

SEKTDA 2005 Fall Work Study Another Success!



Southern and Eastern Kentucky Tourism Development Association's (SEKTDA) Work Study Tour September 13, 14 and 15, 2005 was a tremendous success. Over 40 participants from the 46-county region joined the SEKTDA staff for a three day learning trip to Athens and Etowah, Tennessee, or otherwise known as the "Tennessee Overhill." Mayors, county judges, along with other civic and community leaders, CVB directors, staff, corridor volunteers and more participated in order to discover how two towns in Tennessee developed their successful tourism industry. They also took advantage of the opportunity to network with one another along the drive to Tennessee.

Some of the many sites visited were the Mayfield Dairy Farm, Ocoee River Center and the McMinn Living History Museum. These work study tours are designed to educate the participants about the many possibilities available to them through tourism in small towns. These travelers experience the facility as if they were a tourist, but with a little extra information and time. They are able to speak with the owners, operators, and city officials about how they increased tourism in their areas. These participants are then encouraged to return to their home towns of Southern and Eastern Kentucky and educate others about the tourism options available to each community.

Judy Duerson of Rockcastle County said, "It was encouraging to see what a few interested citizens, local entrepreneurs, and local officials have achieved by working together to maximize the use of the limited number of local resources," she continued, "The local merchants will tell you they sell more products to tourists than they sell to local residents."

SEKTDA's mission is to promote, develop and expand the existing and potential tourism industry throughout Southern and Eastern Kentucky in an effort to contribute to the economic and cultural growth of the region. For additional information please contact SEKTDA at 606-677-6099.