



Tourism Institute

COURSE DESCRIPTION:

- ❖ Courses are scheduled for 1.5 hours.
- ❖ Set up time is 30 min. One instructor, one greeter and communicator [support person] from TINI will be at session. Invitations will be collected two days prior to the session. Attendees can pay at the door, all tuition is due in advance
- ❖ Introduction and brief on TINI mission and rules
- ❖ General area session notes - Seasonally specific (factoids)
- ❖ Area specific rules and regulations
- ❖ Current events and briefs
- ❖ 5 tips to better answer questions to service the customer, support employer and build your confidence
- ❖ General FAQs
- ❖ Answer incoming FAQs
- ❖ Secret Finds
- ❖ Incentives distributed/sponsor presentations

EXTENDED SESSIONS COURSE DESCRIPTION:

- ❖ Approximately 3 to 3.5 hours in addition to above
- ❖ Includes historical perspective [and can have presentation by local experts] and in depth community overview including demographics and economic outlook
- ❖ Presentations of extended stay activities
- ❖ Review arts and culture ongoing events
- ❖ In depth look at events
- ❖ Itinerary creation
- ❖ Building resource book assistance
- ❖ Pocket Guide hand outs
- ❖ Regional activities