



THE KENTUCKY WILDLANDS

SCHOLARSHIP APPLICATION FOR SOUTHEAST TOURISM SOCIETY'S 2021 MARKETING COLLEGE

For the last 28 years STS Marketing College® has provided this unique continuing education program for the travel and tourism industry.

Since its inception in 1992, Southeast Tourism Society Marketing College® has hosted tourism professionals, for one week, each year. Students participate in a curriculum designed to teach marketing techniques from all facets of the tourism industry.

Marketing College® professors are industry-related professionals from across the U.S., noted as experts in their field, who bring a working-knowledge of current trends, data, and implementation for tourism and travel.

Upon completion of the three-year Marketing College® curriculum, students receive a Travel Marketing Professional (TMP) certification, presented at a special graduation ceremony at STS Connections.

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The Kentucky Wildlands understands the importance of empowering our tourism professionals and this program will introduce you to the connections and resources you may never knew existed while also teaching you current marketing trends and how to best use them to your benefit. It is definitely an investment worth making.

*****This scholarship is ONLY for the cost of attendance, valued at \$1425. It does NOT include lodging and travel costs, which is solely the responsibility of the recipient. You can visit <https://www.southeasttourism.org/marketing-college> for lodging options. Most meals are included in attendance fee but please note those that are not.**

NAME: _____

ORGANIZATION: _____

POSITION: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

ANNUAL BUDGET: _____

HOW MANY YEARS HAVE YOU WORKED IN THE TOURISM INDUSTRY?: _____

WOULD THIS BE YOUR: 1st Year 2nd Year 3rd Year Alumni

WHY DO YOU WANT TO ATTEND STS MARKETING COLLEGE?

WHAT ARE YOUR TOP THREE PRIORITIES TO LEARN FROM MARKETING COLLEGE?

WHAT IS ONE THING YOU WOULD LIKE TO SEE IMPROVED/IMPLEMENTED IN YOUR COMMUNITY AND HOW DO YOU THINK MARKETING COLLEGE COULD HELP YOU DO THAT?

All recipients will be required to submit a summary of what they learned from STS Marketing College and their key take-aways. Are you willing to do so? Yes _____ No _____

PLEASE SUBMIT YOUR APPLICATION BEFORE MAY 14, 2021 TO THE KENTUCKY WILDLANDS SCHOLARSHIP COMMITTEE, 2292 S. HWY 27, SOMERSET, KY 42501, or administrator@kywildlands.com. A decision will be made as quickly as possible in order to get the recipient registered on time.

By submitting this application, I agree to attend all classes as required by STS, otherwise my entity may be required to re-pay the cost of my attendance to Eastern Kentucky PRIDE, Inc. I also understand my organization is responsible for all travel costs, including hotel lodging, since dorms are not available this year. I also agree to submit the summary, as required.

Signature

Printed name

Organization

We are happy to answer any questions you may have.

Thank you,
Tammie Nazario
Director, The Kentucky Wildlands
Explorekywildlands.com
888-577-4339