

## TOURISM PROFESSIONALS EXTEND EDUCATION WITH ANNUAL PROGRAM ON GEORGIA CAMPUS



Vicki Kidd, Jeff Crowe, and Theresa Russell complete another year at STS Marketing College

**Somerset, Kentucky**— Vicki Kidd, Theresa Russell and Jeff Crowe with TOUR SEKY are nearing certification as Tourism Marketing Professionals (TMP).

This was the 15<sup>th</sup> year that the Southeast Tourism Society Marketing College has turned the facilities of North Georgia into a laboratory to teach tourism marketing. There is no other professional development program like the STS Marketing College, and it is recognized nationally for its training of tourism leaders. 315 people have earned TMP certification.

“In the tourism industry, TMP certification carries a lot of weight,” said Bill Hardman, president and CEO of the Southeast Tourism Society, an 11-state organization that promotes travel and tourism in the Southeast. The curriculum covers topics that range from family vacation research and special events marketing to media relations and creative advertising. Heritage tourism and community/rural tourism are courses that have attracted special interest in recent years.

“The fundamental concept of STS Marketing College is that the curriculum is practical. What students learn can be put to practice as soon as they get back to their workplaces,” Hardman said. “The Southeast Tourism Society is recognized nationwide for the cohesiveness and camaraderie it fosters in the region. No other region has a similar organization. Our marketing college is a major project to build skills and professionalism in the tourism industry,” Hardman said.

The 11 STS states are Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. STS headquarters are based in Atlanta, Georgia.

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