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Tva's Guide To Hospitality - Getting Back To
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TVA's Guide To Hospitality. . .

GETTING BACK TO BASICS



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TVA'S Guide To Hospitality. . .

GETTING BACK TO BASICS

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Prepared by

The Office of Economic and Community Development
Tourism Development Program

**Tennessee Valley Authority
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INTRODUCTION

INTRODUCTION

This guidebook has been **designed** as a planning tool for developing a HOSPITALITY EDUCATION PROGRAM. It offers simple definitions, - basic hospitality concepts, self-improvement skills, workshop organization strategies, and a hospitality training course outline. The text offers quick responses to **basic** hospitality situations and **is** presented in language that can be easily understood by local citizens, front line employees, or business executives.

Each chapter promotes understanding and a reinforcement of basic human relation skills, such as awareness, enthusiasm, teamwork, positive attitude, creative ideas, and others. As you will see, hospitality is truly nothing more than GETTING BACK TO BASICS.

FOREWORD

TVA and its Tourism Development staff would like to extend their appreciation to those universities and State and local tourism organizations, as well as the tourism industry, which contributed much of the information found within this document.

Furthermore, TVA would like to identify the following publications as resource material in support of this guidebook.

1. Bateman, Arnold, Hospitality Tips For Employees Serving The Traveling Public, Extension Bulletin EC-719, South Dakota University, Cooperative Extension Service, 1978.
2. Beattie, Thomas A. , To Promote Your Community: Conduct A Tourist Hospitality School, Extension Bulletin E-1322, Michigan State University, Cooperative Extension Service, May 1980.
3. Evans, Michael and Agnes Gorham, A Handbook for Community Tourism Education, East Tennessee Development District, Knoxville, Tennessee, October 1981.
4. Hospitality Tips, Mississippi Cooperative Extension Service, USDA , Mississippi State University, 1979.
5. "Hospitality Training: Personal and Specialized Service Personnel, " Tourism USA, Volume 111, Implementation Visitor Services, United States Department of Commerce, United States Travel Service, 1978, pp. 7-13.
6. "Human Resources Development, " Creating Economic Growth and Jobs Through Travel and Tourism, by West Virginia University, for U.S. Department of Commerce, United States Travel Service, p. 177, February 1981.
7. Issacs, Carolyn, Guest Courtesy, Kentucky Office of Tourism Development, Capitol Plaza Tower, Frankfort, Kentucky, 1982.
8. "The Do's and Dontts of Hospitality, " adapted from Project Hospitality, Canadian Tourist Association, Toronto 1, Canada, pp. 57-74, April 1977.
9. Tourism And Your Community, Extension Bulletin E-729, Recreation and Tourism Series, Michigan State University, Cooperative Extension Service, June 1979.
10. Quinn, Tom, Tourism: Greeting The Guest, Extension Bulletin E-1381, File 33.2, Michigan State University, Cooperative Extension Service, April 1980.



A tourist is not limited to the following, but:

A TOURIST...

- IS the most important person ever in this establishment--in person, on the telephone, or by mail.
- IS not dependent on us - we are dependent on him or her.
- IS not an interruption of our work--is the purpose of it. We are not doing him/her a favor by serving him/her--he/she is doing us a favor by giving us the opportunity to do so.
- IS not an outsider to our business--is a part of it.
- IS not a cold statistic--is a flesh and blood human being with feelings and emotions, with biases and prejudices like our own.
- IS not someone to argue or match wits with.
- IS a person who brings us his or her wants. In the tourism industry, it is our job to handle those needs profitably for the tourists' benefit and our own.

Credit and Source: Guest Courtesy, Carolyn J. Issacs, Hospitality Education Program, Kentucky Department of Tourism, p. 7, 1983
(502) 564-4253

CHAPTER II

WHAT IS HOSPITALITY?

The name of the tourism game is HUMAN RELATIONS. Those currently involved or those who want to become an integral part of this exciting industry should always work toward improving their HOSPITALITY IMAGE.

- Hospitality is an attitude that involves the entire community, making the tourist-visitor feel comfortable as a guest of the community.
- The hospitality skills of the people in the tourism industry will determine its success.
- The tourism industry is people oriented and people dependent.
- Visitors expect a pleasant experience People may forget faces or places, but they remember a positive or negative event with another person.

A positive attitude from the local people toward visitors and their courtesy, warmth, friendliness, and sincere willingness to serve are the basics for creating that pleasant experience which BRINGS PEOPLE BACK!

Following is a summary of words which create a receptive atmosphere and stimulate return visits.

The Words of Hospitality

courteous words .**.*.....* .*.**..... .*** .*** instead of sharp replies
 smiles .,* .,**.* .*.*****.* ..*****.. * .*.***. . instead of bored looks
Enthusiasm ...*..*** .***** .***.* * ..***** instead of dullness
Response ..*..***.* .*..*..* .* .***.* .*** ..** instead of indifference
Warmth instead of coldness
Understanding .*..**... .* .***.,. ... *.,** . . instead of a closed mind
Attention* ..***** ..*****.. .***. instead of neglect
Patience .**.*..,* .***.*..* ..**..* .***** . . instead of irritation
 sincerity instead of being mechanical
Consideration instead of annoyance
Remembering Detailsinstead of forgetting them
Facts . **,** instead of arguments
Creative Ideas instead of humdrum
Giving instead of getting
Action instead of delay
Appreciation instead of apathy

Source: Tourism: Greeting the Guest, Extension
Bulletin E-1381, File 33.2, by Tom Quinn,
 Michigan State University, Cooperative
 Extension Service, April 1980

CHAPTER III

HOW DO YOU AND YOUR COMMUNITY RATE?

Hospitality does not happen automatically. It must be planned, taught, and implemented. Hospitality should be a top priority for promoting tourism in any community. How do you or your community rate when greeting a guest?

