

Customer Service/ Customer Satisfaction

“75 Customer Service Tips/ Quotes/ Statistics”: [HelpScout](#)

2017 Customer Service Barometer ([American Express](#))

“Customer Service Training with a Tourism Twist: National Extension Tourism Conference (2017) <http://agriflife.org/extensiontourism/files/2012/08/CS6-A-2-Tomas-Rozier-NET-2009.pdf>

Get Started on [TripAdvisor](#) – Resources to help Manage your Listing: Quick Start Guide; Primary Photo listing; How to Optimize your Attraction listing; How to make a great Promotional Video for your Business

“Importance of Customer Service in Hospitality & Tourism” (January 2019) by Scott Morgan, ([Small Business Chronicle](#))

The Inclusive Historian’s Handbook: <https://inclusivehistorian.com/>

“Recruiting and Retaining Great Volunteers: Case Study from Belle Grove Plantation” (Middletown, Virginia) – American Association for State and Local History (<https://aaslh.org/recruiting-and-retaining-great-volunteers/>)

Voice of the Visitor: 2020 Annual Outlook on the Attractions Industry ([PGAV Destinations](#))

“Why Customer Service is Important in Non-Profits” (Customer Service Zone – [Gaebler.com](#))

“Why Customer Service Really Matters to Nonprofit Organizations” by Elizabeth Chung ([Classy](#))

COVID-19 Resources:

[Colleen Dilenschneider: Know Your Own Bone](#): Data-Driven Research for Cultural Institutions (and Heritage Organizations), particularly for COVID-19 Recovery/Traveler Sentiment

COVID-19 Resources & Information for the Museum Field – American Alliance of Museums: “Centering diversity, equity, accessibility and inclusion”; “Maintaining museum excellence in the time of COVID-19”; “Staying connected with your audiences” (<https://www.aam-us.org/programs/about-museums/covid-19-resources-information-for-the-museum-field/>)

American Association for State and Local History: Planning for COVID-10 (<https://aaslh.org/planning-for-covid-19/>)