HOSPITALITY IN YOUR COMMUNITY

Prepared by

THE UNIVERSITY OF ALABAMA

CENTER FOR ECONOMIC DEVELOPMENT

2015

What is Hospitality?

The importance of small details of social interaction between staff and client such as maintaining eye contact, friendly greetings, physical appearance and body language are important tools in hospitality. They can make the difference between a guest recommending your establishment to a friend, or feeling that your business was cold and uninviting.

Hospitality is an attitude.

> We need to **WELCOME** our visitors as our guest
>
> Show them a good time
>
> Meet their needs – and give them something extra so they will want to visit again

What does it mean to me?

> You are a viable part of a growing industry
>
> You help SHARE our community by informing visitors of our history and recreational destinations
>
> TAX dollars from visitors go back to OUR community to fund schools, improve and provide for better roads, provide public service, and provide funding for law enforcement

Hospitality is **WHAT** we say and **HOW** we say it.

Steps for Starting a Hospitality Workshop

1) Determine who needs Hospitality Training

2) Determine the assets of your community. Make a list of possible locations visitors might want to see. Know the exact location, hours of operation, and other amenities.

3) Review tips on how customers/visitors want to be treated?

4) How do you handle difficult situations?

5) Review how first impressions affect the way a visitor feels about your community: personal appearance, cleanliness, local knowledge to answer questions, what kind of attitude do you have? etc.

6) What are the visitors' needs? Can you: give correct directions; answer specific request - where can I buy flowers; what is the closest restaurant that serves vegetables; where is the hospital; where is the closest car mechanic, etc.

7) Know all emergency contacts including: nearest hospital, law enforcement, local dentists, poison control, ambulance transportation; fire department; City Hall; Chamber of Commerce

8) Maintain a current list of the following with contact information, hours of operation, street address, telephone: restaurants, hospitals, grocery stores, car mechanics, doctors, dentists, attractions.

9) Make a list of things to do in your community.

10) Know the history of your community : how did it get its name; what is the population; where are cemeteries; do you have museums; where are historical sites, etc.

Beginning Activities for Developing Hospitality

To begin to provide hospitality for your community, it is important to know all the resources available. A "Community Assets Inventory" gives you information on the places you have to market. The "Community Resources Inventory" gives you a current and thorough listing of the organizations and people that can be called on or coordinated to expand a town's current offerings. An "Inventory of Available Buildings" gives you a current listing of places to house your business and cultural opportunities. Although developing this information takes time and effort, the information will be utilized locally and can enhance your hospitality to visitors.

Community Assets Inventory

It is useful to develop a thorough list of a community's assets. These are the physical, natural and cultural attributes that a community has that can be a basis for further enhancement or economic development. Examples would include: historic downtown, historic buildings, bridges, cemeteries and places; rivers, caverns, unique biological species of birds, reptiles; birthplace of famous persons; location of first-time events or historic events; artist's colony, museums, theatres, music, art, cultural festivals, etc. In addition, it is important to capture the infrastructure or transportation assets in the area, as well as educational and other aspects of quality of life.

It is useful to have a community or group meeting, where the group brainstorms and develops an exhaustive list of community assets. The next step is to make sure there is a written description and contact information for all those assets that have economic value.
These written descriptions can be used for flyers, brochures, websites, etc.

Community Resources Inventory

To begin or enhance the process of community development, it is helpful to build a database of community organizations that offer programs, services and activities to the local community.

Collecting this information can be done in various ways: mailed or face-to-face survey, or assigned to one or more persons to research and collect.

The end result is a "Community Resource Guide" which gives the local community, as well as those from outside, a comprehensive listing of professional, service and volunteer organizations that can be drawn on for community improvements

Community Toolbox
Community Resources Guide

Type of Association	Examples/Activities
Artistic	Musical, theatrical, writing
Business	Chamber of Commerce, trade groups, business clubs
Charitable Drives	Red Cross, United Way, Volunteers of America
Church related	Volunteer groups for maintenance and youth/senior help
Civic Events	Mule Day, Watermelon Festival, Flea Market, Art Fair
Community Support	Friends of the Library, hospital auxiliaries
Elderly	Senior citizens clubs
Ethnic Associations	Black Heritage, Scottish Association
Health and Fitness	Aerobics, walking, tennis
Interest Groups	Book clubs, Genealogy, Historic Preservation
Ladies' Groups	Civic, Gardening, Association Chapter
Local Media	Newspaper, newsletters, local cable/radio
Men's Groups	Civic, educational, political, social
Neighborhood	Crime watch, clean-up
Outdoor Clubs	Master Gardeners, Audubon, conservation
Political	Democrats, Republican, caucuses
Recreation	Team sports, walking, cards
School	Parent/ Teachers, Alumni, school clubs
Service Clubs	Civitan/Civinettes, Kiwanis, Rotary, local
Study Groups	Bible, literary & heritage
Youth	Scouts, Boys and Girls Clubs, YMCA

Your Community: Assets and Opportunities

1. What are some of your community's major assets?

2. What are some unrealized or under-developed opportunities for your community?

3. Does your community have a team of people or organizations in place, which can begin to carry out community development? If yes, who are they?

    If not, what organizations can be called on to begin the process of organizing such a team?

IDENTIFY WHO NEEDS HOSPITALITY TRAINING

INFORMATION FORM

FOR POTENTIAL PARTICIPANTS FOR HOSPITALITY TRAINING

Some important **REASONS** that hospitality training is necessary include: **INFORMATION, EVENTS, DIRECTIONS, DETAILS, LOST PEOPLE. Who needs Hospitality Training??**

Please help us identify business owners, staff and organizations that are first point of contact with visitors/guests in Bibb County. (EXAMPLE: Individuals from Chamber of Commerce, library, key restaurants, convenience stores, gas stations at crossroads, hotels, etc).

1) NAME:
_____

TITLE or Affiliation with Business:
_____

NAME OF BUSINESS:
_____

MAILING ADDRESS OF
BUSINESS:_____
_____

TELEPHONE: _____ FAX: _____

E-MAIL:
_____

1) NAME:
_____

TITLE or Affiliation with Business:
_____

NAME OF BUSINESS:
_____

MAILING ADDRESS OF
BUSINESS:_____
_____

TELEPHONE: _____ FAX: _____

E-MAIL:
_____