Complete the following 1. Q. test now, and then retake the test six months later; compare the results . . . Are you improving your "hospitality image?"

Test Your Hospitality LQ.

Each question has one or more correct answers:

- All tourists should be greeted by: a) a warm friendly smile, b) a high pressure sales pitch, c) an indifferent attitude.
- A tourist is: a) valued only for his/her money, b) a uniquely different type of person, c) a welcome guest visiting your community.
- Promotional literature is: a) costly and should be kept where tourists can't get to it, b) a useful selling aid, c) dull and boring.
- The best directions are given by indicating: a) turns using points on the compass (north, south, east, west), b) exact distances, c) locally known landmarks such as the "old Johnson place."
- Most tourists appreciate it if you: a) volunteer information even though it may not be requested, b) ignore them unless they ask for your help, c) tell them all your personal problems.
- The money that tourists spend in your community: a) creates local jobs, b) adds to the tax base, c) provides local services that otherwise would not be possible.
- The name of the tourist game is: a) money, b) endurance, c) human relations.
- Your attitude toward tourists: a) is not important to your community, b) is a signal of how enjoyable their visit is going to be, c) can easily be hidden from them, d) speaks louder than your words.
- The way to deal with a demanding tourist is to: a) treat them the same way they treat you, b) yell at them if they are behaving rudely, c) smile and be patient with them.
- The greatest competition for the tourist dollar comes from: a) other states and foreign countries, b) nearby communities, c) competition within your own country.
- Your appearance: a) has very little to do with how visitors treat you, b) is a reflection upon your entire community, c) is nobody's business but your own.
- Tourist employees and businesses must: a) cooperate and work together for the benefit of all, b) do their own thing and ignore everyone else, c) make negative comments to tourists about other tourist businesses.

Scoring: Give yourself 2 points for each correct answer. The highest possible score is 30 points. Question number 6 is worth a maximum of 6 points or 2 points for each correct letter, Question 8 is worth a total of 4 points, 2 for each correct letter. All other questions are worth 2 points each.

28 - 30 points	Excellent hospitality I.Q.
24-26 points	Very good hospitality I.Q.
20-22 points	Some improvement needed.
0-18 points	What business did you say you were in?

Answers: 1-a; 2-c; 3-b; 4-b; 5-a; 6-a,b, and c; 7-c; 8-b and d; 9-c; 10-a; 11-b; 12-a.

Source: Tourism: Greeting the Guest, Extension
Bulletin E-1381, Michigan State University,
p. 5, April 1980

It takes time and training to become a truly professional business employee; one who takes the good and the bad in stride. This is the type of employee that the managers of restaurants, hotels, motels, retail outlets, tourist attractions, campgrounds, service stations, and other businesses need and want.

Probably the greatest single deterrent to tourism development is LACK OF APPRECIATION and ENTHUSIASM. This serious "stumbling block" can be generated by local civic leaders, or business leaders, or from local citizens within the community. However, negativism can be overcome with practice.

Periodically rate yourself through the use of the following Hospitality Checklist. Be honest with yourself, and look for areas of improvement for each of the statements below.

Hospitality Checklist

	<i>Always</i>	<i>Sometimes</i>	<i>Never</i>
Visitors are greeted as soon as they arrive	_____	_____	_____
I try to make guests feel welcome.	_____	_____	_____
I greet guests with a smile	_____	_____	_____
My customers are my first concern	_____	_____	_____
I am glad to help visitors in any way I can	_____	_____	_____
I aim to please my customers	_____	_____	_____
Visitors receive my undivided attention	_____	_____	_____
I know my customer's name and use it	_____	_____	_____
I listen carefully to what tourists say.	_____	_____	_____
I promote friendliness	_____	_____	_____
Visitors know exactly what they want to see and do in my community	_____	_____	_____
I volunteer help and information even though it may not be requested	_____	_____	_____
I provide accurate information	_____	_____	_____
I give precise and easily followed directions	_____	_____	_____
My appearance is at its best	_____	_____	_____
I bathe daily	_____	_____	_____
My hair is neatly kept	_____	_____	_____
I use a deodorant daily	_____	_____	_____
I am honest in my dealings with tourists.	_____	_____	_____
The tourist is quickly aware of friction among employees	_____	_____	_____
Tourism service is a team effort	_____	_____	_____
I try to "sell" my local community	_____	_____	_____
I tell visitors what there is to do here during the off-season	_____	_____	_____
I invite guests back to the area	_____	_____	_____
I enjoy my work	_____	_____	_____

Source: Tourism: Greeting the Guest, Extension Bulletin E-1381, Michigan State University, p. 4, April 1980

These questions and statements help to remind all of us as visitor
hosts that greeting the guest visitor is an important personal encounter. . .
ONE THAT PAYS !

CHAPTER IV

WHY HOSPITALITY . . . **WHAT'S** IN IT FOR ME?

Make no mistake . . . hospitality and good service also make good economic sense. Most of us like to take pride in doing a good job. Oftentimes both employers and employees forget to place a high priority on friendliness, patience, good eye contact, or a simple smile shared with another person. Satisfaction comes from knowing you are doing all you can to make for friendliness and openness in dealing with the tourist. For example, oftentimes your attitude can exhibit a greater impression than what you have to say. So why should you bother to be nice to your visiting public?

Tipped employees know better than anyone that being polite and helpful pays. Better service usually means better tips, which means more money in the pocket.

Hourly -wage employees can also profit by giving outstanding service. Satisfied visitors become repeat customers when they return to the area and also encourage their friends to follow their example. Combining this repeat business and positive word-of-mouth advertising means steady business for the establishment, which means steady paychecks for employees. In addition, when bosses notice, it can mean promotions or raises. Furthermore, it's nice to have happy customers praise us for . . . extra service.

