

*Who Shares*  
**in the**  
**tourist trade**

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University of Missouri

Extension Division

Resource Development

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# Who Shares in the tourist trade

## IMPORTANCE OF THE TOURIST TRADE

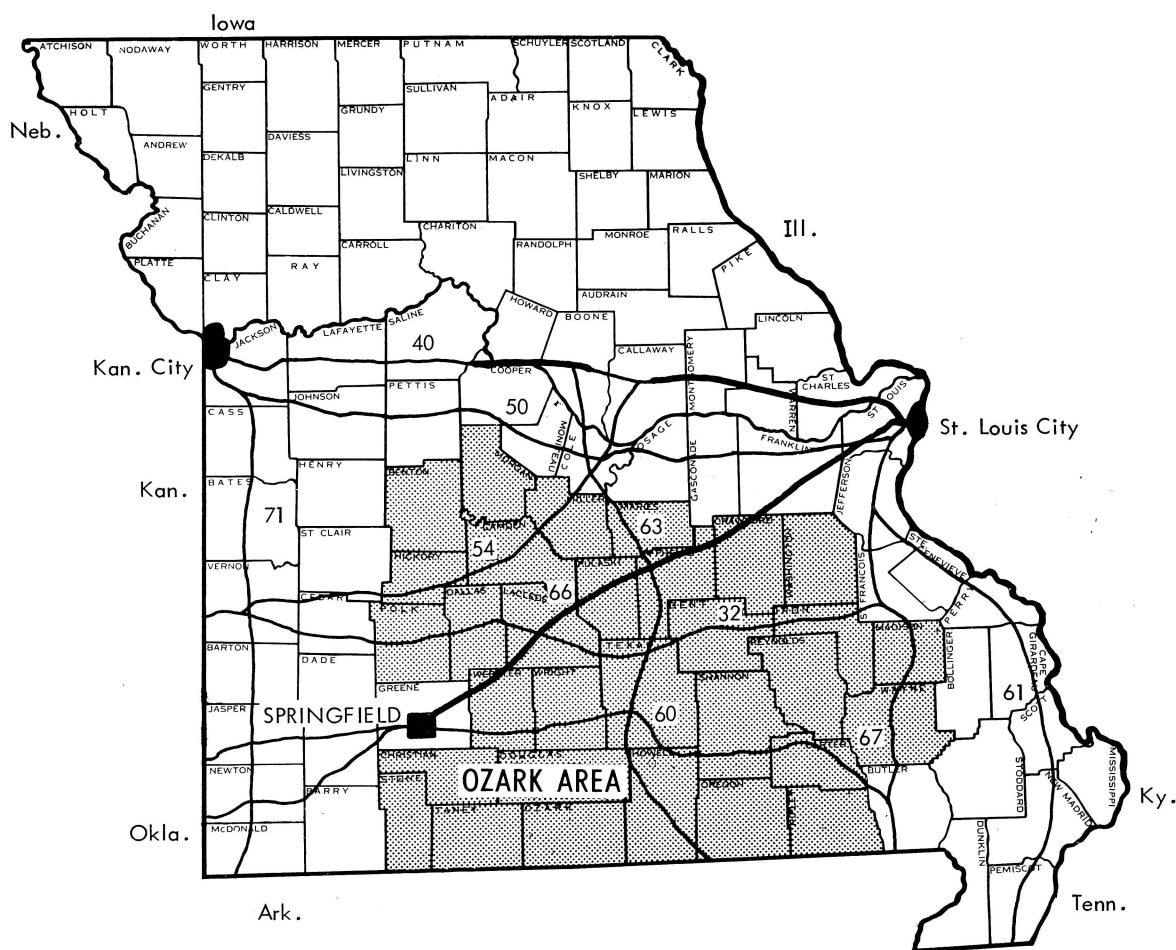
By

Ronald Bird and Coy G. McNabb<sup>1</sup>

Twenty-one percent of the total retail and personal service business in 31 Missouri Ozark counties was attributed to the tourist trade in 1959; this amounted to \$68,000,000.

The expenditures of tourists in the Ozark Area has

given local residents the opportunity to become proprietors of retail firms, to find jobs with firms that cater to tourists, and to sell tourists some products that are produced locally. This is a report on the results of a study that was conducted in 1960<sup>2</sup>.



