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PROFIT

PLANNING RECREATION OPPORTUNITIES FOR INCOME AND TOURISM

Oregon Touristry Development Guide



Special Report 303

June 1970

Foreword

This publication has been prepared by the Resource Development Section of the Cooperative Extension Service at Oregon State University in an effort to provide a basic guide for Oregon communities to follow in developing their full tourism potentials. It contains suggestions and ideas that have proved successful in many Oregon communities, as well as other ideas used in the travel promotion programs of other states.

If your community has already developed a program, this manual may give you ideas with which to strengthen it. If no program has been initiated, you can start one by putting some of these suggestions into action.

The economic benefits of tourism are too great to be overlooked. Success, as in any other endeavor, is dependent upon three things: (1) The establishment of a definite goal, (2) a strong motivation to achieve it, and (3) the willingness to work hard for its attainment.

Robert L. Wilder
State Extension Specialist
Outdoor Recreation

Touristry--A Potential In Every Community

Much has been said about recreation and tourism in Oregon. The tourist business is reportedly one of the fastest growing industries in Oregon today.

In a recent report, the Tourism and Recreation Committee for a Livable Oregon indicated that "During the past ten years . . . Oregon's tourist industry has grown nearly 100 percent. Last year (1967) over 7.5 million tourists visited Oregon--3.75 tourists for every Oregonian."^{1/}

In taking a look at the income that is expected to be generated in Oregon in the future by tourists, the Committee reports the following:

The future of Oregon's recreational industry is bright, with a 57% increase predicted in tourist expenditures between 1965 and 1975. It is predicted that the recreational demand in the Northwest will increase four-fold between 1960 and the year 2000, while expenditures will increase six times. The year 2000 should bring \$4,266,800,000 in out-of-state tourist expenditures to the Northwest. If Oregon maintains its present position, this would mean \$1,400,000,000 for the state. It is also indicated that Oregon will harvest \$388,000,000 in out-of-state tourist dollars in 1965. In terms of tourist industry employment, this means 46,900 people by 1975, and 80,200 by the year 2000.^{2/}

Who Benefits From The Tourist Business?

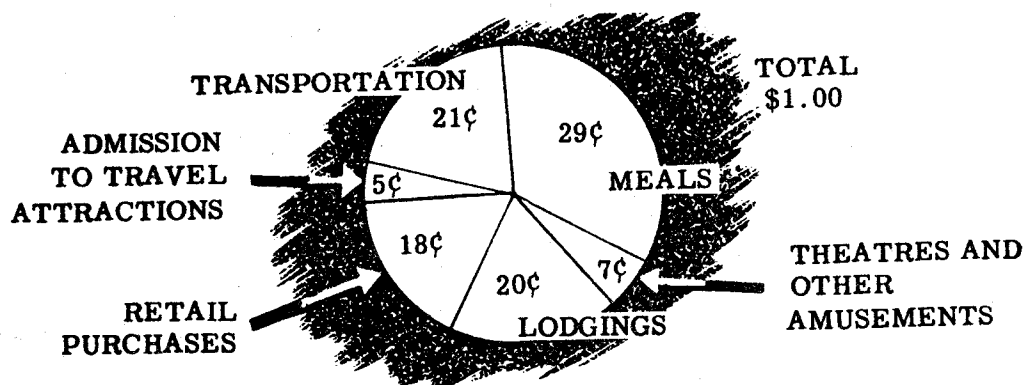
The answer to this question is "almost everyone". Here is how.

In 1969, the amount of money spent by out-of-state tourists in Oregon was estimated at \$326,000,000.

^{1/} Report of Tourism and Recreation Committee of the Governor's Committee for a Livable Oregon, Oct. 1968, Frank H. Loggan, Chairman.

^{2/} Ibid. p. 34.

Here is a breakdown by the American Automobile Association of how auto tourists spend their dollars:



3/

What is more, if current trends continue, by 1975, the figures will be approximately as follows:

Transportation	-	\$ 81,480,000
Food	-	108,640,000
Lodging	-	104,760,000
Entertainment	-	46,960,000
Other Expenses	-	46,960,000
Total		\$388,000,000

It is easy to see from these figures who benefits directly from tourists expenditures.

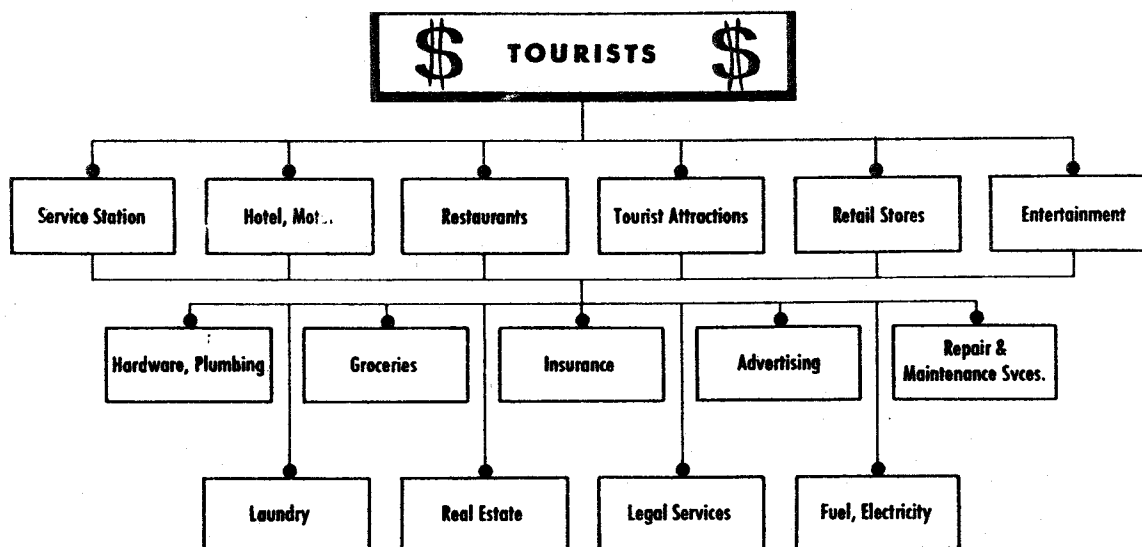
The visitor dollar is earned outside the community and spent within it. It has a particularly stimulating effect as it changes

3/ And Away We Go, A Survey of the Travel Habits of the Members of the American Automobile Association, (Public Relations Department), American Automobile Assoc., 1712 G Street, N.W., Washington, D.C. 20006, p. 19.

hands again and again. It benefits almost everyone in town as the money turns over and over.

To understand this we must take into account what economists call the turn-over effect. When the money first leaves the pocket of the visitor, it goes to restaurants, retail shops, gasoline stations, auto repair shops, lodging places, and places of entertainment and recreation.

But the process doesn't stop there. The additional money earned by the restaurant owner from tourists goes to pay for salaries and wages, taxes, interest, furniture and appliances, heat, light, power, telephone and other expenses. The profit he makes is spent for additional food, clothes, pictures, automobiles and so forth. The people who receive the money from the restaurant owner in turn spend it over and over. The money received from the tourist may be respent several times! So you see, each additional dollar spent by a tourist generates more dollars of income to the firms and individuals within the community. The diagram below illustrates the flow of tourist dollars. And, the future looks even brighter!



Other Benefits

The people of Oregon benefit from the tourist industry in other ways also. More tourists require more facilities and services which mean more jobs and other income opportunities for Oregonians. "In 1964, it was estimated that 35,800 people were employed in Oregon's tourist industry, half of which came from support industries." It is estimated this figure will grow to 46,900 by 1975 and 80,200 by the year 2000. ^{4/} This aids in reduction of unemployment and higher incomes for everybody.