Tourism benefits all ! Do the people in your community appreciate the impact of the tourist dollar? This is one of the most difficult lessons to teach a community that is torn between the pros and cons of developing tourism in the community. It is true that when tourists visit a community, they spend money to purchase such items as food, lodging, gifts, and gas, to name a few. They also pay tax on what they buy. Studies have shown how tourism increases State and local income through increased sales and tax collection. So, before they leave your area, these tourists are adding dollars to the local economy. Their purchases and tax dollars help each local area afford to better itself. Just remember, the happier a

community makes these visitors, through a strong hospitality image, the more they will want to stay in your area and spend money. Each time a community can increase the number of visitor days, this should in turn generate increased profits for businesses, resulting in increased employment, wages, and tips for the employees of those businesses.

Often lodging, food service, or service stations are seen as the only recipients of the money tourists spend.

It is rather obvious to identify the primary beneficiaries from the tourist dollar (see exhibit 1). However, to better explain the "multiplier effect" of additional money into the community, a chart has **also been** reproduced to exhibit this effect (see exhibit 2). This expanded income effect occurs because the amounts initially spent are re-spent a number of times during the course of the year. After one year, this effect is **usually** dissipated. The more often the dollar "turns over" in a year, the higher the multiplier.

The longer the traveler is induced to stay (even a half a day longer makes a difference), the greater the expenditures and the multiplier effect.

Exhibit I

TRACING TOURIST DOLLARS

To illustrate the economic impact of tourist dollars on any community, let's examine the spending flow of \$100 received by a motel proprietor for a group of guest rooms. He spends this amount approximately as follows: (according to nationally publicized averages)

Salaries and wages	\$25.08
Laundry and dry cleaning	2.50
Linen purchases	1.39
Cleaning and other supplies	3.05
Advertising and sales promotion	3.21
Telephone	2.78
Travel and automotive expense	1.52
Fuel, water, electricity	6.19
Repairs and maintenance	4.11
Other operating expenses	4.15
Total operating items	\$53.98
Licenses and taxes	6.70
Insurance	1.94
Interest	10.72
Depreciation	12.21
Total Capital items	\$31.57
NET PROFIT	.14.45

In the course of a year, tourist dollars permeate the entire community, becoming income to virtually everyone and assisting in tax collections for all levels of government.

Similar patterns of expenditures are also made by other businesses serving the tourist, such as restaurants, gift shops, service stations and others.

Source: Tourism and Your Community, Extension Bulletin E-729, Michigan State University, p. 4, June 1979

Exhibit II

HOW VISITOR SPENDING FLOWS INTO THE ECONOMY

VISITORS SPEND FOR	TRAVEL INDUSTRY SPENDS FOR	ULTIMATE BENEFICIARIES
<p>LODGING</p>	<p>WAGES AND SALARIES</p>	<p>ACCOUNTANTS ADVERTISING AND PUBLIC RELATIONS APPLIANCE STORES ARCHITECTS ARTS AND CRAFTS PRODUCERS ATTORNEYS AUTOMOBILE AGENCIES BAKERS BANKS BEACH ACCESSORIES BUTCHERS CARPENTERS CASHIERS CHARITIES CHEMISTS CLERKS CLOTHING STORES CLUSS CONFECTIONERS CONTRACTORS COOKS CULTURAL ORGANIZATIONS DAIRIES DENTISTS DEPARTMENT STORES DOCTORS DRY CLEANING ESTABLISHMENTS ELECTRICIANS ENGINEERS FARMERS FISHERMEN FREIGHT FORWARDERS GARAGES AND AUTO REPAIRS GARDENERS GIST SHOPS GOVERNMENT EDUCATION HEALTH ROADS & RAILROADS UTILITIES DEVELOPMENT & OTHERS GREENGROCERS GROCERY STORES FINANCIERS FURNITURE STORES IMPORTERS INSURANCE AGENCIES LANDLORDS LAUNDRIES MANUFACTURING AGENTS MANAGERS MOTION PICTURE THEATERS NEWSPAPERS, RADIO, ETC. NIGHTCLUBS OFFICE EQUIPMENT SUPPLIERS PAINTERS PASTORALISTS PETROL STATIONS PLUMBERS PORTERS PRINTERS--SIGN PAINTERS PUBLISHERS REAL ESTATE BROKERS & DEVELOPERS RESORTS RESTAURANTS ROOM MAIDS SHAREHOLDERS SPORTING EVENTS TRANSPORTATION TRAVEL BROKERS TAXI--HIRE CAR SERVICES UNIONS WHOLESALE ESTABLISHMENTS</p>
<p>FOOD</p>	<p>TIPS--GRATUITIES</p>	
<p>BEVERAGES</p>	<p>PAYROLL TAXES</p>	
<p>ENTERTAINMENT</p>	<p>COMMISSIONS</p>	
<p>CLOTHING, ETC.</p>	<p>MUSIC & ENTERTAINMENT</p>	
<p>GIFTS AND SOUVENIRS</p>	<p>ADMINISTRATIVE AND GENERAL EXPENSES</p>	
<p>PHOTOGRAPHY</p>	<p>LEGAL AND PROFESSIONAL SERVICES</p>	
<p>PERSONAL CARE DRUGS AND COSMETICS</p>	<p>PURCHASES OF FOOD, BEVERAGES, ETC.</p>	
<p>INTERNAL TRANSPORTATION</p>	<p>PURCHASES OF GOODS SOLD</p>	
<p>TOURS AND SIGHTSEEING</p>	<p>PURCHASES OF MATERIALS AND SUPPLIES</p>	
<p>MISCELLANEOUS</p>	<p>REPAIRS AND MAINTENANCE</p>	
	<p>ADVERTISING, PROMOTION AND PUBLICITY</p>	
	<p>UTILITIES--ELECTRIC, GAS, WATER, ETC.</p>	
	<p>TRANSPORTATION</p>	
	<p>LICENSES</p>	
	<p>INSURANCE PREMIUMS</p>	
	<p>RENTAL OF PREMISES AND EQUIPMENT</p>	
	<p>INTEREST AND PRINCIPAL PAYMENTS ON BORROWED FUNDS</p>	
	<p>INCOME AND OTHER TAXES</p>	
	<p>REPLACEMENT OF CAPITAL ASSETS</p>	
	<p>RETURN TO INVESTORS</p>	

Source: Tourism and Your Community, Extension Bulletin E-729, Michigan State University, p. 5, June 1979

GOOD COMMUNICATION AND DIRECTIONAL SKILLS...WHAT'S INVOLVED?

