

# Abstract

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## **The State of Tourism/GIS Education and a Solution**

**Track:** Business, Banking, and Insurance

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GIS is just beginning to become known as a valuable analytical tool by tourism/hospitality firms and as a tourism economic development tool by communities. However, college graduates with both tourism and GIS skills are virtually non-existent. This presentation describes the state of Tourism/GIS education in the United States and presents the nation's first Tourism/GIS higher education model to train both college and high school youth to resolve this crucial human resource shortfall.

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