Tourism can also be an excellent means of attracting industry to Oregon. When out-of-state businessmen come to Oregon as vacationers and tourists, they have an opportunity to observe the climate and other natural resources that are favorable to industry in Oregon. This could go a long way in stimulating a businessman to move to Oregon and found new industrial developments. One of the conclusions drawn by the Battelle Institute was the following:

The natural resources of the Pacific Northwest also provide a wide variety of scenic attractions and recreational opportunities. This presents a tremendous opportunity for developing additional tourist income for the region. The impact of tourism upon the region is far greater than merely the direct expenditures made by these visitors. Millions of persons as tourists annually are introduced to the desirable living environment of the region which encourages many to move here to fill job opportunities or invest in business. ^{5/}

So it is now clear who benefits from tourism--we all do!

^{4/} Report of Tourism and Recreation Committee, op. cit. p. 34.

^{5/} The Pacific Northwest, Battelle Memorial Institute. Columbus Laboratories, Columbus, Ohio, December 1967, p. 16.

This leads us to two basic questions. First, is it possible to develop tourism in a small community? If so, what must be done to achieve success in the travel industry? The following answer to the first question above came from L.J. Compton. 6/

Can A Small Community Develop A Tourist Industry?

If some small communities have been able to develop successful tourist industries the answer to the first question must be "yes." And we might argue that if this can be achieved by a small community, it probably can also be achieved by the large city. An example of the achievements of one such small community is Aspen, located high in the Colorado Rockies.

Once a prosperous silver mining camp of 15,000 inhabitants, Aspen had a population of only 600 by 1940; it was truly a "ghost town." Yet the period following World War II witnessed a rebirth of Aspen, based not upon silver but upon tourism. During the late 1940's the Aspen Skiing Corporation was formed to lay the groundwork for Aspen's second boom. This winter-sport development has since become one of the most extensive in the United States, with more than 100 miles of trails and slopes and 18 lifts. During the 1947-48 winter season 18,000 persons skied Aspen; despite poor snow conditions the number of skiers during the 1962-63 season exceeded 200,000.

Since skiing is seasonal, a supplemental program to attract visitors during the summer was needed. Music and culture were to provide the basis for this off-season development. Today, the Aspen Music School and Festival and the Aspen Institute for Humanistic Studies provide reasons for many to visit this mountain town during the summer months.

Has Aspen been successful? Aspen now has 63 lodges, motels, and hotels that can accommodate approximately 2,000 persons, and the permanent population has doubled. The tourists, who in 1962 spent \$4.6 million in Aspen, made possible the second growth of this community.

Less it be thought that the prime ingredients for a successful tourist development are snow and culture, a few other communities should be mentioned. In the farming

6/ L.J. Compton, The Development of Tourism, Bureau of Business Research, University of Colorado, December 1963, p. 27.

country of the plains of Nebraska is the town of Minden with a population of 2,383. Summer temperatures range from warm to hot. Would anyone on a vacation stop at Minden? The answer is "yes." Why? This is the story of Harold Warp who, soon after the end of World War II, began building a memorial to his parents and other American pioneers. In 1953 his Pioneer Village, covering a two-block area, was opened. It now covers 20 acres and houses 30,000 historic items in 22 buildings. Annually, more than 100,000 persons pay to visit this pioneer museum, and the town of Minden, Nebraska prospers. Note that the ski tow and music concerts at Aspen and the museum at Minden all charge admission; they are not free attractions.

Dodge City, Kansas is another farming and ranching community with a somewhat larger population of 13,520. Widespread interest in the riotous past of the area has been created by a national television program based on the fictional life of U.S. Marshal Matt Dillon and old Dodge City. Old Front Street, Boot Hill, and the Long Branch Saloon have been restored to depict the early days of the wild West. In 1962, 312,000 tourists were counted at the turnstile at the Boot Hill cemetery.

An example of an even smaller community that has developed a successful tourist industry is Virginia City, Montana (population: 194). Virginia City has also capitalized on the theme of the old West. The old buildings, the attitude of the natives, and the heritage of their area have brought back to life another portion of the faded glory of the pioneer West. In 1962, 300,000 persons enjoyed Virginia City.

Other examples could be cited. The old Sturbridge Village in Massachusetts and the Mystic Seaport in Connecticut, both located in small communities, attracted more than 300,000 visitors in 1962. Caves such as the Meramec Caverns in Missouri, the Caverns of Luray in Virginia, and the Cave of the Winds in Colorado likewise attract a large number of visitors. Although these are all paid attractions, their current annual number of visitors is in excess of 100 times the population of the town in which they are located.

A wide variety of subjects has been used as the core of the tourist development programs in these American communities--music, snow, history, culture, caves, graveyards, and saloons. The significance is, however, that success has been achieved. The conclusion must be that it is possible to develop tourism, since it has been accomplished. Although it cannot be implied that each and every small town can develop a successful tourist industry, it must be concluded that in many communities, large and small, it is a possibility. This leads directly to the second question.

What Must Be Done To Achieve Success In The Travel Industry?

I doubt anyone has an easy answer to the above question. However, if the preceeding paragraphs have convinced you that the travel industry offers opportunities for the rapid economic development of your community, you have already taken the first step necessary to success. The files of experts in the tourist business are bulging with examples of communities that could not make up their minds to go after the tourist trade. As a result, those communities are passed by and do not realize the economic rewards that could be theirs. The next logical step is to get organized.

The chances are that your community already has an Industrial Foundation, or similar organization, dedicated to attracting new industry. To capitalize on the tourist boom, you need an organization equally dedicated to developing your community's full tourism potential--you might call it your Touristry Development Council.

Organization Is The Key

Organization is the key to success in the travel and tourist industry just as it is in all other forms of endeavor. One or two people, no matter how hard working, enthusiastic, imaginative, and wealthy, can not possibly develop a community's tourist potential by themselves.

To develop your community's program it takes an active group that is willing to devote the time and effort required for success. Your local Chamber of Commerce is perhaps the most logical group since its primary purpose for existence is to spur the economic development

of the community it represents. Other possible sources of leadership might be:

A local civic or service group--Kiwanians, Lions, Optimists, Rotarians, etc.

The local garden club or other women's clubs

The city council

The county historical survey committee

A local development association

A city betterment committee

The American Legion or Veterans of Foreign Wars

A local church group

A local trade association

Any group of individuals interested in their community's economic betterment

Any organized group in your community can lead the tourism program. But remember, there must be a leader who will accept the responsibilities that are inherent in that leadership.

Your Touristry Development Council

Many local chambers of commerce already have sub-committees concerned with tourism. Others do not. Whatever organization accepts the responsibility of leading the touristry program should form an action committee to set the goals, accomplish the planning, organize the manpower, twist the arms, and pull the strings that will spell success for your community's economic betterment.

Experience indicates that your chances for success will be greatly enhanced if your community's touristry development organization is

made up of a small number of energetic people who have a grasp of what tourists could mean to the community, and who are interested enough to tackle the job with persistence and enthusiasm. Do not confine membership on this committee to people engaged in the travel business alone. Appoint prominent businessmen and civic leaders who understand and appreciate the impact that tourism can have on the community as a whole.

To select this action committee the leadership organization should arrange an open meeting for the purpose of creating the full Community Touristry Development Council. Select a large, comfortable meeting place. Invite all interested persons in the community. Issue special invitations to such persons as listed in the Appendix.

Your Organizational Meeting

The chairman of the community meeting might organize his agenda according to the following outline:

- I. Brief explanation of the purpose of the meeting.
- II. Discussion of the benefits of tourism.
- III. Discussion of the proposed plan for creating a Touristry Development Council.
- IV. Selection of persons for membership on the full Touristry Council.
- V. Election of officers and executive committee.
- VI. Selection of date for first full council meeting to appoint subcommittees and begin to develop plans for development.

