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5 Resolutions for Improving Your Travel and Tourism Management Skills

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In your travel career, you will learn to keep relevant with continuing education and by re-inventing and renewing yourself. Here are some ways to improve travel and tourism management skills through five career resolutions.

1. Create new goals. Like rehearsing story-telling, learning basic bookkeeping to assist with tour paperwork, or how to make more interesting presentations to your groups. Once your goals are established, practice, practice, practice.

2. Integrate social media tools. Establish Facebook and Twitter accounts. Use them on tour. These tools are great for destination research. Through my local community blog I became the “go to” person by sharing local information with my readers. My blog following increased by 700% in 2010.

3. Meet other industry consultants and groups. Use them to practice your speaking, your presentations, or how you can promote a successful event. Join specialized industry groups, writers groups, culinary groups, or social media in tourism groups. LinkedIn.com and Meetup.com have periodic meetings where you may connect and meet other professionals in person.

4. Pay it forward. Refer jobs and clients you cannot assist with to colleagues. Be sure to follow up with them to see if they received the work or secured the client. In 2010, I successfully filled 10 open positions with people from my network. In turn, other colleagues shared opportunities with me.

5. Supplement your education. Search other industry’s conferences for classes like building a video or how to promote an event. Attend adult education classes or volunteer in a library or museum.

Bonus resolution. Remember, improving your travel and tourism management skills can be as simple as going on a tour yourself and learning how to experience a tour as a passenger. Escape and rejuvenate!

*Donna West is one of USA Tour Pros Featured Bloggers and will have a re-occurring by-line within our Blog. Donna is owner of **Lighthouse Travel and Tours** (<http://www.lighthouse-tours.com/>) and is the author of her own blog, **Fun Tour Guru** (<http://www.funtourguru.blogspot.com/>).*

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