

Utah Tourism Industry's Perceptions of Hospitality and Customer Service Training

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A survey assessing the Utah tourism industry's perceptions and attitudes towards hospitality and customer service training. Results suggest survey respondents are highly aware of the economic benefits of tourism and the importance of better hospitality and customer service for improving the quality of visitor experiences in Utah.

Fact Sheets

[Statewide Customer Service and Hospitality Training](#)

[Tourism Challenges for Utah in the 21st Century](#)

[Tourism Connection: Contributing to Sustainable Community Development in the 21st Century](#)
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