

North American Edition

TIME FOR

DEMOCRACY

CASE STUDY:

MYSF Tourism Professional Certification Programme

From: San Francisco Travel Association





San Francisco recognised an opportunity to empower frontline workers across the city to positively impact visitor experience

ABOUT

Frontline hospitality employees are often the only local residents' visitors to a destination get to meet. Yet, these workers are often woefully uninformed about local attractions, activities and great places to visit.

The MYSF Tourism Professional Certification Programme was created to help upskill these frontline workers so they could share personal recommendations and tips with visitors to enhance the visitor experience across the region.

Working in partnership with major attractions and tour operators, content was developed to help train frontline staff to better understand what was on offer across the region. Training modules included guest speakers from the tourism industry, site visits and educational sessions.

Community groups were also included to help demonstrate the value of tourism to local businesses and neighbourhoods. Elected officials and merchant associations were specially invited to attend certain sessions.



TAKEAWAYS

Frontline workers and the community have responded very positively to the programme with over 800 graduates to date.

Numerous merchant walks and neighbourhood events have connected hundreds of people with the tourism sector in a memorable, meaningful way. This programme has helped engage more people with the tourism sector as a whole and encouraged more consistent messaging about the destination.

For those at the frontline, the programme has also provided these workers with a framework for more positive dialogue with visitors. Helpful advice around some of the city's most obvious concerns, such as homelessness, has proved invaluable to frontline teams who previously struggled with an appropriate response to visitor questions.

And they were empowered to confidently answer questions from visitors around what to do, see, eat and enjoy while visiting San Francisco.

Advice for others considering such a programme:

- Consider the ongoing resourcing costs – it is not a short-term fix or a one-off campaign.
- Keep the programme fresh – continue to check content and ensure information is up to date (such as opening hours, businesses still in operation etc...).
- Allow anyone with an interest in tourism to participate in the programme.

RESOURCES

Online Course: [MYSF | San Francisco Travel MYSF Tourism Professional Certification \(teachable.com\)](#)

Article: [MY SF Destination Training | San Francisco Travel \(sftravel.com\)](#)

North American Edition

TIME FOR

DEMOCRACY

Led and
Facilitated By

miles
PARTNERSHIP

Program Creator &
European Lead

GROUP
NAO

In Association with:



Destination  Analysts



GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

TCI Research
Tourism Competitive Intelligence

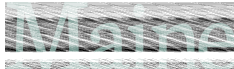
North American Destination Partners:



BRECKENRIDGE
TOURISM OFFICE



DESTINATION
VANCOUVER



ARIZONA
OFFICE OF TOURISM



DESTINATION
TORONTO



TRAVEL
OREGON

TOURISME /
MONTREAL

park  city

VISIT
Sarasota
beaches and beyond