The executive committee should develop the policy and strategy for the entire program. To assist them in this goal they should

divide the council into subcommittees to cover each segment of the overall plan. Examples might be:

Public Relations Committee

Project and Special Events Committee

Visitor Hospitality Committee

Community Improvement Committee

Visitor Information Committee

Finance Committee

Examples of committee responsibilities and ideas will be found throughout the remainder of this manual.

Put Your Council To Work

We have discussed the establishment of several subcommittees to carry out the plans and strategy of the Touristry Development Council. Now let's discuss some broad activities with which the council as a whole and the subcommittees might concern themselves.

Preliminary steps to success include:

Brainstorming--The entire membership of the council should meet to determine (1) what the community has to sell, (2) what might easily be developed, and (3) what might stand in the way of success. You should make an inventory of your community's assets and liabilities. List everything that can be thought of on your "balance sheet." Overlook nothing! You must do this to develop an intelligent, effective campaign to bring visitors to your community and reap the economic benefits of your efforts. Investigate all possible attractions within your area including natural and man-made attractions, as well as the possibility

of creating special events. You may discover a hidden asset that is commonplace to you, but unusual to the visitor.

Take a look at the Appendix for possible ideas. Identify your attraction so that definite plans can be made for its promotion.

Selecting Your "Merchandise"--You have now discovered that you have much more to offer the tourist to your area than you may at first have realized. Chances are you also have discovered that you must eliminate some ideas that are impracticable.

You may have discovered some wonderful ideas and suggestions that will not lend themselves to quick, easy development. They may take more money than is immediately available, or require much time and effort. You must decide on an overall plan of action with long and short range goals. Not all worthwhile things can be accomplished overnight.

To start your program, select those ideas that you can afford, and that can be accomplished with relative ease. Decide what you are going to promote.

Plot Your Strategy--Now that you have decided what you are going to sell you must decide what steps are necessary to sell it effectively. Some basic considerations are:

1. How to promote, advertise, and publicize
2. Where your best markets are
3. How to finance the project
4. Who can help

Detailed information concerning these considerations is covered in following chapters.

Promote Your Community

Public Relations

Public relations are sometimes referred to as "unpaid-for publicity." It includes the various phases of publicizing, but in addition, it functions to create and maintain a favorable public image of your community.

The first element of a favorable image is knowledge. To have an image of something, the public first must know it exists; therefore, the many types of publicity mentioned later should be utilized to the fullest extent. The most important factor in any publicity effort is accuracy. If a lake is advertised as producing the largest fish in the country, then be sure they are the largest. If a home is supposed to be the oldest in the community, be sure it is the oldest. The public appreciates honesty and does not forget disappointing attractions or false claims. A satisfied customer is your best advertisement!

In other words, the job of the public relations committee is to tell the public what the attraction is and what it has to offer, then to be certain the promise is fulfilled. To do this, the public relations team should coordinate news releases, pamphlets, advertising, special events and other publicity material. It must also be alert to reactions of visitors to determine what additions, changes, or improvements can enhance the pleasure of a visit to the attraction. It takes both salesmanship and "good merchandise" to create a favorable image in the mind of the public.

To accurately evaluate your public image, design cards or questionnaires for visitors to fill out, indicating their reactions to the community or attraction.

The publication "Promotion and Public Relations In Private Recreation" may prove of value to you. This publication can be obtained from your County Extension Agent.

Define Your Market

There is growing competition these days for the tourist dollar; therefore, it is wise to use every promotional device at your command to promote your community most effectively.

To achieve the surest results, start by determining what area or areas are your best markets--those from which you can reasonably expect to lure tourists. Of course, your best market is that which is closest to home--the next county, the area within a 100-mile radius, the rest of the state, and the states nearest Oregon.

Careful coordination with the Travel Information Division of the Oregon State Highway Department will prove invaluable. The Division will be able to provide you with quality materials and assistance.

Determine your best markets by studying guest registers in hotels, motels, museums, historic sites, public parks, etc., within your area.

Once you have determined your market you can better plan your promotional campaign and determine what financing will be needed and how it should best be allocated.

How To Finance Your Program

One of the major problems of developing a tourist industry is that of financing. The same difficulty exists in any community project, government project, or business enterprise.

Since tourism is big business, the problems that develop are similar to the problems of any other big business. It takes good management, sound judgment, experience, imagination, hard work, and enthusiasm to make private enterprise successful. These same elements are vital to the success of your tourist program.

The need for capital is one that the business world is faced with almost daily. Why should anyone expect that a tourist development program would be any different?

Your subcommittee on finance will be charged with solving the problem of raising the necessary capital to get the program started, keep it going and improving the results. This is a vital responsibility and one which will spell the success or failure of your program. Select your committee members wisely. Appoint people who are known for their leadership, imagination, persuasiveness and persistence. Your entire program may depend on them.

Money-Raising Ideas

There are probably as many methods of raising money as there are people to think about the project. It should be kept in mind, however, that a development plan must be conceived first. With a definite plan outlined, you can calculate budget needs, determine what is economically feasible, decide how to raise the necessary capital, and do a better

selling job during the campaign. You also have established a goal-- that is your important first step!

In some cases the local Chamber of Commerce will be able to finance the project. The sale of memberships in the Touristry Development council is a money-raising possibility. Sponsorship of a special event is often successful--recently, some 21,000 people devoured 8.5 tons of beans, 3.5 tons of ham, and innumerable slices of brown bread and apple pie in Boston. The bean supper was sponsored by the Boston Rotary Club and raised almost \$25,000 to preserve historic sites on Boston's Freedom Trail.

A community fund-raising drive is a possible financial source, so are loans or grants that may be available through city, county, state and federal governments. To obtain financial assistance in this manner, you must develop specific plans, research the probable results of your program, and meet a variety of requirements in proposals, methods and administration.

Contributions from local businesses, which stand to benefit from your program, should not be overlooked. The same possibilities exist with local, civic or fraternal organizations.

The possibilities of obtaining loans from local financial institutions might be considered. Here again, your plan must be well thought out and must include a means of repaying the loan.

Return On Your Investment

By investing wisely in your tourist program, your community can reap benefits beyond imagination. In the world of private enterprise, profits ranging from 6 to 12 percent on capital investment are

usually considered adequate to good. Few companies can boast of higher profit levels although all companies strive to achieve more.

It is difficult to measure the precise percent profit derived from an active tourist development program because the profit is distributed throughout the community. Therefore, any measurement of profit must include the effects on the economic condition of the community as a whole.

Visitor Facilities

Your "balance sheet" should include an inventory of your community's facilities to service the expected number of visitors. If your program is successful, will you be able to provide enough hotels, motels, restaurants, service stations, garages, rest rooms, etc., to handle an influx of tourists?

If you find that your facilities are inadequate, you can assign another subcommittee (new investments) to actively work to bring in new investment money or aid local businesses in expanding and remodeling. Here again, organized community action is the key. A community-wide effort, spearheaded by an active committee, may be able to shake loose investment money that individuals or small businesses cannot.

If your community presently has an industrial foundation, you might employ its services in obtaining expansion of your tourist facilities. Firms and individuals all over the country are interested in the development and building of motel-restaurant complexes, resorts, and other visitor facilities. The same principles used in attracting new industry to your community can be used to attract new investments in visitor facilities.

Provide The Best

Today's traveler expects the best in accommodations and services. He will travel to areas that offer the best. If you invite visitors to your area, you should strive to provide them with the best in accommodations and services. If your community does not already have a first-class hotel or motel with a swimming pool, restaurant and modern meeting facilities, consider the building of one through your "new investments" committee.

A fine semi-resort type facility is an important part of your travel promotion program. In most cases it will serve to stimulate other local service businesses to improve and modernize their own services and facilities. It will also assist your community in attracting conventions, tourist groups, etc.

