

Delta County Tourism Regional Skills Alliance

Mission Statement

To Grow the Economic Viability of our Region by Strengthening and Building the 21st Century Tourism Workforce.

Background

Tourism has great potential as a positive economic and social force, creating jobs, tax revenue, infrastructure, local identity and entrepreneurial opportunities. The degree to which tourism is successful as an economic stimulus is most often dependent on research, planning, employer and community involvement. In order to attract visitors and more importantly to encourage return visitors it is critical to have in place a workforce with the knowledge, skills and abilities to ensure that visitors enjoy a truly unforgettable experience that they will refer friends and relatives to. The knowledge, skills and abilities required include: high level of customer service skills and commitment to customer satisfaction; knowledge of the area, its attractions and how to access information about events and activities; job retention and advancement skills and the ability to utilize technology-based systems. Our tourism industry requires a skilled and competent workforce essential to the viability of the Tourism Industry. To that end, the Delta County Tourism Regional Skills Alliance has three main goals:

- Build skill capacity of emerging and incumbent workers
- Increase knowledge base of local history and area attractions among tourism workers
- Increase pipeline of workers to tourism industry, increasing opportunities for career advancement

Through its strategic efforts the Delta County Tourism Regional Skills Alliance will:

- Dispel the myth that there are not career advancement opportunities in the industry
- Provide community development by emphasizing the value added return on investment by the tourism industry
- Showcase successful entrepreneurs of the industry which is vital to the economic viability of our region
- Increase worker skill level to enhance economic growth

For more information or to become a member, please contact Gwen Wood, Michigan Works! The Job Force Board at (906) 789-0558 Ext. 212.

