

TOPEKA DESTINATION SPECIALIST

Beginning in May during National Travel & Tourism Week, Visit Topeka will launch its Topeka Destination Specialist certification program. Through the program, participants will learn about hospitality techniques, the importance of tourism in Topeka, and how economic development can begin with something as simple as a smile. Participants will also learn about their city and be able to share with visitors the wonderful places to see and things to do in Topeka. Visit Topeka encourages anyone interested in the field of hospitality or tourism to take advantage of this exciting opportunity.

HOW IT WORKS

- Earn a total of 15 points in one year by attending education conferences, trainings, visiting local attractions, shopping local and completing one book report from the provided list of books.
- All the Core requirements must be completed to earn 10 points
- Complete any combination of Electives to earn a 5 points

CORE REQUIREMENTS

KNOW YOUR CITY Attend ONE Know Your City Training (Offered twice a year)	3 Points
SM&SH Attend the SMASH Summit in May hosted by Visit Topeka	3 points
VIDEO View the following three videos' and write a brief summary <ul style="list-style-type: none">• Johnny the Bagger• Give Them The Pickle: How to Act Like You Care• A Hotel is Just a Building	2 points total
TOUR LOCAL Tour a local Attraction and report the significance of the attraction to Topeka <ul style="list-style-type: none">• 2 per year allowed for a total of 4 points• Not to be taken at the Know Your City Training• A selfie must be emailed to Rosemary at Rosemary.Dahlgren@TopekaPartnership.com	2 points

ELECTIVE POINTS

READING Read a book from the approved book list and provide a summary of the book	2 points
CITY COUNCIL Attend a City Council Meeting <ul style="list-style-type: none">• Meets on the first three Tuesdays of each month at 6 p.m. in the Council Chambers, municipal courtroom, 214 E. 8th.	2 points
LUNCHEON Attend the Hospitality Luncheon hosted by the Topeka Lodging Association	2 points
SHOP LOCAL Provide a receipt for an item purchased at a local Mom and Pop Topeka store	1 point
NT&T WEEK Write a one-page report about National Travel & Tourism Week & it's importance	2 points

For more information and the approved reading list, contact Rosa Cavazos at RosaCavazos@TopekaPartnership.com or **785.234.1030**. Visit the website at VisitTopeka.com/TDS