Make Your Community Attractive

Take a critical look at the appearance of your community. Is it attractive enough to invite visitors?

Travelers tend to judge a community by its outward appearance. The first impression that he gets may either encourage him to stop or to move on to the next community. A town with an attractive business district, pleasant residential area, and clean streets attractively landscaped will encourage the traveler to stop and perhaps spend some time and money.

Conversely, a town with unpainted buildings, dirty streets, few trees and flowers, and weed-filled yards will immediately repel the traveler. Unless he is desperate, chances are he will not even stop for gasoline.

Declare war on your community's most flagrant liability! Organize a "clean-up, paint-up, fix-up" campaign now. Your subcommittee on community improvement, garden club, or civic club should plan and promote periodic campaigns to keep your community attractive. Involve the entire citizenry. Encourage and promote pride in the community. Enlist youth groups (Boy Scouts), church groups, service clubs to join work parties for planting trees and flowers, removing dilapidated sheds and buildings, cleaning up litter, and cutting weeds in vacant lots and along streets and sidewalks. Encourage businessmen to maintain attractive buildings. Volunteer to do the painting or buy the paint to help overcome the objections of any property owners to repairing their buildings. Seek tenants for vacant buildings. Enlist the aid of city and county officials in repairing streets, sidewalks, and curbs. Whatever needs to be done to make your community more attractive, do it!

Many Oregon communities have undertaken beautification programs in the last few years. They have not only "put on a pretty face" for visitors, but have developed a pride in themselves that makes their community not just a "wonderful place to visit," but also a "wonderful place in which to live."

Establish Visitor Information Centers

The State of Oregon operates a number of Tourist Information Bureaus to greet visitors and provide information about the state. These facilities are located at major entrances to the state; they are attractive; they provide a convenient place to stop.

A community information center or bureau is one of the most important projects your Community Touristry Development Council can

undertake. It will become the focal point for all the various activities of your Council.

Most visitors of "passers-by" are strangers to your community. They are unaware of the variety of attractions you offer. You must provide information about them, if you expect to persuade them to spend some time in your area. Many people are reluctant to ask questions about a community of just anyone on the street. A visitor information center makes it easy for the traveler to get answers and provides an excellent opportunity to sell him on your area's attractions.

By placing a facility of this type in a central, easily reached location you stand a good chance of stopping many travelers who might otherwise just drive through your community.

Location and Appearance

Your information center should be placed somewhere along the major route through your community--or at the intersection of major routes. Whatever you do, make sure that your information center is conveniently located for the traveler. It should be at ground level and should have plenty of free parking space available. In congested areas try to arrange reserved parking areas adjacent to the center.

Your center may be located in a store, hotel/motel, or the Chamber of Commerce office. However, it is preferable to have it in a building of its own. It is not necessary to have much space as long as the center is attractive, easily recognized, and large enough to provide display racks for brochures on local attractions.

Ideally, your center will be an unusual type building--a teepee, covered wagon, log cabin, lumber mill, replica of historic building, etc.

Your center should be unusual and attractive on the inside and outside. It must draw attention to itself. A large sign should identify it. Posters, photographs, and historical artifacts are appropriately displayed inside. Welcoming signs on the major routes to town should give the location and hours of operation.

Staff your center with full-time paid personnel if possible. If your budget will not allow it, seek volunteers. It is imperative that your staff, volunteers or paid employees, be well-informed and enthusiastic individuals who understand their purpose and have a knowledge of and pride in their community.

You may want your visitor center to double as a reservation bureau for your hotels and motels. If you do, possibly the hotels and motels can help finance the project and its operation.

In communities with limited promotional budgets the necessary space may be donated or given to the community at minimum rent by a leading hotel or motel.

Financial Assistance

In some cases funds can be obtained through several Federal agencies for construction of your center and for the hiring of personnel. Both the Office of Economic Opportunity (OEO) and the Economic Development Administration (EDA) offer a variety of programs of financial and technical assistance in the field of tourist development.

Give Your Visitors Something To Do

Travelers appreciate having things to do and see. Your economic rewards will be greatly increased if you can provide enough entertainment to delay the traveler at least one extra day.

Encourage your visitors to use your community as a base of operations so that they might see all of the attractions within easy driving distance.

You might want to:

1. Provide guides--especially during the summer. Working from the visitor information center, high school students or "old-timers" can offer their services as community guides for tourists. By working out a one- or two-hour tour and explaining the history and other interesting facts about the community, you can create far more interest than by a self-guided tour. The procedures you can use are varied and should conform to your overall approach to tourist development. Your guides can work as individual businessmen, with the Chamber of Commerce acting as sponsor. Or they can work for the Touristry Development Council or the Visitor Information Bureau. They can charge a certain price and "kick-back" a percentage to the Chamber or they can be paid by the Chamber and provide free tours.

Whoever you use, be sure they are knowledgeable, neat, and honest. Certain standards must be set and obeyed. Your guides represent your community and should create a good impression of it.

2. Work out a self-guided tour with easy-to-follow directional signs and informational signs. Perhaps a "red line" tour could be arranged where visitors follow a line painted on the streets directing them to your attractions. Maps for the tour, together with notes on things to be seen, could be

prepared and distributed through the visitor information center, restaurants, hotels and motels, service stations and wherever else a tourist might be found.

3. A weekly community picnic or barbecue supper in a city park can be a lot of fun as well as profitable for your Touristry Development Council. It is also an excellent way to make your visitors feel right at home. Spread your invitations by all possible means. Give everyone a chance to attend. Solicit aid from your radio/TV station in the form of spot reminders of the picnic.
4. Re-enactments of historic events or any event of general interest, if well-done, can be entertaining and persuade travelers to stop over.
5. A community slide show or movie can be held--perhaps in the city park or a suitable auditorium. The slides and movies could depict the history of your community or county and perhaps acquaint visitors with additional things to see and do. Invitations to the show can be made by your visitor information personnel, hotel and motel clerks, service station attendants, etc.
6. Ethnic dances, music, band concerts or other unusual ceremonies can provide visitors with an entertaining experience.
7. "Sound and light" productions are becoming more and more popular. By utilizing specially placed dramatic lighting on your historic buildings, you can tell the story of your community or its history with a recorded narration and appropriate musical background. Properly done, this type

of presentation can be extremely appealing and yet relatively inexpensive.

8. Compile a list of area plants that offer industrial tours. If none is offered in your area, work toward establishing some. Inform your citizenry and visitors alike through the local press, visitor information center, and other places where visitors stop.
9. Inform visitors about hunting and fishing in your area. The Oregon State Game Commission will supply you with brochures and license requirements.
10. Promote visits to nearby military installations. Work with the public information officer at the base to co-ordinate tours and get information on visiting hours, parades, special events, etc.
11. Encourage attendance at local sports events--baseball, football, etc. Publicize team schedules for high school and college games. . . .and half-time entertainment.
12. Provide information on the best areas for rockhounding, geology, bird-watching, nature walks, photography, artifact collecting, etc.
13. Exciting local events can make visitors stop in your community. Be sure that these events are talked up on your local radio station and in the visitor center and local press. Make sure that the news media in your primary market areas are advised of your "coming attractions."
 - a. Plan annual events that will attract and stop tourists.

The possibilities are endless. See Appendix for

additional ideas. In addition to your own publicity activities, be sure to advise the Travel Information Division of the Oregon Highway Department of your events so that they may be publicized in the Oregon Calendar of Events.

- b. Parades should be featured on holidays such as Memorial Day, Independence Day, Labor Day and Thanksgiving. Department stores and other businesses in many cities have found parades to be quite popular. Prizes could be given for special floats, high school bands, original costumes, etc.
- c. In developing special events, the best idea is to tie them to natural wonders, man-made attractions, or historical occasions. You may have a local celebration that can be built up or you may have to originate one.