Map 1.

<sup>1</sup>Agricultural Economist, Resource Development, Economics Division, Economic Research Service, U.S. Department of Agriculture; and Extension Associate Professor of Agricultural Economics, University of Missouri, respectively.

<sup>2</sup>This is a report on the results of a study conducted in 1960 on the importance of tourist trade to the economy and its contribution to the incomes of people in the Ozarks of Missouri. Data were obtained by interviewing 797 operators; for details of study see University of Missouri, Agr. Expt. Sta. Res. Buls. 798 and 799, March 1962.

## Nearly All Retail Merchants And Personal Service Operators Share In The Tourist Trade

Eighty-eight percent of the 8,467 operators stated they received some business from the tourist trade and seven percent of the operators said that all their business was from the tourist trade.

During 1959, tourists spent \$13,200,000 for accommodations at motels and hotels, \$9,500,000 for services at gasoline stations and an equal amount for other services from automobile dealers and garages. Other types of businesses received lesser amounts as indicated in the chart below.

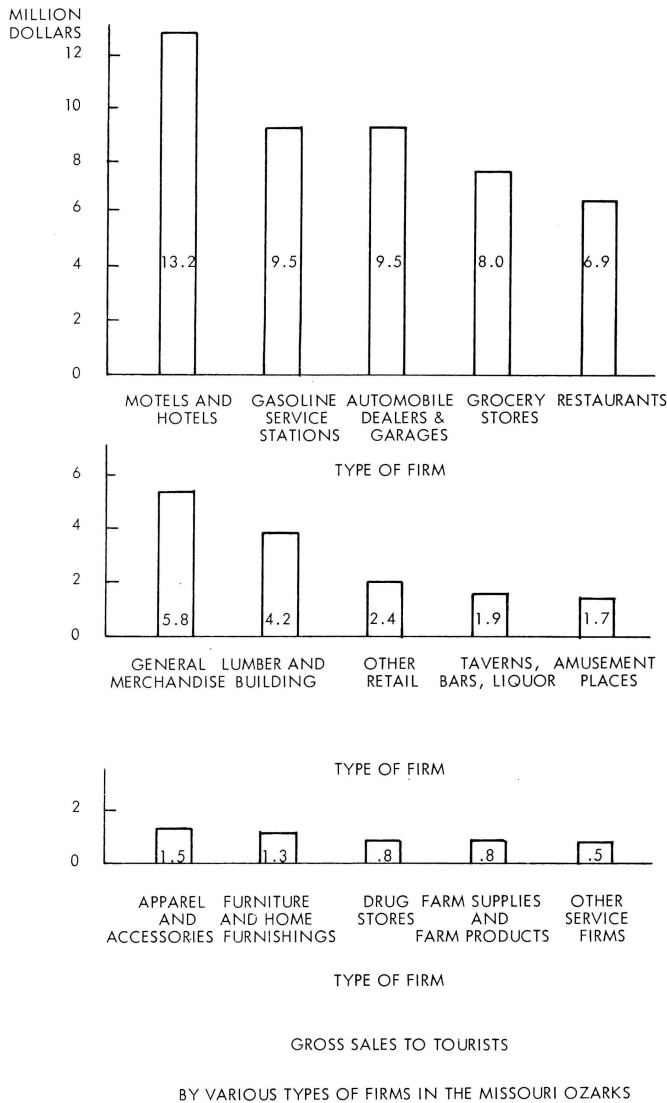


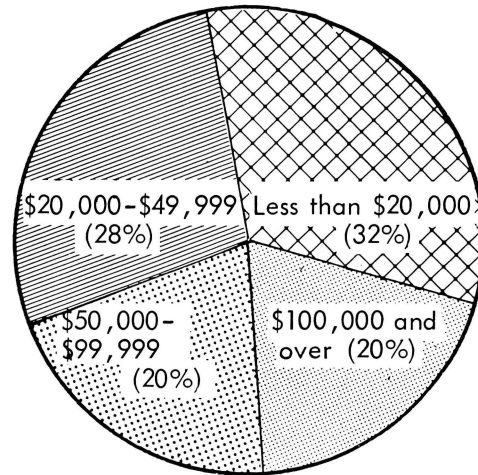
CHART 1

## NATURE OF BUSINESSES

### CATERING TO TOURISTS

#### Volume of Business - Small:

About one-third of the firms had annual gross sales less than \$20,000 and only one-fifth had gross sales greater than \$100,000 in 1959.