- Where's a good place to eat?
- What's there to see and do around here?
- Where can we find a good place to stay?
- Where can we find a good campground?
- Where can I locate a good market or gift shop?
- Where is your school, business district, or library?

. . . and the list of questions can go on and on. As a tourist business employee, are you prepared to handle such a wide variety of visitor requests?

GOOD COMMUNICATION SKILLS

Buying gas, dining at a restaurant, or checking into an overnight lodging are logical times when people can relax and think while they wait for service. It is during these periods that many travelers wonder what there is of interest to do and see in your community and surrounding area. Their most immediate source of information is YOU! This is why it is important to develop "good communication and human relations skills." Skills such as the following :

A List of Basic Human Relations Skills

- ATTITUDE Be friendly and courteous to visitors. Treat them as your guests. Avoid being a stereotyped tourist employee who might reflect an attitude of "We like your money, but we really don't want you." Reverse this by offering a sincere smile and sparkling personality.
- PRIDE Take pride in your job and your community. In the visitor's eyes, you are part of the community, and if you downgrade it, you are also discrediting yourself. Stress the positive things in your community.

- PATIENCE Try to place yourself in the tourist's shoes by undertaking what a given individual has just gone through.
- JUDGMENT The needs, wants, and desires of people are different. Listen carefully. Some tourists want their itineraries planned for them, others want to be flexible. Learn how to serve people with varying wants and needs.
- TEAMWORK Tourism service is a team effort. Employees must be able to get along and cooperate with fellow workers. The tourist is quickly aware of friction among employees. Personal differences must be put aside in favor of presenting the tourist with a picture of cooperative team effort.
- FLEXIBILITY Tourists are noted for changing their minds. The employee must recognize this changeability and be willing to make last-minute changes and fulfill unexpected requests.
- APPEARANCE Too often, the tourist judges employees on the way they look even before anything is said or done. Dress neatly and simply; wear clean, unwrinkled clothes; keep your hair clean and well combed; use makeup and jewelry sparingly; bathe regularly; avoid smoking, chewing gum, or eating where you can be seen by visitors.

This list is by no means complete! Can you offer additional examples which reflect good communication skills? Can they be applied at your level or responsibility and improve upon the human relations within your own organization, business, or community?

IMPROVING DIRECTIONAL SKILLS

Knowing how to direct travelers to places of interest is very important. As a tourist facility employee, YOU should have first-hand knowledge of local attractions, be able to give precise directions on how to get to the attraction, and develop good communication and salesmanship skills. Following are seven simple suggestions for giving good directions.

Suggestions For Giving Good Directions

- Be patient! If the traveler were familiar with your area, he or she would not be asking directions.
- If a map is available, use it to show where the tourist is located and where he or she is going. If no map is around, draw a sketch to illustrate directions.
- Give an estimate of distance to the destination, either in terms of driving time or number of miles, so the traveler has some idea how long it will take to arrive.
- Mention several landmarks along the way so the traveler will be certain he or she is on the right track.
- Use the easiest, most direct route somewhere, even if it takes a little longer. Your quicker but confusing "short cut" won't help any visitor not familiar with your town.
- Have the tourist repeat directions, so you can be sure he or she has understood.
- Be honest with people. If you are not certain of directions, DON'T GUESS.

Send the traveler to someone who can help. Remember that giving misinformation doesn't contribute to a favorable first impression.

Good Hosting Means Knowing Your Community

It may come as a surprise that many residents do not know their own communities. Many visitors' impressions of a community are formed strictly from their contacts with local people in that community. Visitors need to learn about the community quickly and easily. They want to know about road directions,

road conditions, and mileages to certain points of interest. Tourists are "seeking information about eating and lodging facilities, and recreational facilities, or are interested in history of the local area.

So that you and your community can become better prepared to offer information or directions for the visitor, try to answer the following questions about your community and nearby areas.

What Do You Know About Your Community?

- How did your town get its name?
- What industry employs the greatest number of people?
- Where is the Chamber of Commerce?
- Where is the telegraph office?
- Are there colleges in your area? Where are they located?
- Where is your library?
- What is the population of the town?
- Where can I go fishing?
- We can only stay here two days; what do you recommend we try to see?
- Do you have any service clubs? Which one?
- Are there any detours or road hazards on the highway leaving here?
- What motel and hotel accommodations are available?
- What churches do you have?
- Do you have any museums? Where are they located?
- Where can I get service for my automobile?
- Where can I find a doctor or a hospital?
- What are the average temperature and rainfall?
- What are some outstanding attractions in your community?
- Other information about your community?

CHAPTER VI HOSPITALITY TRAINING TIPS. . . **DO'S** AND DON'TS

The information sheets which follow were prepared by the Extension Service of Mississippi State University. They were developed as a tool to assist the tourist host in becoming a better sales person for the community.

The hospitality training tips have been divided into six general-use categories. They are as follows:

THE DO's AND DON'Ts OF HOSPITALITY FOR:

- All Citizens
- Hotel and Motel Personnel
- Restaurant Personnel
- Service Station Personnel
- Transportation Personnel
- Retail Sales Personnel

HOSPITALITY TIPS FOR ALL CITIZENS

DO's and DON'TS of Hospitality

DO make all of your guests feel welcome. Greet them pleasantly and take the attitude that they are guests in your own home.

