

IMPACT

Extension Economic Development:
Texas Friendly Hospitality Program
Providing Customer Service Training

Making a Difference

Growing Communities through Workforce Training

- ◆ High quality customer service is an essential counterpart to professional business practice and to the continued success of destination tourism and related businesses in Texas communities.
- ◆ Nearly a third of consumers believe that, in this current economy, businesses 'pay less attention to providing good customer service' (32% from 1,000 in survey; American Express Global Customer Service Barometer report, 2012).
- ◆ Public and private sector business practitioners require continued professional development support through business training programs that address the expectations of quality customer service to destination visitors.



Extension's Response

- ◆ Texas A&M AgriLife Extension conducts the Texas Friendly Hospitality Program, providing customer service training for business practitioners as well as instructor training for business managers and AgriLife Extension Agent leaders.
- ◆ Program evaluation of customer service workshops in 2012 conducted by Texas Friendly program manager indicated registrant willingness to adopt the program (98%), confidence to change commitment level creating positive customer service experiences (97%), and anticipation of an economic benefit as a direct result from Texas Friendly training (77%).
- ◆ From 2011 through 2013, Texas Friendly customer service training has produced over 125,000 educational contact hours and provided by Texas Friendly customer service instructors.

Economic Impact

- ◆ In 2012, \$65 billion came from total direct travel earnings and travel spending that supported 568,000 jobs in Texas, generating nearly \$4.4 billion in local and state taxes.

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- ◆ Domestic visitation to Texas increased 6% over 2011 with an estimated 220 million domestic travelers having visited Texas destinations in 2012. (Texas Office of the Governor, Economic Development and Tourism report, July 2013)
- ◆ To meet the demands of increased state tourism, Texas Friendly Hospitality Program will continue to provide quality professional development customer service training programs that address the needs of destination visitors.



*Educational programs of the Texas A&M AgriLife Extension Service are open to all people without regard to race, color, sex, disability, religion, age, or national origin.
The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating*

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Contact:
Stephen Brueggerhoff, Extension
Specialist I
Department of Recreation, Parks and
Tourism Sciences
Texas A&M AgriLife Extension Service
ph. 979.845.0869
<http://texasfriendly.tamu.edu>