

Importance of Tourism

- **In 2007, the gross domestic product of the Texas travel industry was \$23.1 billion.**

(Of the leading export-oriented industries in the state, only oil and gas production and related manufacturing had a significantly higher GDP.)

- **Total direct travel spending in Texas in 2007, was estimated to be \$56.7 billion.**

(This amount was an increase of more than 5 per cent over the previous year.)

- **Direct travel industry employment was in excess of 530,000 people.**

Students with this concentration will gain experience in...

- Operating an historic site.
- Managing a physical plant.
- Understanding the economics and the role of heritage and cultural sites in a community.
- Retail operations.
- Buildings and ground supervision.
- Hospitality management.
- Organizational management.
- Publishing.
- Marketing and promotions.
- Business accounting and finance.
- “Hands on” applications through internships.

Operating an Historic Site



Downtown Buffalo Gap, Texas in 1910



Managing a Physical Plant



Barber Shop



Texaco Service Station, 1926



Post Office, 1950



General Store, 1890's

Understanding the economics and the role of heritage and cultural sites in a community.



Cagle and Cagle



First Church of the Nazarene
Formed in 1898



Retail Operations

- Inventory
- Daily Reports
- Cash Management
- Scheduling Employees



Buffalo Gap Mercantile, 1910



Buildings and Grounds Supervision



**Home of Abilene's first Marshal, Tom Hill
Built in 1881**



Cabin built in 1875

Hospitality Management

The Parsonage



Guest House



Dining Area



The Parlor

Organizational Management

Chautauqua

Learning Series

Chautauqua Learning Series



Vintage Base Ball

- Work with Volunteers
- Fundraising Activities
- Event Preparation and Planning
- Grant Writing



Buffalo Gap Historic Village

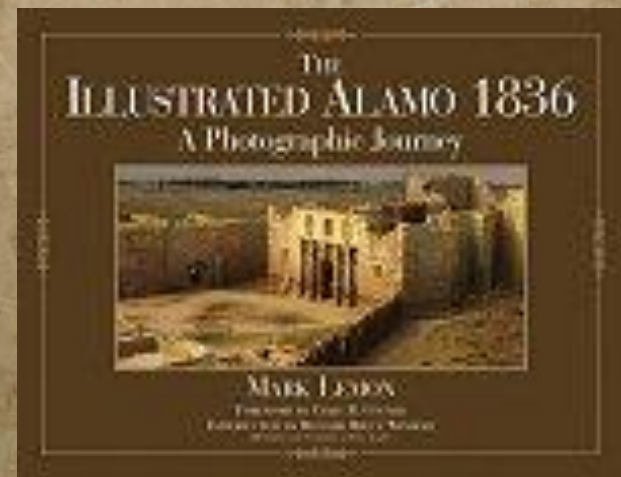
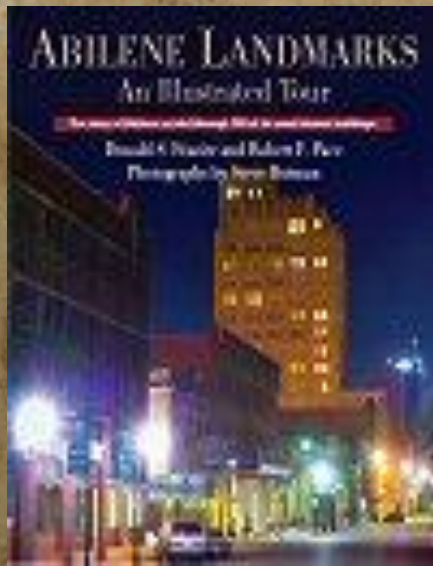
Publishing, through operations of State House Press and McWhiney Foundation Press.

State  House
Press



McWhiney Foundation Press

Working with authors, co-editors, designers and printers affiliated with the Texas A&M University Press Consortium.



Marketing and Promotions

Preparation of items such as...

- Brochures
- Rack Cards
- Internet/Web Advertising
- Banners
- Billboards
- Newsletters

Writing newspaper articles and press releases



Business Accounting and Finance

- **Management of Budgets**
- **Accounts Payable**
- **Accounts Receivable**
- **Book Inventory**
- **Merchandise Inventory**
- **Payroll**
- **Investments**
- **Bank Reconciliation**
- **Insurance**
- **Author Royalty Accounting**

**Monthly, quarterly, and yearly reporting for Local, State, and
Federal governments**

INTERNSHIPS



TEXAS FRONTIER HERITAGE
& CULTURAL CENTER

The Texas You Expect™

Heritage tourism interns will have the unique opportunity for a learning laboratory experience at the Buffalo Gap Historic Village and other operations of the Texas Frontier Heritage & Cultural Center, in Buffalo Gap, Texas.