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## President's Message

Our newsletter this month gives attention to Matt, who is our first scholarship award recipient. We feel this is so important because Matt typifies the thousands of young people who are recognizing the excitement and future that lies in the hospitality and tourism industry.

While other kinds of employment opportunities are fading in our country the future of tourism is bright and expanding. New venues and types of hospitality activities are on a clear growth path.

## Matt Cruder Wins 2008 MTEF Scholarship



"If you find the right job, you never have to work a day in our life," and that's what I intend to do," said Matt Cruder, from Severna Park, Maryland. "My love of sailing and my love of people have steered me towards a career in the tourism business. My idea is to start my own company doing private boat charters." Matt will use his scholarship to major in Recreation and Tourism with a minor in Management.

The scholarship will be formally presented to Matt in a

As you interact with the younger generation, talk with them about what we do and the future opportunities we have in our industry. They will be serving our guests in the future.

Along with the future personal that will be needed, training is a key part of completing the service promise that all guests expect. In good economic times and not so good economic times, budgeting to train the current workforce and future workforce is critical to having a successful tourism venue. Many programs are available to help with this important mission. Look to MTEF to be a part of your training needs.

*Dave Meloy*

## Tourism Industry Leads State in Job Growth



Maryland's leisure and hospitality sector also posted strong job growth, with 2.9 percent growth over February of last year. The industry, which includes recreation, arts, entertainment, accommodations and food service, added over 6,300 net new jobs in this period. Food services, including restaurants and bars, generated 4,300 net new jobs.

small ceremony. It will take place aboard the Schooner Woodwind, a 74 foot charter sailing vessel out of Annapolis Harbor where he works while preparing for his dream.

## Cross - Cultural Business Etiquette

The dollar is shrinking. The number of foreign visitors to the United States is growing.

Creating *positively memorable experiences* is essential. However, foreign visitors bring expectations with them that are "foreign" to our usual habits. As you market to them, serve them, entertain them, or just greet them in the hallway, be sure you do so in a way they consider welcoming.



Although the world is getting smaller through travel and communication, there are still major cultural differences. Here are a few quick tips:

1. Greet your visitors with a smile. It's our cultural way of saying "Welcome." Then become aware of what your visitor may expect. Knowing whether to shake, bow or kiss is difficult. Read some of the Web resources listed below.
2. Talk slowly and don't be surprised if decisions take a longer than we're

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[Click here](#) to view the job data by sector.

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1. Greet your visitors with a smile. It's our cultural way of saying "Welcome." Then become aware of what your visitor may expect. Knowing whether to shake, bow or kiss is difficult. Read some of the Web resources listed below.
2. Talk slowly and don't be surprised if decisions take a longer than we're accustomed to. The pace of life and business in the United States is often shocking to new visitors.
3. Touching is a "touchy" subject. A pat on the back or patting a child's head can be misinterpreted. If you meet a friendly Brazilian, however, you may receive a hug and backslap. Follow the lead of your guest.

Several Web resources provide great information. Try:

[kwintessential country profiles](#)  
[CNN culture etiquette](#)  
[Mindtools](#)  
[123 etiquette](#)

You'll find many other sites by searching the words "cross cultural etiquette."

**Don't miss the**

**Maryland Governor's  
Tourism Industry  
Conference!**

**Nov. 10-12, 2008**

at the new

Gaylord National Resort Hotel and  
Convention Center National  
Harbor

in Prince George's County, MD

**Maryland  
Opportunities**

Your local hospitality and tourism programs have well-trained candidates. Click [here](#) for a list of the schools.

**Pass It On**

Please pass this newsletter on to others in your office who are involved with training and human resources.