GROSS SALES TO ALL CONSUMERS

CHART 2.

#### Few Employees Hired:

Forty-eight percent of the retail and personal service firms were operated by two or less people. Only four percent of the firms employed more than ten workers.

#### Most Firms Owner-Operated:

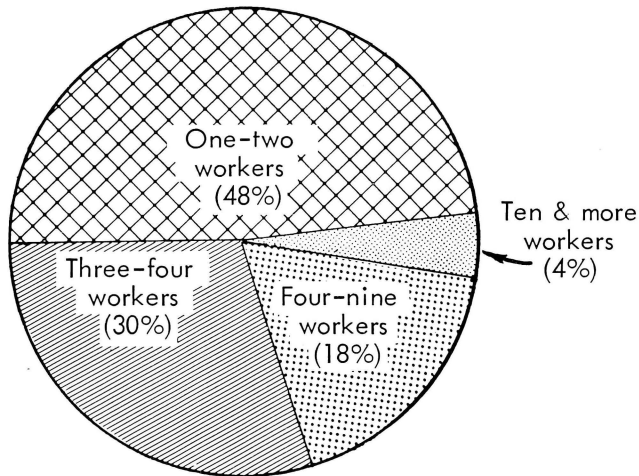
Eighty-seven percent of the retail and personal service firms in the Ozark Area were owned by the current operators; two percent were leased. Only 11 percent were managed for absentee owners.



Most firms are owner-operated.

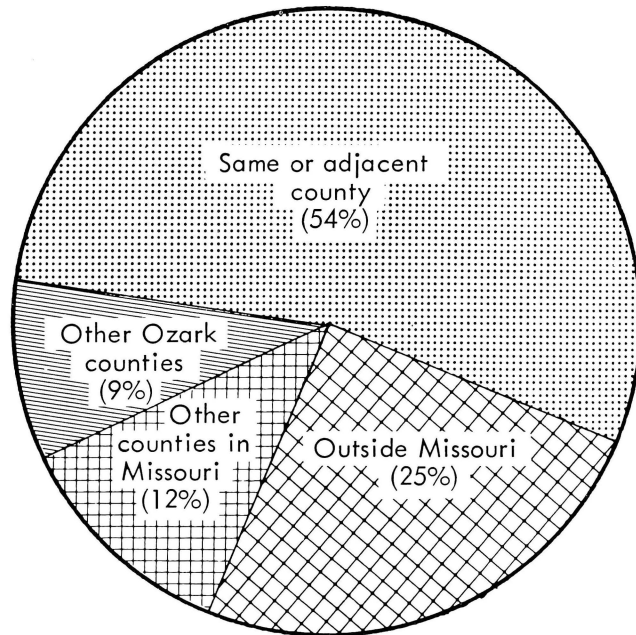


*The volume of business is small.*



NUMBER OF WORKERS

CHART 3.



PLACE OF BIRTH

CHART 4.

### *Open Many Hours:*

Seventeen percent of all operators were open for business 24 hours a day, and less than two percent were open for business less than ten hours a day. Forty-three percent catered to business seven days a week with 94 percent open for business the year-round.

employed outside the county where they are currently residing. An additional 13 percent had been employed only in other Ozark counties.

## CHARACTERISTICS OF OPERATORS

### *Majority Born in Missouri:*

Fifty-four percent of the operators were born in the same or an adjacent county to the one in which they were currently operating a business. Only 25 percent were born outside the State of Missouri.

