

CORRIDOR HOSPITALITY



Why is it needed?

CORRIDOR HOSPITALITY

Target training for anyone who regularly interacts with travelers.

- visitor center volunteers
- hotel staff
- restaurant staff
- retail employees
- members of the community

CORRIDOR HOSPITALITY

Excellent for

- training new staff
- preparing for a new travel season
- re-energizing a management team.

Training can occur any time of the day, any time of the year but more often than not, it is needed every year.

COLORADO GRASSROOTS TRAINING

Hospitality training with a kick

- Interpretation
- Resource Protection
- Traveler Ethics



STEP ONE: PRE-TRAINING EVALUATION

Survey of 100 Businesses:

- ✘ Lodging
- ✘ Food/Drink
- ✘ Retail
- ✘ Gasoline
- ✘ Attraction/Recreation

STEP ONE: PRE-TRAINING EVALUATION

Questions

- ✘ 1. What do you know about the San Juan Skyway?
- ✘ 2. How do I get onto the San Juan Skyway?
- ✘ 3. What is there to do on the San Juan Skyway?

STEP ONE: PRE-TRAINING EVALUATION

Our expectations?

Older women are the most forthcoming about information

The reality?

Older males were best, followed by older women.

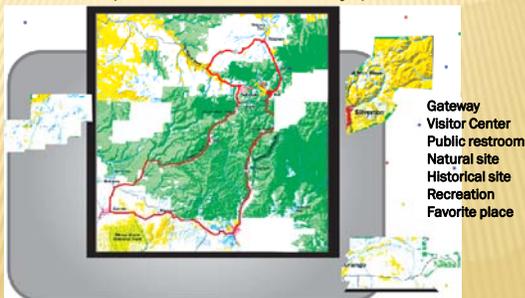
Younger women were willing but uninformed. Young men?

INTERPRETATION

- ✦ I-1 Piece Together The Byway Puzzle
- ✦ I-2 Gateways & Attractions
- ✦ I-3 Utilize Existing Information Tools
- ✦ I-4 Identifying Byway Assets
- ✦ I-5 Defining Unique Assets
- ✦ I-6 Who Can Be A Byway Interpreter ?
- ✦ I-7 Be A Human Bridge
- ✦ I-8 Ears And Lips - Be An Active Listener
- ✦ I-9 Pin The Tail On Maslow's Hierarchy
- ✦ I-10 Fresh Eyes
- ✦ I-11 Board Game - Byway Road Trip

DEFINE THE TERRITORY

- ✦ Map Puzzle and Gateways/Attractions



EXISTING INFORMATION TOOLS

- ✦ Brochures, maps, and audio/videotapes are communication tools that are designed to address travelers' most frequently asked questions. Many are free.
- ✦ Create a *Local Interpretive Materials Inventory Sheet* so participants have a full list of available interpretive materials and know whom to contact for supplies.

BE AN ACTIVE LISTENER

Active listening is the process of picking up on one word or phrase and repeating it to the traveler for the purpose of having the traveler clarify their initial inquiry.



"I'm all ears" may be the perfect description for an effective Byway Interpreter. Teach your hosts to not jump quickly to an answer they know, but to "fish" for the core intent or need of the traveler before responding.

MASLOW'S HIERARCHY

Only when a traveler's lower-order needs are satisfied (food, directions, restroom) can their higher-order needs be met (appreciation for beauty, interest in historical places, inspiration).



Teach your hosts to realize that when travelers express several levels of needs at the same time, the lower order needs should be addressed first, then move to higher-order needs.

BYWAY BOARD GAME

- ✘ Recreation
- ✘ Cultural and Historical
- ✘ Code of Ethics
- ✘ Natural History
- ✘ Scenic/Natural
- ✘ Frequently Asked Questions



11 Where is the nearest Forest Service office?	12 Which Forest Service campground is the closest to town?	13 Are there any views you can't see from the car?	14 Are there trails for horseback riding? Are there places to rent horses?
15 Are there any specialty restaurants anywhere on this Byway?	16 How can we find out about the cultural groups that live in this community?	17 Are there important historical sites on this Byway?	18 Did any famous people come from this region?
19 We came to see wildlife, are there any guidelines?	20 We want to hike our ATVs on a trail, where would you suggest?	21 Where can we get firewood?	22 Are there any restrictions for mountain bikes?
23 Is it okay if we climb around an old cabin if we find one?	24 Is there any place to see chinquapin tracks?	25 What are the signs of past Spanish habitation on this Byway?	26 My daughter found a bird's nest on the ground. Can she keep it?
27 Where is a good place to leave pictures of tracks?	28 What can we see along the highway to the Four Corners?	29 Is there a rock shop along this Byway?	30 Where is peak season for wildflowers?
31 Where is the local RV dump site?	32 Where is the next public restroom on this Byway?	33 Where can we find a veterinarian?	34 Is there a 24-hour pharmacy in this area?

RESOURCE PROTECTION

- ✘ P-1 Solving The History Mystery
- ✘ P-2 Sorting Postcards: Scenic Land & Historic Sites
- ✘ P-3 Puzzle Of Protected Lands
- ✘ P-4 History Of Protected Lands
- ✘ P-5 Ownership : Protecting Lands
- ✘ P-6 Easements: Protecting Lands
- ✘ P-7 Regulation: Protecting Lands
- ✘ P-8 Preservation Lingo Bingo

POSTCARDS: SCENIC LAND & HISTORIC SITES

- ✘ **Step One:** Purchase postcards that show important features along the Byway such as scenic vistas, historic sites or districts
- ✘ **Step Two:** Research the current status of the land or historic site depicted on each postcard.
- ✘ **Step Three:** Find old postcards or photographs to show landscapes or landmarks that have been changed or lost.
- ✘ **Step Four:** Sort these postcards into two piles: lands, historic sites, or districts that are protected and those that are not protected. Discuss why postcards were sorted as they were.



ETHICS

- ✘ E-1 Define Ethics
- ✘ E-2 Travel Dilemmas
- ✘ E-3 Existing Codes Of Ethics
- ✘ E-4 Communicating Local Ethics To Travelers
- ✘ E-5 Marketing The Local Ethics Message

TRAVEL DILEMMAS

IS IT AN ETIQUETTE, ETHICAL OR LEGAL ISSUE?

✓ A local scholar is writing a guidebook to an area rich in Native American heritage. Do you include undisturbed archaeological sites that you have researched but that have not been written about to date?

✓ One of the volunteers on your tour never fails to entertain visitors but regularly tells amazing tall tales that most people believe are true. Do you say something or keep quiet?

✓ Grandpa Pete takes his grandson Stevie fishing for the first time. Stevie catches his first fish and it is undersized. He cries hysterically when Grandpa tells him he must throw it back.

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**QUESTIONS
OR
COMMENTS?**

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