Check List of Facilities

Considering both attractions and facilities, it is suggested that your check-sheet ask the following questions:

1. Are your natural attractions worth developing?
2. Are your man-made attractions worth developing?
3. Are these attractions accessible and well-marked?
4. Are there interesting historic events associated with your county?
5. Is there interesting folklore associated with your county?
6. Can you offer suitable accommodations to visitors?
7. Can you offer good food, well served?
8. Can a few interesting items be added to restaurant menus to demonstrate regional food specialties?

9. Do you have some unusual shops; antique shops or craft shops, art galleries, for example?
10. Are you well equipped with service stations and garages?
11. Are your rest rooms clean and bright?
12. Is your community as a whole attractive?
13. Do the attractions and facilities merit visitor trade?
14. Do you have a local visitor information center?
15. Are your citizens hospitable and courteous?
16. What do you offer which is unique or different from what can be found in the visitor's home town?

Treat The Visitor to Oregon Hospitality

Each year more and more out-of-state tourists come to Oregon. By actively soliciting this travel to our state we automatically assume the role of host and must take the necessary steps to assure that our visitors will be accorded the treatment due guests.

One of the first steps to assure success in this area is to provide adequate training for the people who must often meet the tourist. The visitor's impression of Oregon, good or bad, will be formed by the contacts he has with Oregonians.

Of course, we want that impression to be good--one that will make the tourist praise the state's charms and want to return to Oregon.

Oregonians have long been noted for their friendliness. This basic characteristic is a great asset in the travel business. People naturally like to be in pleasant surroundings and warm, friendly, courteous natives can do much to add to the visitor's enjoyment.

Even though your community may have a strong travel development program, at least half of its effectiveness will be lost unless the

entire community projects a keen sense of hospitality. A smile and a pleasant attitude, coupled with good service, can be worth thousands of dollars in advertising and promotion. Nothing can bring back a visitor who feels that those he met were only after his money or that he was mistreated in some way. He won't come back and he won't recommend your community to his friends. Chances are he may become your worst critic!

Conduct Visitor Hospitality Seminars

A visitor hospitality seminar is designed to help your community understand your overall program and to become more alert to the need of providing a warm, pleasant atmosphere for visitors.

The community where visitors find true "Oregon hospitality," courteous service, and goods and services at fair prices will be the community that will find success in the travel business. In addition, the Oregonian who makes it a personal project to be gracious and hospitable to visitors and convinces them to remain in the area an extra hour, day or week will make a big contribution to the economy of his community and state. In so doing, he will contribute to his own financial well-being, because what benefits the community and the state economically also benefits its residents.

The average tourist party spends almost \$31 per day traveling in Oregon. Persuading the tourist to stay longer in your community, therefore, becomes important financially. In addition, tourists are creatures of habit; they tend to return to those places they enjoyed and they recommend them to friends and relatives.

Hospitality Subcommittees

The responsibility of planning, organizing and conducting the visitor hospitality seminar rests with your subcommittee on hospitality. Since this portion of your overall program is so vitally important, select enthusiastic individuals who are sold on the need for this type of training to serve on your subcommittee. Those who actually conduct the training should be experienced in conducting meetings, training techniques, and familiar with your travel development program.

Key to Success--Sell the Employer

Employer and business support are essential. Despite the fact they see visitors spending money in liberal amounts, some employers in the travel business remain unaware of the business opportunity the visitor presents. Like any good salesman, the committee will have to make some calls to get results. Employers who are alert to the value of the travel/recreation business will make certain their employees attend the seminar. Not only will the employees attend--the employers themselves will attend.

Who Should Attend?

The travel industry is everybody's business, so there's no reason to limit attendance to those directly involved in a travel-related business. However, it is essential that waiters and waitresses, hotel/motel personnel, service station attendants, policemen, Chamber of Commerce employees, visitor center personnel, bus and taxi drivers and all other persons who meet the traveler be present at the conference and enter actively into the program. Invitations should be made personally or by mail to all who should attend. The support of local

newspapers and radio stations should be enlisted to publicize the conference and urge citizens to attend.

Suggested Dates and Times

Any time after the first of the year and until mid-June is a good time for hospitality conferences. During the travel season businesses are usually too hard-pressed for help to allow them to attend the meetings. In some areas, community schools and workshops could be arranged on convenient dates anytime, but the period immediately preceding the travel season is generally best.

The time of the meeting or meetings should be arranged to accommodate those who will be attending. Some communities have found it advisable to hold several sessions with the same program at each session--one in the morning, one in the afternoon and one in the evening. This makes it possible for some employees of a business to come to one session and the remainder to attend another without interrupting service to customers. You may wish to schedule one of the sessions as an assembly for the local high school. This is a good way to carry your program to the younger generation and train potential employees in travel-oriented businesses for summertime work.

Your conference should last approximately $1\frac{1}{2}$ hours with an additional hour for a tour. By limiting your seminars to a relatively short period you accomplish two goals: employers are more willing to allow their employees to attend and you maintain the interest of the conferees.

The Site Of The Conference

Select a meeting place that will provide sufficient space for the number of conferees without being so large as to discourage participation and involvement. Your room should be comfortable and well-lighted. If you plan to use movies or slides, make sure that the proper facilities are available and that they are tested in advance of the conference.

Use large pictures, maps, travel posters, and similar decorations to create a travel atmosphere.

In order to stay within your planned time schedule and to keep your program interesting and beneficial, rehearse your presentation once or twice prior to the actual meeting. The better your presentation the better your chance of leaving the conferees with an enthusiastic, positive attitude toward hospitality and your community's travel development program. A few items to keep in mind concerning the meeting place are:

1. Air-conditioning in the summer months
2. Convenient restroom facilities
3. Coffee and cold drinks available
4. A supply of ash trays, (many people smoke)
5. Seating at tables arranged in "U" shape
6. Table display space for the instructor
7. Pencils and scratch pads for conferees
8. Downtown location preferably--Chamber of Commerce, bank auditorium, utility company auditorium, community-owned buildings, etc.

Content Of The Program

Each community is unique and will have its own ideas concerning the way the conference is to be presented and the content of the program. Whatever way will accomplish the goal in your community is the right way to present the program.

The following outline is suggested as one possible presentation. Depending on materials available, you can utilize visual-aid equipment such as slides, movies, blackboards, handouts, etc.

CALL TO ORDER--by the committee chairman

WELCOMING REMARKS--by the Mayor or other noted figure whose presence indicates the importance of the subject and the community's interest in it. 5 min.

TALK--THE IMPORTANCE OF TOURISM TO YOU-- Effective speaker-material in the first chapters of this manual can be helpful in preparing the talk. 15 min.

TALK, SLIDE PRESENTATION, or SKIT-- The importance of hospitality, where conferees fit into the picture--"do's and don'ts" in making visitors feel welcome. 15 min.

TALK OR PRESENTATION--WHAT WE HAVE TO OFFER-- A slide show or film on travel attractions in your area. Discuss ways of telling visitors about your attractions. 15 min.

TRAVEL QUIZ--Get conferees thinking about attractions in your area and the types of questions they may be asked by travelers. You can use a handout quiz or ask questions to develop discussion. 10 min.

Handout Material--Samples will be found on the next pages. Develop discussion of more effective ways to spread the "welcome mat" for visitors--answer questions for conferees. 20 min.

Summary and Adjournment--Explain tour if provided. You might consider asking conferees to express their feelings about the conference, either orally or in written form, for your use in improving future conference. 15 min.

The Cooperative Extension Service offers a 2-hour clinic in the form of slide presentations and discussion. It is shown upon request by contacting your County Extension Agent.

