

# THE TEXAS LEADERSHIP INSTITUTE

SCHEDULE FOR 6-HOUR CREDIT COURSE

## COURSE 1304 - DEVELOPING TOURISM IN YOUR COMMUNITY

<b>8:30 – 9:00am</b>	<b>Arrival and Registration</b>
<b>9:00 – 10:00am</b>	<b>Session A: Importance of Tourism To The Economic Growth Of A Community</b> <ul style="list-style-type: none"><li>• The driving force of the tourism industry</li><li>• Identifying what tourism can do for your community</li><li>• Areas of tourism development (tourism niches)</li></ul>
<b>10:00 – 10:15am</b>	<b>Break</b>
<b>10:15 – 11:15am</b>	<b>Session B: Emerging Travel Trends Equal Visitor Opportunities</b> <ul style="list-style-type: none"><li>• What is going on in the travel industry?</li><li>• What constitutes a trend?</li><li>• When is a trend not a trend?</li><li>• What are the current trends affecting the Texas marketing programs?</li></ul>
<b>11:15 – 12:30pm</b>	<b>Session C: Tourism Marketing and Public Relations</b> <ul style="list-style-type: none"><li>• Selecting Your Target Market(s)</li><li>• Marketing Plans</li><li>• Brochures</li><li>• Advertising</li><li>• Internet</li><li>• Packaging</li><li>• Public Relations Basics</li></ul>
<b>12:30 – 1:15pm</b>	<b>Lunch</b>
<b>1:15 – 2:45pm</b>	<b>Session D: Overview of State Tourism Partnership Opportunities</b> <ul style="list-style-type: none"><li>• Office of the Governor, Economic Development &amp; Tourism</li><li>• Texas Department of Transportation</li><li>• Texas Historical Commission</li><li>• Texas Commission on the Arts</li><li>• Texas Parks &amp; Wildlife Department</li></ul>
<b>2:45 – 3:00pm</b>	<b>Break</b>
<b>3:00 – 3:45pm</b>	<b>Session E: Destination Marketing Wisdom from Lightning McQueen and the Gang from Radiator Springs</b> <ul style="list-style-type: none"><li>• The importance of planning</li><li>• Partnering with other communities</li><li>• Know your audience</li><li>• Hospitality training</li><li>• Using the media effectively</li></ul>
<b>3:45 – 4:15pm</b>	<b>Session F: Q&amp;A</b>

