

# Hospitality

## Byway Tourism Ambassadors



### Be the Byway Host

Byway leaders are the official hosts for the byway, but since they cannot be everywhere at all times, an ambassador team of front-line employees, representatives and volunteers should be created. Often visitor destinations' staff and volunteers experience hospitality training. Evidence of this can be seen in the treatment of visitors by front desk staff at hotels and resorts as well as in restaurants and other tourist destinations.

### First Impression "Ambassadors"

The front-line people help create the first impression of the byway. The ambassador program should be an organized system of identifying, equipping and rewarding front-line employees who "sell" the byway to travelers. There should be one leader who will organize and groom the program. By having one central contact person, accessible by address, phone, email, a business will know who to contact should they want to be included, need materials or training or have news to share with other ambassadors, such as new/expanded services or locations.

### "Ambassadors" in All the Right Places

These Ambassadors are the front-line employees and volunteers at places where your travelers go, such as gas station clerks, hotel front desk staff, restaurant waitresses, attraction employees, and shop clerks. They should be given the necessary knowledge to be effective Ambassadors through a familiarization tour of local businesses and attractions, a fact sheet of the history of the area or fre-

quently asked traveler questions, and should be taught how to give directions (with the map upside down.)

### Byway "Ambassador" Training

The Ambassadors should be trained in customer service and how to handle complaints. As front-line people often have high turnover, this training should be on-going.

### Skills Package

Printed materials of suggested restaurants (including addresses, hours, and menu basics), things to do (attractions, events, interesting stops), and lodging (including addresses, phone numbers, websites) should be available for them to share with travelers.

A map that is easy to understand should be created with street names and important landmarks identified.

### Rewards and Recognition

Reward the ambassadors through recognition in the local media, offer "Ambassador Specials" to gain familiarity with fellow attractions and businesses, or offer exclusive "Ambassador Events." Reward the ambassadors for exceptional customer/traveler service.

### Thank You

Remember to thank the ambassadors for their invaluable expertise in customer service. They should feel valued and appreciated for their efforts to enhance the traveler's experience.

## Journey Through Hallowed Ground Byway - Certified Tourism Ambassador Program

Tourism is one of the largest employers within the JTHG National Heritage Area along the byway. It is a region 180 miles long, and 75 miles wide, spanning four states from Gettysburg, PA to Monticello, VA. To transform a good visitor experience into an exceptional one, The Journey Through Hallowed Ground Partnership has developed the JTHG Certified Tourism Ambassador Program (CTA) to train those who interact with visitors to the National Parks, Civil War battlefields, charming Main Street communities, and historic sites.

The CTA hospitality program is a half-day interactive class, supported by extensive reference material. Once frontline personnel successfully complete the specialized training course, they will be recognized as Certified Tourism Ambassadors, which is a nationally recognized designation.

CTAs enjoy exclusive access to our online database and network, along with discounts to businesses and historic attractions along the Journey. These benefits are incentives to explore and experience the region firsthand.