DO be courteous and cooperative at all times.

DO know the telephone number of the Chamber of Commerce and the most direct route there. Refer questions you cannot answer to the Chamber of Commerce.

DO know where "services" can be located.

DO know as much as you can about your community, your area, your state, and your country.

DO take the necessary time to answer him courteously, no matter how busy you are.

DO know the street and road maps of your town and area well. Most tourists have these maps already, and it will be easier to give directions on their map.

DO be attentive, alert, and cordial, but don't be too "forward. "

DO have a general knowledge of your community and the surrounding area.

DO be hospitable and answer questions in a polite and courteous manner.

DO talk up local events.

DO make the tourist feel at home in your town; smile as you greet him.

DON'T look too busy to be bothered.

HOSPITALITY TIPS FOR 'HOTEL AND MOTEL PERSONNEL'

DO's and DON'Ts of Hospitality

DO make all your guests feel welcome. Greet them pleasantly and take the attitude that they are guests in your own home.

DO be courteous and cooperative at all times.

DO know the telephone number of the Tourist Bureau or Chamber of Commerce and the most direct route there, so that if there are questions you cannot answer they can be referred to the Tourist Bureau.

Front Office Personnel

DO make him feel at home. Your first contact with the guest is very important. Use a pleasant tone of voice, smile easily. Be cooperative and courteous. Use his name several times, there is no sweeter music to the visitor.

DO inquire if the guest is expecting mail or messages.

DO be attentive, alert, and cordial, but don't be too "forward. "

DO have a general knowledge of the community and the surrounding area.

DO know where "services" can be located.

DO talk up local events.

DO make complimentary references to guest's home town, particularly if they have traveled a great distance, such as "glad to see you've traveled so far to visit us, Mr. Smith. "

DO make casual inquiry if the guest has visited your community previously, or has stopped at your place of accommodation before. If not, then offer any assistance you may deem advisable.

DON'T send your guests away if your establishment is filled. Help them if you can, or direct them to the Tourist Bureau.

DON'T be too abrupt, no matter how busy you are.

Porters and Bell Boys

DO take pride in your work and have a desire to serve others.

DO handle the guest's luggage with care.

DO offer assistance, when necessary, to guests arriving by car, regarding parking areas and regulations.

DO make a quick check in the room to see if towels, glasses, etc. , are in order.

DO know the dining room hours, and services provided.

DON'T talk in front of guests' doors with other members of the staff.

DON'T give a grunt for an answer when asked a question.

DON'T chew gum.

HOSPITALITY TIPS FOR RESTAURANT PERSONNEL

DO's and DON'TS of Hospitality

DO make all your guests feel welcome. Greet them pleasantly and take the attitude that they are guests in your own home.

DO be attentive, alert, and cordial, but don't be too "forward. "

DO know where "services" can be located.

DO know the telephone number of the Chamber of Commerce and the most direct route there. Refer questions you cannot answer to the Chamber of Commerce.

DO know your menu.

DO be prepared to talk intelligently with regard to casual information often requested by a customer.

DO use deodorant, bathe daily.

DO have a general knowledge of your community and the surrounding area.

DO be courteous and cooperative at all times.

DO talk up local events.

DO make a point of giving excellent service- -replenish ice water promptly, replace a soiled napkin with a fresh one, remove soiled dishes promptly, see that the ash trays are clean and within easy reach.

DON'T use cheap perfume.

DON'T visit with fellow employees during service hours. Your customer comes first.

DON'T hurry your customer unnecessarily or show annoyance if he dawdles over his coffee.

DO ask the customer when he wants his beverage.

DO double-check the customer's order, so he receives exactly what he ordered.

DO make sure wash rooms are clean and tidy.

DO smile and greet your customers cheerfully when you come to take their order.

DON'T wash table tops with the same cloth used to wipe ash trays.

DON'T make substitutions until you have checked with the customer.

DON'T keep customers waiting for the check. Bring it immediately, following dessert or coffee.

DON'T allow diners to sit unnoticed. Greet them saying, "Will be with you in a moment." Provide a menu so they will know their presence has been noticed.

DON'T be surly or discourteous in any way.

HOSPITALITY TIPS FOR “SERVICE STATION PERSONNEL”

DO's and DON'Ts of Hospitality

DO make all your guests feel welcome, Greet them pleasantly and take the attitude that they are guests in your own home.

DO be courteous and cooperative at all times.

DO know the telephone number of the Chamber of Commerce and the most direct route there. Refer questions you cannot answer to the Chamber of Commerce.

DO know where “services” can be located.

DO smile, for just as your greeting is more convincing if you smile, your “thank you” will also be more convincing if you say it with a smile.

DO have a general knowledge of your community and the surrounding area.

DO be attentive, alert, and cordial, but don't be too “forward.”

DO know as much as you can about your city and state since most people who are traveling regard each service station as a tourist bureau and attendants as “sources of information.”

DO talk up local events.

DO use tourist's map for marking as he is completely familiar with this map.

DO invite tourists to come back to your station and mention you are glad to be of service.

HOSPITALITY TIPS FOR TRANSPORTATION PERSONNEL

DO's and DON'TS of Hospitality

DO make all of your guests feel welcome. Greet them pleasantly and take the attitude that they are guests in your own home.

DO know the telephone number of the Chamber of Commerce and the most direct route there. Refer questions you cannot answer to the Chamber of Commerce.

DO know where "services" can be located.

DO be polite to your passengers.

DO be attentive, alert, and cordial, but not too "chatty." The visitor knows you must pay attention to your work.

DO pride yourself on giving excellent service.

DO take care of any special needs of your passengers.

DO have a general knowledge of your community and the surrounding area.

DO treat all your passengers as if they were visitors regardless of whether your route is within a community or throughout the country.

