

Hospitality

An economic strategy for rural communities and businesses



<http://extension.missouri.edu>



Partners

This training is specifically designed to meet the needs of small towns and rural areas interested in increasing revenue generated through tourism.



Old Trails Regional Tourism Partnership

<http://oldtrails.net/>



Osage County Agritourism Council

<http://www.welcometoosagecounty.info/>

“Do what you do so well, that they will want to see it again and bring their friends.”

Walt Disney



Who Should Attend?

This program was planned for:

- ◇ People who are interested in tourism as an economic development strategy for rural areas, such as business people, chambers of commerce, utilities, and community and economic developers
- ◇ People who are involved with tourism, such as artisans, craftspeople, historians, architects, folklorists, and community activities coordinators
- ◇ People who are involved in community decision-making, such as city and county officials
- ◇ People who are educators, such as teachers, school administrators, and University Extension specialists

Workshop Handouts are located at:

<http://extension.missouri.edu/ceed/tourism2.html>

This training includes:

Introduction to Hospitality

What is hospitality?

The value of visitors

Knowing Your Community

Community inventory

Community readiness

Community assessment

How a Visitor Sees Your Community

Community Stories

Implementing Hospitality

Strategies for Implementation

Customer Service

Action Planning

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