Utilizing field training to build Extension Educator tourism knowledge, skills and abilities (KSAs) in Minnesota

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Theoretical Grounding

• Bloom’s taxonomy (Bloom 1976; Bloom et al, 1971)

• One of the key virtues of focusing on knowledge, skills and competences is that these relate to learning outcomes or outputs. (Winterton et al, 2005)

• Learning managed “in relation to explicit corporate and business strategies” (Hall, 1984)

• KSA focus offers opportunities to integrate formal education/training with experiential – consistent with Adult Learning principles.
Goal of EE training

- Expand Community Economics Educator delivery of tourism programs by providing training linked to Extension business objectives.

- KSAs help focus on outcomes

To do good work, one must first have good tools.

-Ancient Chinese proverb
Educator field training in MN

- Multi-year process
  - Resort experience
  - Community visits
  - Community engagement

- Local stakeholder presentations
- Community/facility visits
- Activities utilizing CTD tools
- Applied research
Case Example: Lindstrom MN

Spent 2 days in community

Combined EE training with pilot of new Tourism Assessment Program
Tourism Assessment Program

- **Goals**
  - To identify community tourism assets and obstacles
  - To develop recommendations for tourism development
  - To encourage community discussion of tourism goals & develop action strategies
Tourism Assessment Program

• Local Team
  – Attraction & Service Inventory & Assessments
  – Provide background information & reports
  – Coordinate visit

• University Resource Team
  – Community visit to record observations
  – Facilitated community discussion
  – Review & analysis of data

• Collaborative written report with recommendations

• Follow-up with community by Extension Educator
Lindstrom

- Classroom workshop
- Field assessment
- Discussion
- Panel of locals
- Facilitation of community meeting
Outcomes

• 5 of 9 Community Economics EEs included Tourism Assessment work in 2009 POWs

• Express greater interest & confidence in tourism work

• Request more applied/experiential learning around tourism development

• New program piloted / launched
Thank you!

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