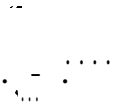
DO talk up local events.

DO pay particular attention to your grooming.

DO ask passengers if they know the story connected with any historic site you may pass and be prepared to explain about it.

DO handle the passenger's luggage with care.

DO be courteous and give the right of way to out-of-town drivers who may be having difficulty finding their way in a strange area.



DO be courteous and cooperative
at all times.

DON'T give a grunt for an answer
when asked a question.

DON'T do anything that shows you
desire a tip.

HOSPITALITY TIPS FOR RETAIL SALES PERSONNEL

DO's and DON'Ts of Hospitality

DO make all of your guests feel welcome. Greet them pleasantly and take the attitude that they are guests in your own home.

DO be attentive, alert, and cordial, but don't be too "forward. "

DO know the telephone number of the Chamber of Commerce and the most direct route there. Refer questions you cannot answer to the Chamber of Commerce.

DO know where "services" can be located.

DO be attentive to the needs of the customer.

DO try to avoid letting the customer reply, "just looking" by first saying, "Good morning, " with a smile.

DO make the tourist feel welcome.

DO volunteer a brief descriptive explanation of any locally made product, if appropriate.

DO have a general knowledge of your community and the surrounding area.

DO be courteous and cooperative at all times.

DO treat travelers to your city like special customers and give the little "extra" helpfulness that can be needed.

DO talk up local events.

DO know your merchandise.

DO ask positive questions to create interest when customers have trouble telling you what they want.

DO allow customers to browse, but be available the minute they need help.

DO show stock willingly. The visitor may not buy just then, but he is more likely to return.

DO let customers touch, hold, study, or demonstrate the merchandise.

DO be able to make suitable alternate suggestions: Be conscious of what the customer has decided is his "budget. " Make alternate suggestions in the same price range, A suggested alternate too much lower is an insult, and one too much higher will probably lose a sale.

DO assure the customer that he has chosen well as soon as he decides to buy .

DO smile, for just as your greeting is more convincing if you smile, your "thank you" will also be more convincing if you say it with a smile.

DON'T allow the customer to get the impression that you are doing him a favor to let him spend his money.

DON'T daydream on the job.

PLANNING THE HOSPITALITY WORKSHOP. . . **WHY IS EDUCATION IMPORTANT?**

A community business or attraction needs to support the idea of developing and attending a hospitality workshop if for no other reason but to answer two basic questions.

- Why do tourists come to a specific area?
- How does a community get them to come back?

Hospitality education and training should be directed toward two different clients.

- First, the general citizen and . . .
- Second, the visitor host or guest contact employee.

The public aspect of hospitality education is designed to develop public awareness of the importance of tourism to the community. Local residents should have some insight into the positive facets of tourism hospitality.

To meet the visitor host's objective, a training program should provide a mechanism, "hospitality approach," for overcoming this lack of awareness among front-line people who serve the traveler.

In summary, the general purpose of providing a hospitality training program is to orient a community to the importance of tourism, travel, and recreation development; to emphasize courteous treatment of visitors; and to stimulate greater interest in local activities.

Planning the Workshop

The following information is an outline of those TEN STEPS which should provide the minimum requirements for the preparation of a formal hospitality workshop or seminar.

Step 1: Form a Planning Committee

- Choose a cross section of the community: representatives from the business sector, youth groups, schools, public officials, other community organizations.
- Select a committee chairperson who will be responsible for: (1) organizing other workshop subcommittees, (2) identifying local, regional, or State resources which could assist in conducting the workshop or seminar, and (3) coordinating the work of other committees.

Step 2: Identify General Subject Matter

The workshop should include at least the following three topics:

- Economic orientation to the importance of tourism in the community;
- The art of courtesy, service, and hospitality;
- A thorough knowledge of local attractions, facilities, and services.

Step 3: When to Have the Workshop

- Primary: Select a date that is close to the opening of your tourist season--probably in April or May.
- Secondary: A hospitality seminar may be conducted periodically to orient new employees and to extend interest among more citizens. A "short course" series can tackle various phases of tourism and recreation separately, e. g. , personnel management, promotion, hospitality image, etc.

Step 4: Where and How to Have Effective Meetings

- The room should be comfortable, well-lighted, and large enough to avoid crowding. Pictures, maps, travel posters, and similar decorations will aid in establishing an atmosphere conducive to tourism discussions.
- Carefully plan each meeting and allow plenty of time to cover each subject.

- Change the pace of the meetings to maintain interest. Mix in visual aids, demonstration skits, tours, and discussion. Do not allow long speeches or presentations. Twenty minutes per subject is adequate for the lecture part of the presentation.
- Publish the program in advance and send a copy to each participant. Ask participants to come to the meeting with questions, ideas, and subjects to discuss which they think are pertinent.
- If mechanical props and equipment are being used, check them in advance to be sure they are working properly. Nothing will destroy group interest more than having faulty equipment.
- Have someone available to greet each person as he or she arrives. Create a friendly and relaxed environment.
- Start and stop the meetings on time. Adhere to the schedule for each session, including the breaks and luncheon. Punctuality creates a feeling of respect between the audience and the speakers.
- Provide for a summary at the end of each meeting. This will help participants retain what they have seen or heard.
- Have someone take notes of the most important elements of each presentation. These notes will not only provide a sound base for planning future training sessions, but also could be published as refresher materials for the participants.
- Develop a kit of materials for the participants to review after the training sessions are completed. The kit should include maps, attraction information, a list of visitor services, auto repair places, hospitals, veterinary clinics, churches, and so forth.

Step 5: Length of Session

- Six to eight hours of instruction should be required for conducting a formal workshop.
- The course can be divided into several two-hour sessions.
- A daytime session is often more suitable in larger communities, while evening sessions are often more desirable in a rural community.