Additional Suggestions

1. In some areas a tour of nearby attractions might be an effective reminder of what the community has to "sell."
It's sad but often true that those who live in a community know the least about it. A tour might be used to convince these potential "salesmen" there are excellent tourist attractions right in the home town.
2. Skits or demonstrations may be helpful in putting across points about the right and wrong way to treat tourists. The skit could re-emphasize some of the points made in the slide presentation.
3. Eliminate long speeches or your "students" will lose interest and the conference will be a flop. When dealing with a subject like hospitality the program must be interesting and fast moving to be successful.
4. Have someone on hand at the door to greet participants as they arrive. This will help create a friendly and relaxed atmosphere.
5. Start and stop the meetings on time. Adhere to your schedule for each session. Punctuality creates a feeling of respect between audience and speakers.
6. Pass out brochures, handout materials, etc., at the END of the conference session, not at the beginning. This will

insure that the "student" will not be distracted by looking at the material, rather than giving his attention to the speaker.

7. The chairman should make a brief summary at the conclusion of the meeting. This will help make the major points of the program firm in the minds of the conferees for longer retention.
8. If possible, provide all who attend with a printed program. You may wish to mail these out in advance.
9. Have someone designated to take notes of the most important elements of the presentation and discussion. These will be helpful in planning future conferences.
10. Consider whether your clinics should be free (cost borne by the sponsor) or not. A minimal charge can be assessed each conferee. (It is usually paid by the employer.) Consider how a charge might affect attendance and how free admission might affect your budget.
11. Consider presentation of badges, diplomas, or plaques to participants upon "graduation." Plaques might also be presented to participating places of business when all employees have attended conferences. Display of the plaque would then indicate to the visitor that the business is an "Official Travel Host."
12. In some areas it may be necessary to provide incentives to encourage attendance. Perhaps the manager of a local travel attraction will provide free one-time passes to those attending the school. You could publish a travel quiz on the area

in the local newspaper and give prizes to those who come to the seminar with all the correct answers. Door prizes are an old stand-by to draw crowds. Local merchants usually will be glad to donate items to be given away.

13. "Mystery Man Contest"--For several days prior to your conference have a person not recognizable to most townspeople visit stores, restaurants and service stations. He will ask questions about the area and make purchases like any tourist. When he finds a clerk, waitress, or attendant who displays a good knowledge of the area and treats the "visitor" with Oregon hospitality, the "Mystery Man" makes a small cash award or merchandise award (donated by local businessmen). Seek good coverage by news media. The whole project will provide excellent publicity for your conference and give employees an incentive to learn more about their area and to treat visitors with the courtesy they deserve.

Suggested Timetable For Effective Promotion

1. Three or four weeks before your scheduled conference, submit your first newspaper article and appoint your committee. Conduct an informal committee discussion.
2. Two weeks before the clinic, submit your second newspaper article and make committee assignments for personal contact.
3. One week before the meeting, submit another newspaper article, make radio announcements, and conduct another committee meeting to review pre-enrollments, and plan continuation of personal contact program.

4. On the day the clinic is scheduled, be sure to recheck all physical facilities and remind all enrollees of "last-minute" details.

Other Ideas For Promotion

1. List each enrollee and his firm in your newspaper article about the class.
2. Take a picture of the class for newspaper and other uses.
3. Have a radio or television interview with the instructor or the committee chairman.
4. Secure comments from the enrollees for use in future promotion.
5. Have your instructor scheduled to speak at various civic club meetings.

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SAMPLE HANDOUT
SHEET

Agenda For Tourist Appreciation Week

- 1st Day----Proclamation to be signed by mayors and county judges.
- 2nd Day----Window signs "WELCOME TRAVELERS". Ask all restaurants to set a special such as, chicken in a basket--southern fried, for families who want to picnic.
- 3rd Day----Radio interviews with committee members regarding activities of TOURIST APPRECIATION WEEK. Also radio taped interviews of TOURIST FAMILY OF THE WEEK. Taped interviews and photographs to be sent to the hometown of TOURIST FAMILY OF THE WEEK.
- 4th Day----Special guided tour for the TOURIST FAMILY OF THE WEEK highlighting your region's historical and tourist attractions.
- 5th Day----Set up road blocks on all major arteries for the distribution of tourist information and serve refreshments by local civic groups, chambers of commerce, etc.
- 6th Day----A highlight of some form of recreational activity (boat riding, water skiing, fishing, hiking, horseback riding) and restaurant featuring picnic style luncheon.
- 7th Day----Open house tour for all outstanding attractions in your region for all tourists, taped interview of TOURIST FAMILY OF THE WEEK closing out their week's vacation. Send taped interview, photographs, news stories, back to hometown of TOURIST FAMILY OF THE WEEK.

Hospitality Suggestions

A stranger doesn't need to have an accent to be a tourist. Some of our visitors will be from another part of Oregon, some from other areas of the United States, and some from outside our nation's borders. Wherever your visitor comes from, the items listed below are equally important!

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

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

Be courteous and co-operative at all times.

Have a general knowledge of your community and the surrounding area.

Know your history and your attractions.

Talk up local events.

Know the telephone number of the Chamber of Commerce or Visitor Information Bureau and the easiest route there. If there are questions that you cannot answer, you can refer the visitor to the Chamber office.

Know where other services can be located, such as:

Art galleries	Bowling alleys	City govern. offices
Auditoriums	Barbers & Hairdressers	Colleges, Universities
Automobile repair	Celebrations	Doctors and Dentists
Banks (by name)	Churches	Employment services

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Fairs, fiestas	Newspaper offices	Swimming pools
Fraternal organizations	Night clubs	Tennis courts
Golf courses	Parks	Theaters
Gymnasiums	Points of interest	Tourist bureau
Hotels, motels	Post office	Trailer camps
Hospitals	Restaurants	Transportation services
Industries	Sight-seeing tours	Utility services
Libraries	Skating rinks	Service clubs
Museums	Sporting events	

What Is A Customer?

A customer is the most important person ever in this store.

A customer is not dependent on us. We are dependent on him.

A customer is not an interruption of our work; he is the purpose of doing it. We are not doing him a favor by serving him; he is doing us a favor by giving us an opportunity to do so.

A customer is not an outsider to our business; he is part of it. . . the main part.

A customer is not a cold statistic. . . a name on a filing card, or a ledger sheet. He is a flesh and blood human being, with biases, prejudices, feelings and emotions like our own.

A customer is not someone to argue with. Nobody ever won an argument with a customer.

A customer is a person who brings us his wants. It's our job to fill them profitably. . . for him as well as for ourselves.

A CUSTOMER IS A FRIEND OF OURS AND WE WANT TO BE A FRIEND
OF HIS. . . SO WHEN YOU COME TO OUR STORE. . . FRIEND MEET
FRIEND.

"How To Invite Depression"

A man lived by the side of the road and sold hot dogs.

He was hard of hearing so he had no radio.

He had trouble with his eyes so he did not read newspapers
or watch TV.

But he sold good hot dogs.

He put up signs on the highway telling how good they were.

He stood by the side of the road and cried, "Buy a hot dog,
Mister?"

And people bought.

He increased his meat and bun orders.

He bought a bigger stove to take care of his trade.

He got his son home from college to help him.

But then something happened.

His son said, "Father, haven't you been listening to the
radio?"

There's a depression on.

The world situation is terrible.

The domestic situation is worse."

Whereupon the father thought, "Well, my son's been to
college."

He reads the papers and he listens to the radio--he ought
to know."

So the father cut down on his meat and bun orders.

He took down his advertising signs.

He no longer bothered to stand out on the highway to sell
hog dogs.

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And his hot dog sales fell almost overnight.

"You're right, son," the father said to the boy.

"We certainly are in the middle of a great depression."

Hospitality Tips For Transportation Personnel--
Air, Boat, Bus, Taxi, Train

DO be polite to all of your passengers.