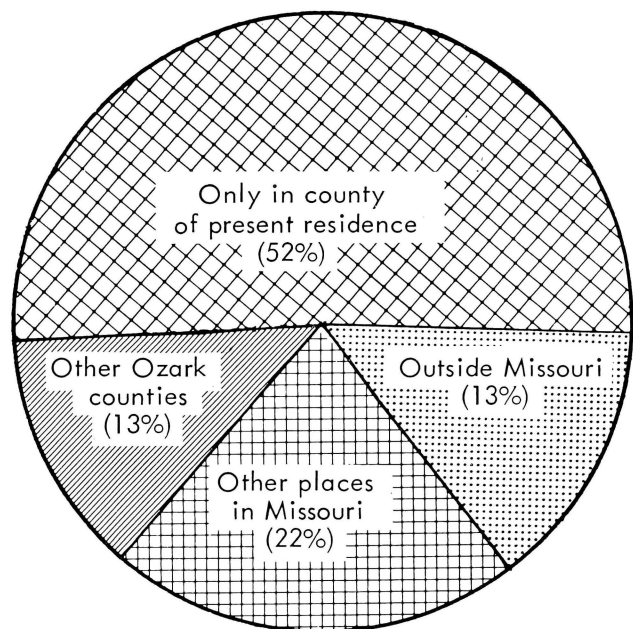
### *Most Operators*

#### *had a Farm Background:*

Seventy-two percent of the operators were raised on a farm or had farmed. Only 28 percent did not have a farm background.

### *Many Operators Never Employed Outside the Ozark Area:*

Fifty-two percent of the operators were never em-



PLACES WHERE OPERATORS HAD BEEN EMPLOYED

CHART 5.

# EMPLOYEES OF RETAIL AND PERSONAL SERVICE FIRMS

The retail and personal service firms are an important source of employment for local labor in the Ozark Area.

## *Number Employed:* 1959

Total—17,519 employees. Result of tourist trade—5,321 employees.

## *Wages Paid -* 1959

Total — \$27,435,000. Result of tourist trade — \$6,119,000.

## *Almost All Are Local Residents:*

Ninety-seven percent of the employees who were hired resided in their present locality before they were hired. Forty-one percent were from areas outside of incorporated towns.

## *Types of Jobs:*

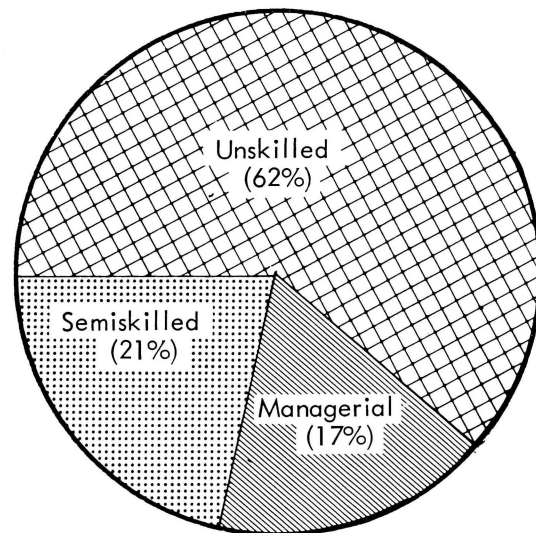
Most of these jobs were open to persons without special training or much formal education. Sixty-two percent were employed in jobs which were classified as unskilled. Twenty-one percent of the employees were employed in semiskilled jobs where some type of formal trade school training would have been helpful. There were 17 percent of the employees who had managerial jobs. However, most of these had no college training.

## *Wages - Full-Time Employees:*

The average wage paid per year was \$2,618 for unskilled labor, \$3,181 for semiskilled workers, and \$3,657 for managerial workers.

## LOCAL PRODUCE AND LOCAL RETAIL

In addition to direct employment, there was \$15,500,000 worth of locally produced goods sold in retail stores in 1959. More than three-fourths of these items were produced by local farmers. For example, meat, milk, and eggs. Tourists purchased \$2,485,000 worth of the locally produced goods.



TYPE OF JOBS

CHART 6.

## SUMMARY

- Tourists spent \$68,000,000 in 31 Ozark counties in 1959.
- Eighty-eight percent of the 8,467 retail and personal service firms shared in this business.
- Seventy-five percent of the operators were born in Missouri, most of them locally.
- Seventy-two percent of the operators were reared on a farm.
- Over 5,000 employees owed their jobs to the tourist trade.
- Over 97 percent of the employees were recruited locally.
- Sixty-two percent of the workers held jobs that required little formal training.
- Almost \$2,500,000 worth of locally produced goods were sold to tourists.



Local products are sold.



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