Step 6: Select Effective Instruction Methods

- Visual aids (charts, graphs, figures, photographs, etc.).
- Demonstrations (use those that are easy to understand).
- Discussion groups (keep groups small - 8 to 10 people).
- Lectures.
- Color slides of local tourist attractions (points of interest can be effectively discussed).
- Role playing techniques (e. g. , the do's and don'ts of hospitality).
- Through design, encourage group participation to help stimulate interest and interaction.
- Testimonials from previous guests who have found the community interesting, the service excellent, and the local facilities attractive.
- Keep all presentations short and moving briskly.
- Utilize a tour of the community.

NOTE : The tour should include everything that might be of interest to tourists. (See section "What Do You Know About Your Community, " Chapter V.) The tour should be carefully planned. Each participant should understand each point of interest. Those in charge must know the complete story of what is being described.

Step 7: Identify Who Should Attend

- Committee members should make personal contacts with business owners and managers to urge their cooperation.
- Civic and business leaders.
- All persons who meet or serve the traveling public.
- Students and other part-time workers.
- Split staffs so all of the following enterprises can attend the instructional program:

Airline, antique shop, bait shop, barbershop, boat dealer, bowling alley, bus line, cabins, camping area, coffee shop, cottages, dry cleaners, dry goods store, fair, festival, gift shop, golf course, grocery store, hardware store, hotel, laundry, license agent, motel, oil company, park, post office, printing shop, railroad, recreation

area, resort, restaurant, roadside market, service station, souvenir shop, sporting goods store, taxi, theater, tourist court or home, utility company.

- Records should be kept of those in attendance so that a mailing list can be established for future information dissemination purposes.

Step 8: Publicity and Public Information

- Assign a committee responsible for informing the public.
- Do not “skimp” on information . . . the more the better.
- Record everything with photographs, e.g. , pictures of early planning meetings provide good material for initial publicity.
- Publicize program details (who, what, why, where, when, etc.).
- Try to secure various sponsors (usually businesses closely related to the travel and tourist industry) to help offset program and publicity expenses, e.g. , mailing, publicity systems, training materials, travel, speaker honorariums, etc.
- Identify the cost of the registration fee to be charged . . . keep it reasonable or it may have a negative effect on the number of participants attending.
- Plan the publicity schedule carefully; include a time schedule of news releases, nature of releases, and media to be used, and assign persons responsible for overseeing implementation of the scheduled releases.
- Types of media and public notification systems available, e.g. , newspaper, radio, television, direct mail, phone calls, and personal invitations, to name a few.

Step 9: Create Incentives and Motivation

- Make the meeting place an unusual “change of pace” facility -- some place interesting, e.g. , a resort, a newly designed structure, a new business establishment, etc.

- Offer those who attend a chance at a door prize or gift certificates donated by local merchants.
- Have a drawing for free weekend lodging accommodations or a free dinner at a local restaurant, or provide discount tickets to a sports event, tourist attraction, theater, etc.
- Employers can oftentimes offer salary incentives for those employees who want to participate in a continuous education program.
- Employers should also realize that most business operations will improve if their employees relate well to visitors.
- A rather direct incentive, but one that is sometimes necessary and effective, is for the employer to require the staff employee to attend such hospitality schools or workshops.
- There are numerous employee benefits which can be provided by an employer in lieu of time spent while attending the hospitality school .

Step 10: Evaluation and Followup

- Use questionnaires to solicit constructive criticism from participants.
- Interview business managers who cooperated in the seminar or workshop.
- Use evaluation results to plan future seminars or more in-depth instruction.
- Try to continue the hospitality education workshop on an annual basis.
- New people are always being hired, and those who have attended previously could consider the school or workshop an opportunity to brush up on current or new tourist attractions and hospitality techniques.

CHAPTER VIII

PLANNING THE HOSPITALITY COURSE. . . HOW?

The most difficult aspect of developing a hospitality education program is about to begin. Curriculum information must be found and put together in a meaningful manner. This might involve travel statistics, information about customer relations, tourism resource information, and other relevant materials.

Let's begin by re-identifying the three major topics, outlined in Chapter VII, "Planning the Hospitality Workshop, " which were recommended as the principal program of instruction. They were:

Topic 1: Economic orientation to the importance of tourism to the community

Topic 2: The art of courtesy, service, and hospitality

Topic 3: A thorough knowledge of local attractions, facilities, and services

From these broad topics, the curriculum planning committee will be responsible for selecting course speakers and instructional materials capable of clearly transmitting the subject material to the workshop participants. In order to aid in the process of selecting speakers and resource materials, a list of discussion questions is provided for each of the three major topics. Many of the answers for the following questions can be "secured from community leaders and from the text found within this document.

Following is a list of questions and related information that might be incorporated into each major curriculum topic.

Topic 1: Economic orientation to the importance of tourism to the community

Questions for Discussion

- What is the definition of tourism?
- What is the definition of a tourist?
- What businesses are part of the tourism industry?

- - What are several tourism job positions that have guest contact?
- What is the sales volume of the local tourism industry?
- How many tourists pass through this community each year?
- What is the average length of a tourist's visit?
- How many dollars does the average tourist spend?
- How many conventions were held in this community last year?
- What is the profile of the average tourist in the community?
- Where do the visitors come from and how do they get here?
- How many tourism-related jobs are in the community?
- How is the tourist dollar spent in the community?

Topic 2: The art of courtesy, service, and hospitality

Questions for Discussion

- What is meant by the term "hospitality, " and how can it be developed?
- Why do people visit your community?
- What do they like and dislike about the community?
- What **might** be several reasons for personal travel?
- What might be an effective procedure to handle a guest problem or complaint ?
- Why do people choose a particular hotel or restaurant?
- What are the proper steps in effective selling?
- How can you treat each guest like a V. 1. P. ?
- How can you offer each guest a personal touch?