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

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

DO pay particular attention to your grooming.

DO pride yourself on giving excellent service.

DO handle the passenger's luggage with care.

DO take care of any special needs of your passengers.

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

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.

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

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

Hospitality Tips For Sales Personnel

DO be attentive to the needs of the customer.

DO know your merchandise.

DO treat the stranger to the city like a special customer and give the little "extra" helpfulness that may be needed.

DO volunteer a brief descriptive explanation on your locally-made products, if it is in order.

DO make the tourist feel at home, and at ease.

DO allow the customer to browse, but be available the minute he needs help or has made up his mind.

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

DO take the time to find out what the customer wants.

DON'T day-dream on the job.

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

Hospitality Tips For Service Station Personnel

Most people who are traveling regard each service station as a separate visitor information center and the attendants as fountains of information. Therefore, be sure to:

Know as much as you can about your city and state.

Check to see if the tourist has been here before, before you give directions. He may not need a detailed description.

Direct the tourist to the Chamber of Commerce or visitor information center the minute you cannot cope with his question.

Greet the tourist cheerfully; smile. He's probably tired from traveling.

Be courteous if you must direct a tourist to another garage for repairs of a type you cannot handle.

Offer fresh litter bag service.

Use the tourist's map for marking--he is familiar with this map, but may not be with yours.

Invite the tourist to come back to your station and mention that you are glad to be of service.

Do's And Don'ts For Waiters And Waitresses

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

DO know your menu.

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

DO double-check the customer's order to see that he receives exactly what he ordered.

DO ask the customer when he wants his beverage.

DO pay particular attention to your grooming. People will judge the food by YOU.

DO make a point of doing the little things that make for excellent service, such as keeping the water glass filled, replacing dropped napkins or silverware, removing soiled dishes promptly, etc.

DON'T visit with fellow employees during service hours. Your customers come first.

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

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

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

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

DON'T be surly or discourteous in any way. An unpleasant attendant can ruin a meal.

DON'T allow diners to sit unnoticed. If you are unable to serve them immediately, at least provide them with a menu so they will know their presence has been noticed.

Hospitality Tips For Hotel-Motel Personnel

Managers, Assistant Managers And Those In Executive Capacity

Know your people and their needs. It is essential for all hotel and motel people to make friends. Old-fashioned hospitality never fails to leave a guest with a cordial feeling towards the house. Nothing leaves a more lasting favorable impression to the guest than to be given an "extra" greeting by a hotel executive. If possible, find out the guest's name and address him by it.

Always make a guest feel important. Success in business depends on the efficiency of the management of the staff.

Front Office Personnel

Your first contact with the guest is very important. Make him feel at home. Use a pleasant tone of voice, smile easily. Be cooperative and courteous. Use a guest's name several times. There is no sweeter music to him.

- DO be attentive, alert and cordial, but not too "chatty."
- DO make complimentary references to guest's home town, particularly if he has traveled a great distance, such as, "Glad to see you have 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.
- DO inquire if guest is expecting mail or messages.
- DON'T be abrupt, no matter how busy you are.
- DON'T send your guest away if your establishment is filled. Help him if you can, or direct him to the Chamber of Commerce or visitor information center.

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.

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- 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 guest doors with other members of the staff.
- DON'T chew gum.
- DON'T give a grunt for an answer when asked a question.

SAMPLE TRAVEL
QUIZ

1. The tourist industry in Oregon in 1968 was worth:

() \$600,000	() \$6,000,000	() \$285,000,000
() \$850,000,000	() \$1,200,000	() \$1,400,000,000
2. How many out-of-state visitors came to Oregon in 1968?

() 22,550	() 350,000	() 5,200,000
() 5,000,000	() 7,000,000	() 9,000,000
3. How many jobs are provided by travel-associated industries in Oregon?

() 1,050	() 10,500	() 62,400	() 140,200
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4. In ten words or less give your description of a tourist.
5. Give three reasons why you patronize your favorite restaurant.
 - 1.
 - 2.
 - 3.
6. What events are taking place in town or in the area this week that might be of interest to a tourist?
7. List 10 community attractions, activities or events for the entire year that might be of interest to a tourist.

a.	f.
b.	g.
c.	h.
d.	i.
e.	j.

8. What one project, attraction or event, that you do not now have, would you recommend to your chamber of commerce to improve the tourist business in your home town?
9. Have you ever visited any of the following tourist attractions in Oregon?
- ☐ Fort Clatsop Memorial
 - ☐ Crater Lake National Park
 - ☐ Warm Springs Indian Reservation (Kah-Nee-Ta)
 - ☐ Oregon State Capitol
 - ☐ Champoege State Park
 - ☐ Columbia River Scenic Route
 - ☐ The Oregon Coast
 - ☐ Sea Lion Caves
 - ☐ Cape Perpetua
 - ☐ Oregon Caves
 - ☐ Portland Rose Festival
 - ☐ Oregon Museum of Science and Industry
 - ☐ Jacksonville Museum
 - ☐ Mt. Bachelor
 - ☐ Lava Caves, Cinder Cones
 - ☐ Astor Column
 - ☐ Lloyd Center
 - ☐ Oregon State Fair
10. How did your town get its name?
11. Briefly, what is the history of this area?
12. What is the altitude? _____ feet.
13. What is the population of your town? _____ County?
14. Where is the post office?
the chamber of commerce?
a bank?
15. Where is a good place to picnic?
16. Can I go fishing around here? _____ Where?
How do I get there?

17. We can only stay here two days. What do you recommend we try to see?
18. The kids want to ride horseback. Where can we arrange to do that?
19. Any golf courses nearby?
What are the green fees?
20. What is the nearest national or state park?
How do we get there?
21. Do you have any service clubs here?
Which ones?
When and where do they meet?
22. Where is the nearest campground?
23. Is there a place here where we can camp in our trailers?
24. What kind of accommodations are there in your town?
Are reservations necessary?
How do I get there?
25. Where can I find a doctor?
a hospital?
26. We would like to see some cowboys. Any place around here where we can see some?
27. What churches do you have?
28. What can I buy that is typical of your area?
29. What industry employs the greatest number of people here?
30. How is the hunting around here?
When is the season?
31. Where is the closest lake?
32. Where is the closest forest area?
33. If every tourist who visited Oregon would stay one extra day, it would mean how much new money in Oregon?

() \$86,000,000	() \$26,000,000	() \$150,000,000
() \$17,000,000	() \$400,000	() \$43,000,000

34. If planned for and developed properly, tourism takes nothing from Oregon's natural resources.

☐ True

☐ False

35. Touristry does which of the following?

- ☐ Creates jobs for Oregonians.
- ☐ Provides social and economic opportunities.
- ☐ Lightens the tax burden of Oregonians by adding hundreds of millions of dollars in taxable travel investments which benefit our state and local governments.
- ☐ Brings new money to Oregon.
- ☐ Brings the market to us so that we can sell our goods and services without paying the cost of transporting them to market.
- ☐ All of the above.

Guideposts On The Road To Courtesy

Visitors to your community are your guests--treat them as such. Greet them pleasantly, make them feel at home, be helpful to them.

Be attentive, alert and cordial--but don't overdo it. Respect visitors' privacy; don't force your attentions on them when they are not wanted.

Be polite and cooperative. The motto: "The customer is always right," is generally a good attitude.

Anticipate the visitor's needs. You can be helpful to him only when you understand what he wants and can help him obtain it.

Give your visitors straight answers. If you don't know, say so and suggest someone who does. It is better to admit ignorance than to give incorrect information. But make it your business to know as many of the answers as possible.

Don't run your community down. In the visitor's eyes you are part of it and when you downgrade it you are discrediting yourself. Be proud of the things that deserve pride and work to improve those that do not.

