



SOUTHEAST TOURISM SOCIETY

Janette Marson, Executive Director of Tourism at Lake Cumberland Tourist Commission

We could have been lawyers. We could have been dentists. We could have been accountants. But no, we decided to pursue careers in tourism. In our Dream Jobs series, we interview some of the best and brightest within the tourism industry about how they broke in and get their advice to the next generation of tourism leaders.

Today, we feature Janette Marson, the Executive Director of Tourism at Lake Cumberland.

How long have you been at your job?

5 1/2 years

What's your favorite thing about your job?

I have always said, "This is my dream job"! In the past I have worked at an ad agency, I have been a network television writer and producer and even owned my own ad agency in Indianapolis -- and my current job in tourism combines the best of all those prior occupations. It also helps that I LOVE my Lake Cumberland destination and adore promoting it to the world!

What's your advice to young people looking to break in to tourism?

If a young person wants to get a job in tourism, my best advice is to learn the ins and outs through internships - paid or not paid. Get to know the people currently in the industry and find out what skills are most needed - make connections! Actually, there are so many different jobs within "travel & tourism" a young person can match their interests to their own "dream job." For example, if you are passionate about the outdoors, look into careers within your state parks, etc. Employers in travel and tourism will be looking for friendly, energetic people with passion and dedication for the industry.

First job?

My first job was working as a creative writer & producer for an Event Advertising Agency called "The Promotion Company" in Indianapolis. I wrote and produced radio & tv spots for Ringling Brothers, The Harlem Globetrotters, The World's Toughest Rodeo, Disney on Ice, and every Mud Bog & Truck Pull that came to Indianapolis, just to name a few. I met a lot of great people & made excellent connections to help me move onward in my career.

Worst job?

I have not really had a "worst job". Actually, I have loved every single job I have had & have grown from each experience. I can say honestly, that my current job is my favorite, and each previous career experience has led me to my "dream job" in tourism.

If you didn't work in tourism, what industry would you want to work in?

I can't imagine not working in tourism; however, if I had to choose something else I would probably go back to working at an Ad Agency in a creative capacity.

Want a career in tourism? Check out the STS [jobs board](#) filled with great jobs located all over the Southeast.