomplished by workshops, training sessions, events, e-learning and consultations;

- Hospitality STAR: our premier program, two days of customer service and ambassador training, destination tour, industry leader panel and Taste of Ithaca luncheon; June 16-17th, 8:30-5:00pm, contact hospitalitySTAR@tompkins-co.org
- Serv Safe Certification Training: Alcohol, Manager/Supervisor and Food Handler
- Metrix E-Learning: on-line courses, accounts for 180 days, courses focused on customer service, supervisory skills, workplace safety and hospitality
- Customer Service and Dealing with Difficult People workshops
- Hospitality Employment and Training program (HETP): intensive training and internship program in collaboration with GIAC
- Human Resource Law; session on HR laws and legislative changes
- Getting Greener II; workshop focused on sustainability and practices

For questions or additional information, contact Julia Mattick JMattick@tompkins-co.org
or Diane Bradac, DBradac@tompkins-co.org



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We want to hear from you! We are requesting your help to identify industry challenges and training needs.

Do you agree with this list?

- 1. High turnover, recruitment and training costs
- 2. Limited release time/availability for training
- 3. Retention of competent staff
- 4. Lack of industry standard training, certifications and credentials
- 5. Lack of understanding of career pathways and advancement options
- 6. Language barriers (LEP staff and customers)
- 7. Nature of industry (evening, weekends and seasonal)
- 8. Need to market and adjust to changing interests/demographics (more stay vacationers, interest in farm to table, sustainability, military, mature tourists, visitors needing accommodations, etc.)
- 9. Churn due to entry level low wages, limited benefits and incentives
- 10. Changing laws and regulations, lack of information and understanding

This list guides our responses for training. We plan and design our workshops and events with these key areas in mind. Please contact us if there are specific needs or other areas you would like us to address.

Last year, 128 employees attended workshops, 26 employees obtained Serv Safe credentials and 14 individuals completed an intensive seven week HETP program in collaboration with GIAC and IURA funding.

Stay tuned... several events are in the planning stages; Human Resource Law (highlighting recent changes), Getting Greener/Sustainability, Customer Service, and Dealing with Difficult Customers. We also are developing an on-line presence to help with marketing, sharing of events and recruitment.

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