SAMPLE HANDOUT
SHEET

What Is A Tourist?

- He is our Guest.
- He is the most important person to be served.
- He is not dependent on us--we are dependent on him.
- He pays our way--and our wages.
- He does not interrupt our work--he is the purpose of it.
- We are not doing him a favor by serving him--he is doing us a favor.
by giving us an opportunity to do so.
- He is not an outsider--he is the reason for our being in business.
- He is not someone to argue with, to shove aside, or treat carelessly.
- He is made to feel welcome--to be treated with consideration.
- He is our Guest.
- Our last Guest is just as important as the first.

How To Answer Questions

1. Each question is important to the tourist who is doing the asking--don't give them the brush-off.
2. Give only correct answers--if you don't know, then find out; never guess.
3. Give answers in a clear-cut way, not too fast, never clouded with information that would be confusing.
4. Take nothing for granted. Example: Don't assume tourists know north from south--tell them.
5. After giving an answer, especially one requiring directions, check to see if the tourist understands. (Note: Don't merely ask a question, "Do you understand?" Rather ask specific questions.)
6. Use visual aids as "crutches" whenever possible. For example: Show picture of place to be visited; draw lines on road maps; write down on paper and give paper to tourist any specific information.
7. Don't speak in an apologetic tone about Oregon. Tell them proudly--back up with specific facts.

We have some of the finest scenery in the world. We have things in our state that cannot be seen anywhere else.
8. After you have answered the questions--dismiss the tourists with a "thanks for stopping," phrase. Send them on their way with a good feeling toward you, the company you represent and Oregon in general.
9. Don't over-do your part. You must be (1) honest and (2) sincere. A tourist has a nose like a bloodhound for spotting insincerity.

From: "Tourist Courtesy"
Teachers Manual for Tourist Courtesy Schools

What Does Tourism Contribute To The Volume
Of Business In Your Community?

The following information was obtained from a study* of the contributions of tourism to total volume of business in Missouri. It may be a good indicator of what tourism contributes to business in your area.

<u>Type of Business</u>	<u>Percent Attributed to Tourism</u>
Food (Retail)	13.8
General Merchandise	18.6
Apparel and Accessories	13.6
Drugs	11.4
Taverns-Bars-Liquor Stores	34.8
Restaurants	49.4
Furniture-Furnishings	12.6
Lumber-Hardware and Building Materials	13.1
Auto Dealers and Garages	15.8
Gasoline Stations	31.5
Farm Supplies and Agricultural Products	8.5
Amusements	33.1
Other Retail	12.2
Motels and Hotels	94.5
Other Service Firms	4.5
Average	21.3

The chances are if you are an Oregon businessman--you're in the Tourist business!!

Distribution of Tourist's Dollar Spent for Selected Items

<u>Percent of Tourist's Dollar Spent For:</u>	<u>Tourist Surveys</u>	<u>Retailers Opinion</u>
Food	27%	25%
Lodging	21%	19%
Transportation	22%	28%
Other Retail Purchases	14%	24%
Entertainment	11%	3%
Services	5%	1%
TOTAL	100%	100%

*The Economic Impact of Tourists on a Rural Area in Missouri, Ronald Bird.

Some Possible Tourist Attractions

Scenic

national parks
state parks
mountains
beaches
lakes
rivers
canyons
forest
wildlife preserves

wildflowers
climate
caves
valleys
springs
ponds
swamps
cliffs

deserts
gardens
orchards
ranches
farms
waterfalls
unusual geologic
formations

Man-Made

harbors
bridges
fish hatcheries
lumber camps
powerhouses
libraries
colleges
ships
wharves
large cities

churches
theaters
windmills
canals
universities
children's parks
oil derricks
zoos
dude ranches
dams

city parks
airports
ferryboats
unusual buildings
industrial plants
military installations
unusual restaurants
art galleries
observation towers
amusement parks

Recreational

camping
fishing
hunting
swimming
boat rides
trap shooting
skeet shooting
resort areas
rock hunting

fossil hunting
golf
hiking
nature walks
picnicking
scuba diving
mountain climbing
bird watching

beach combing
archery
canoeing
horseback riding
tennis
water skiing
sailing
wading

Historical

landmarks
battlefields
ghost towns
pioneer homes
historic tours
Indian culture

museums
monuments
markers
old forts
burial grounds
prehistoric items

ruins
homes of famous people
missions
reconstructed towns,
buildings
re-enactments of
historical events

Special Events

sports
rodeos
concerts
parades
pageants
art shows
bazaars
dances
suppers
auto trails
antique show
circus
ballet
air show
auto show
aquacades

dog show
fairs
exhibitions
tournaments
hiking trails
horse show
ranch tour
farm tour
harvest festival
music festival
hunt festival
dog races
horse races
auto races
turtle races
autumn forest trails

cattle show
garden tours
celebrations
civic theater
cultural programs
ethnic dances
flower shows
beauty contest
art contest
band contest
photo contest
rallies
children's pet show
spring wildflower
trails

Sources of Assistance

- Local Chamber of Commerce
- Travel Information Division, Oregon State Highway Department, Salem
- Oregon Coast Association, 559 S.W. Coast Highway, Newport
- Oregon Motor Hotel Association, 11939 S.E. Stark Street, Portland
- Oregon Welcome, Inc., Jackson Tower, Portland
- American Petroleum Institute, 1271 Avenue of the Americas, New York
City, New York 20020
- National Association of Travel Organizations, 900 17th Street, N.W.,
Washington, D.C.
- American Hotel and Motel Association, 221 W. 57th Street, New York
City, New York
- American Automobile Association, 1712 G. Street, N.W., Washington, D.C.
- American Motor Hotel Association, 219 V.F.W. Building, Kansas City,
Missouri
- Oregon State University, Cooperative Extension Service, Corvallis

YOU ARE INVITED TO VISIT, CALL, OR WRITE YOUR COUNTY EXTENSION OFFICE

<u>COUNTY</u>	<u>TOWN</u>	<u>TELEPHONE</u>	<u>COUNTY</u>	<u>TOWN</u>	<u>TELEPHONE</u>
Baker	Baker	523-6373	Lake	Lakeview	947-2279
Benton	Corvallis	752-7186	Lane	Eugene	342-5537
Clackamas	Oregon City	656-2641	Lincoln	Newport	265-5376
Clatsop	Astoria	325-2871	Linn	Albany	928-9323
Columbia	St. Helens	397-3462	Malheur	Ontario	889-9129
Coos	Coquille	396-3121	Marion	Salem	364-4401
Crook	Prineville	447-6451	Morrow	Heppner	676-9642
Curry	Gold Beach	247-6654	Multnomah	Gresham	665-3181
Deschutes	Redmond	548-3152	Polk	Dallas	363-2353
Douglas	Roseburg	672-4461	Sherman	Moro	565-3230
Gilliam	Condon	384-2271	Tillamook	Tillamook	842-4426
Grant	Canyon City	575-1911	Umatilla	Pendleton	276-7111
Harney	Burns	573-2506	Union	La Grande	963-2127
Hood River	Hood River	386-3343	Wallowa	Enterprise	426-3781
Jackson	Medford	773-8215	Wasco	The Dalles	296-5494
Jefferson	Madras	475-3808	Washington	Hillsboro	648-8611
Josephine	Grants Pass	476-6613	Wheeler	Fossil	763-4115
Klamath	Klamath Falls	882-7761	Yamhill	McMinnville	472-5165

Credits

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American Automobile Association

American Petroleum Institute

Battelle Memorial Institute

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Committee

Kentucky Travel Council

Mississippi State University, Cooperative Extension Service

Texas Tourist Development Agency

Travel Information Division, Oregon State Highway Department

University of Colorado, Business Research Division

Western Governor's Travel Council

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