

# Tourism Vocational Training Gap

## Current Tourism Workforce Education

### Community College

CNM

- Associates degree in hospitality & tourism
- Certificate of completion

SFCC

- Associates degree in hospitality & tourism
- Certificate of completion

### University

NMSU

- Bachelor of Science in Hotel, Restaurant, and Tourism Management
- Minor in Hotel, Restaurant and Tourism Management

EUNM

- Bachelor of Science in Business with an emphasis in hospitality management

Main Focus: Graduates are prepared for management positions.

## Proof of Concept

### ACE: Albuquerque Concierge Excellence

6 years

600 graduates

3 hour training class

Educates front-line employees on:

- Things to do and see in and around Albuquerque
- Do's and don'ts in customer service
- How to handle unsatisfied customers

### Testimonial

“The biggest feedback I get from my team is realizing how much there is to do in Albuquerque. It was quite eye opening for the people that have even been living here for years. Now when a guest has a free day they can help them more effectively than in the past. We have started sending our agents and bellmen to the training the last 3 months and oddly my customer service scores have gone up at the same time. We will continue sending new agents to this training.”

**OBED MORALES** | General Manager  
Embassy Suites Hotel & Spa Albuquerque

Main Focus: Graduates are prepared to enhance the visitors' experience in Albuquerque.

## Statewide Program

### New Mexico True Champions

Training has three distinct parts:

- 1) Online Customized Local Tourism
- 2) Online State Tourism
- 3) Workshop on local and statewide tourism

Initial target

- 1) Hospitality and Tourism Workforce
- 2) Others who have various 'touch points' with visitors.

### Commitments

#### Public

CNM  
NMSU  
Farmington CVB

#### Private

Heritage Hotels  
La Fonda on the Plaza

Main Focus: Graduates are New Mexico True Champions that are part of a statewide tourism network with ongoing training opportunities, updates on new tourism attractions and upcoming fairs, festivals and events.

## Request for Support

### Special Appropriation

Seeking support for an *initial* state investment for a *sustainable* tourism training program to meet the growing needs of New Mexico's tourism industry.  
~ \$300k

### Deliverables - Over 5 years

- Graduate a minimum of 3,000 New Mexico True Champions
- Integrate into the higher education programs
- Partner with a minimum of 10 communities
- Partner with public schools - juniors and seniors
- Develop a private sector benchmarking toolkit to measure program metrics

