

TIAK - KANSAS DESTINATION SPECIALIST PROGRAM

Recommended Reading List

A minimum of 1 book from each category must be read and a report submitted on each. The report should be at least 1 page in length. This requirement will be reviewed annually with the list of reading requirements updated as needed by the TIAK Education Committee.

KANSAS

1. *Exploring Kansas*
By Mil Penner
Penner writes an introduction on what it means to explore the state and then uses 27 towns as an example.
2. *The Kansas Guidebook for Explorers*
By Marci Penner
Release date winter 2004. Penner visited 626 incorporated towns in the state to research for this definitive guidebook. It tells what there is to see and do in the state from an explorer's perspective.
3. *399 Kansas Characters*
By Dave Webb
This book contains biographies of almost 400 people who played a significant role in the story of Kansas.
4. *Driving Across Kansas, a guide to I-70*
Ted Cable and Wayne Maley
This book not only tells about tourism attractions but also explains common sights like corn bunkers, abandoned farmsteads, clouds, and more.
5. *War to the Knife: Bleeding Kansas 1854-1861*
Thomas Goodrich
6. *Race and Politics: "Bleeding Kansas" and the coming of the Civil War*
James Rawley
7. *Kansas*
Craig Minor

MARKETING

1. *Hospitality and Travel Marketing*
By Alastir M. Morrison
Delmar Publishers – order on-line at www.delmar.com/delmar.html
Description: One of the major strengths of *Hospitality and Travel Marketing* is its clear structure and organization. It is organized around the hospitality and

travel marketing marketing system model, which serves as a road map for understanding how the various marketing functions and techniques are related. It reflects a simple, common-sense approach to marketing which can be easily followed and comprehended.

2. *Destination Marketing for Convention and Visitors Bureaus*
Richard B. Gartrell and the International Association of Convention & Visitors Bureaus, 1988, revised 1994. This is a textbook. It has been available on amazon.com in the past.

LEADERSHIP

1. *The Deep Blue Sea: Rethinking the Source of Leadership*
By Wilfred Drath
Description: If whitecaps are the individuals leaders within organizations, then deep blue sea is the rest of us---that vast foundation often obscured beneath the whitecaps but the very foundation that makes them possible. This is the central metaphor of this book.
2. *Positive Turbulence: Developing Climates for Creativity, Innovation, and Renewal*
By Stanley S. Gryskiewicz
A leading authority from the esteemed Center for Creative Leadership shows how to use the power of turbulence to achieve positive results---creativity, innovation, and corporate adaptability. Rich with examples from a variety of settings. The book includes success stories of groups.
3. *Who Moved My Cheese?* An amazing way to deal with change in your work and in your life.
By Spencer Johnson
A great source of what to do when things change in your life and new avenues are in front of you to explore.
4. *Her Place at the Table: A woman's guide to negotiating five key challenges to leadership success*
By Deborah M. Kolb
"WOMEN ROAR," exclaims management guru Tom Peters. "Want a leader?" ask Business Week. "Hire a woman." The list of women taking the reins at top companies and turning them around grows longer. Such as Anne Mulcahy at Xerox, Carly Fiorina at Hewlett-Packard, and the list goes on.
5. *The Leadership Challenge*
James M. Kouzes, Barry Z Posner
This book addresses issues uncovered in research on ordinary people achieving "individual leadership standards of excellence." The keys they identified---models the way, inspire a shared vision.

6. *Fish!*
Spencer Johnson, Kenneth H. Blanchard
A remarkable way to boost morale and improve results.

7. *Destination Leadership for Boards*
Bill Geist
Bill Geist is the author of the first book dedicated to Board Governance for Destination Marketing Organizations and CVBs. *Destination Leadership for Boards* is a compelling primer for Boards and the CEOs that work with them to advance their communities.

ADDITIONAL SUGGESTED STUDIES

Kansas Map

Kansas Getaway Guide

Forts and Trails

Kansas Wildflowers, Native Grasses & Shrubs

Various local visitor guides from across Kansas