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TIAK

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TIAK Reflection Paper

The Kansas Tourism conference was a great opportunity to be apart of. I learned a lot about how we as the tourism industry will be able to comeback after this COVID -19 pandemic. Our industry really took a beating during this pandemic and we need to come up with a plan to keep our industry up and running and the guest speakers that talked during this conference all explained their plans and what needs to be done.

I did like that we talked about the comeback plans however I think it was talked about a little too much. I felt like I heard about the coronavirus every conference day. Which it does need to be talked about, but I wish we talked about what the normal was like.

The conference also talked a lot about making the most out of marketing your business online during the pandemic because that is all people are on right now and Kansas tourism division values. I really liked the day we talked about values. I was so interested in the tourism industry because of their values and service. I have always wanted to be like people in the industry. When I travel and I am getting serviced, the servers are always so passionate and enthusiastic and it makes my day so much better and I hope that at some point I can do that for someone and their family.

The day we talked about the Kansas tourism division values I wrote them down. The values were: passionate, authentic, inclusive, and innovative. When they explained these, they told me how important they were in our industry and I look forward to using these values and I pursue my career in the tourism industry. They also talked about key strategies which are: new

brand, website, digital marketing, search engine marketing, print advertising, story series, gear suite, research, and content calendar. I think these strategies will help us come back from the pandemic.

The Kansas tourism conference was very informational, and I am so grateful to be apart of it. It was a great opportunity to learn so much and to be able to take this to my tourism and hospitality class and inform my professor and classmates about Kansas's tourism comeback plans.