Topic 3: A thorough knowledge of local attractions, facilities, and services

Questions for Discussion

- What might be an effective procedure for giving good directions?
- What are local sources of tourist information?
- What are typical questions tourists ask?

By developing a curriculum around these types of questions, certain "hospitality education" program goals should become evident,

Program Goals

- To develop an understanding of what the tourist industry means to the local community and various businesses.
- To develop an understanding of the traveler; what motivates him/her; what he/she needs or desires.
- To make employees aware of the benefits derived from being courteous to their customers.
- To make the entire community more proficient in "selling" and serving the tourists.
- To encourage local citizens, community leaders, and business employers and employees to know the location of and directions to hotels, restaurants, hospitals, churches, stores, industries, parks, historical sites, major roads, etc.
- To develop an appreciation of tourist attractions and pride in the community.

With the curriculum development process well underway, a final segment of the planning should include the following:

- A workshop title
- A course description

This information should be presented to the publicity subcommittees as soon as possible so that arrangements can be made to initiate the promotion and notification of the HOSPITALITY EDUCATION WORKSHOP OR SEMINAR.

Source: A Handbook for Community Tourism Education, by Michael Evans, Tourism, Food, Lodging Administration, University of Tennessee, Knoxville and Agnes Gorham, East Tennessee Development District, Knoxville, pp. 1-5, October 1981.

CHAPTER IX

RESOURCE DIRECTORY. . .WHO CAN HELP?

Ideally, the more professional or expert assistance you or your community can secure to help with the development of a hospitality workshop, the greater the potential for success. It may require just a few phone calls or, if feasible, personal meetings with technical advisors. Don't hesitate to take some initiative and begin to stimulate interest in others. The idea will soon grow and, in no time, what was once an idea will become a reality.

Many schools, colleges, chambers of commerce, State tourism departments, and visitor and convention bureaus have the capability to help put together excellent programs which the individual community can utilize. The key is to make a number of good contacts and work together to develop your hospitality education program.

Division of Public Service
Tourism Education
The University of Tennessee at Nashville
Tenth and Charlotte
Nashville, TN 37203
(615) 251-1523
Contact Person: Mr. C. Edwin Le Jeune

Tennessee State Technical Institute at Memphis
Managerial Training
5983 Macon Cove
Memphis, TN 38134
(901) 377-4214
Contact Person: Dr. Jim Gilbert

Knoxville Convention and Visitors Bureau
901 East Summit Hill Drive
P. O. Box 15012
Knoxville, TN 37901
(615) 523-7263
Contact Person: Mr. Leon Downey

Upper East Tennessee Tourism Council
P. O. Box 375
Jonesborough, TN 37659
(615) 753-5961
Contact Person: Ms. Teresa Estep

East Tennessee Development District
5616 Kingston Pike
P. O. Box 19806
Knoxville, TN 37919
(615) 584-8553
Contact Person: Ms. Agnes Gorham

Southeast Tourism Organization
Chattanooga Area Convention and Visitors Bureau
Civic Forum
1001 Market Street
Chattanooga, TN 37402
(615) 756-2121
Contact Person: Mr. Robert A. Elmore

Department of Tourist Development
601 Broadway
P. O. Box 23170
Nashville, TN 37202
(615) 741-1904
Contact Person: Ms. Sybil Waters Stewart

Tourism, Food, Lodging Administrative Program
Jesse Harris Building
University of Tennessee
Knoxville, TN 37916
(615) 974-5445
Contact Person: Mr. Michael R. Evans

Kentucky Office of Tourism Development
Hospitality Education Program
Capitol Plaza Tower
22nd Floor
Frankfort, KY 40601
(502) 564-4253
Contact Person: Ms. Carolyn J. Issacs

Mississippi State University
Cooperative Extension Service
USDA-Community Development
P. O. Box 5406
Mississippi State, MS 39762
(601) 325-3141
Contact Person: Dr. Thomas H. Loftin

Michigan State University
Cooperative Extension Service
USDA-Agriculture Hall
P. O. Box 231
East Lansing, MI 48824
(517) 353-6740
Contact Person: Mr. Gordon E. Guyer

Tennessee Valley Authority
Tourism Development Program
324 Summer Place Building
Knoxville, TN 37902
(615) 632-7420
Contact Person: Mr. Gale Trussell

AFTER JULY 1983 - Address:
Tennessee Valley Authority
Tourism Development Program
Old City Hall Complex
601 West Summit Hill Drive
Knoxville, TN 37902
Contact Person: Mr. Gale Trussell

The East Tennessee Hospitality Association
Holiday Inn
333 Airport Road
Gatlinburg, TN 37738
(615) 436-9201
Contact Person: Mr. Tom Vesser

The University of Tennessee Institute for Public Service
Center for Government Training (CGT)
Student Services Building
Suite 109
Knoxville, TN 37916
(615) 974-6621
Contact Person: Mr. Robert Hutchison

Southwest Tennessee Tourist Council
P . O. Box 2666
Jackson, TN 38301
(901) 668-9400
Contact Person: Mr. Norman Sellers

Georgia Department of Industry
Division of Tourism
P. O. Box 1776
Atlanta, Georgia 30301
(404) 656-3552
Contact Person: Ms. Hanna Ledford

Virginia State Travel Service
202 North 9th Street
Suite 500
Richmond, VA 23219
(804) 786-2051
Contact Person: Mr. Marshall Murdaugh

Alabama Bureau of Publicity and Information
532 South Perry Street
Montgomery, AL 36130
(205) 832-5510
Contact Person: Mr. Ed Hall

Division of Travel and Tourism
430 North Salisbury Street
Raleigh, NC 27611
(919) 629-2111
Contact Person: Mr. Charles Heatherly

Mississippi Department of Economic Development
Division of Tourism
P . O. Box 22825
Jackson, MI 39205
(601) 359-3414
Contact Person: Mr. George Williams