



# Food and Beverage service -Level-I

Based on March, 2019 Version 3 OS



**Module Title: Providing Information to Visitors**

**LG Code: CST FBS1 M10 (1-3) LG (42-44)**

**TTLM Code: CST FBS1 TTLM 1201v1**

February, 2021  
Adama, Ethiopia



United Nations  
Educational, Scientific and  
Cultural Organization



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**LG  
#42**

## **LO #1 Access and update visitor information**

### ***Instruction sheet***

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Identifying and accessing *sources of information*
- Incorporating information into day-to-day working activities
- Sharing information
- Identifying and using local and knowledge

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Identify and access *sources of information*
- Incorporate information into day-to-day working activities
- Share information
- Identify and use local knowledge

### **Learning Instructions:**

1. Read the specific objectives of this Learning Guide.
2. Follow the instructions described below.
3. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them.
4. Accomplish the “Self-checks” which are placed following all information sheets.
5. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).



## ***Information Sheet 1- Identifying and accessing sources of information***

### **1.1 Introduction to accessing sources of information**

The importance of destinations being ‘accessible for all’ is being recognized increasingly. In a narrow sense, this may mean providing access for visitors with mobility, audio or visual impairments, but destination managers should also think more broadly of the requirements of the elderly and families (particularly single parent families). Extending ‘access’ within destinations makes *sound business sense*. It enhances the overall quality of the product on offer, provides facilities which can also be used for the local community, ensures visitor satisfaction and potentially reaches out to a larger market. Managers should have a clear idea of who they are providing access for and what their specific requirements might be. These requirements should be considered in every aspect of the visitor stay: promotion, transport to and around the destination, attractions and amenities such as accommodation and restaurants.



## 1.2 Accessing source of information

May include:

- talking and listening to colleagues and customers
- participating in local familiarization tours
- visiting the local information center
- personal observation or exploration
- watching television, videos and films
- listening to radio
- reading local newspapers, staff notice boards, leaflets, brochures and internal newsletters
- attending team meetings

## 1.3 Visitor information must include:

- Organization-specific information
- Local transport options
- Local attractions and events
- General visitor facilities, including shopping locations, currency exchanges, post offices, banks and emergency services
- Specific shopping details, including local markets
- Accommodation options
- Restaurants, cafes and other dining venues
- Other facilities and services such as hairdressers, dentists and travel agencies
- Theatres and entertainment venues
- Sporting facilities
- Tours, local outings and trips
- Travelling routes
- Weather conditions.
- climate



### 1.3 Primary and Secondary sources of information

- **Primary sources:** Primary sources are the original documents of an event or discovery such as results of research, experiments or surveys, interviews, letters, diaries, legal documents, and scientific journal articles. Primary sources are also records of events as they are first described. These might be videotapes, audio recordings or eyewitness news reports.
- **Secondary sources:** Secondary sources offer an analysis or a restatement of an event or discovery described in primary sources. They interpret, explain or summarize primary sources. Some secondary sources are used to persuade the reader. Secondary sources may be considered less objective. Examples of secondary sources include: dictionaries, encyclopedias, textbooks, articles and editorials that interpret or review research works
  - ✓ It is important to decide on the type of information or media you need before you start looking, and to know what type of information or media you are viewing as you critically evaluate it.



#### *1.4 Sources of visitor information May include:*

- Brochures
- Timetables
- Local visitor guides
- Library and local council
- Local people including local identities with specialized knowledge
- Winemakers and other wine experts
- Organization information

##### **1.4.1 Destination information**

- Attractions
- Activities
- History
- Language
- Population
- Geographical features
- Climate.





|               |              |
|---------------|--------------|
| Self-Check -1 | Written Test |
|---------------|--------------|

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next

Page:

**I. Choose the best answer (each 1point)**

1. Which one of the following is different?

A, History    B, Language    C, Population    D, Geographical features E, None

2. Source of *visitor information* may include:

A, Brochures    B, Timetables    C, Local visitor guides    D, All are possible answer

3. Accessing source of information may include:

A, talking and listening to colleagues and customers

B, participating in local familiarization tours

C, visiting the local information center

D, All are possible answer

**II. Fill the Blank Space**

4. \_\_\_\_\_ are the original documents of an event or discovery such as results of research, experiments or surveys, interviews, letters, diaries, legal documents, and scientific journal articles. .

5. \_\_\_\_\_ is also records of events as they are first described. These might be videotapes, audio recordings or eyewitness news reports.

**Part III, List and describe the question**

1. List down the destination information may included (5%)

\_\_\_\_\_ , \_\_\_\_\_

\_\_\_\_\_ , \_\_\_\_\_

\_\_\_\_\_ , \_\_\_\_\_

2. What is the importance of being accessible for information? (5%)

\_\_\_\_\_ , \_\_\_\_\_ , \_\_\_\_\_

\_\_\_\_\_ , \_\_\_\_\_ , \_\_\_\_\_

**Note: Satisfactory rating 15 points**

**Unsatisfactory - below 15points**

You can ask you teacher for the copy of the correct answers.

**Answer Sheet**

Name: \_\_\_\_\_

Score = \_\_\_\_\_  
Rating: \_\_\_\_\_

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Date: \_\_\_\_\_

## ***Information Sheet 2***

# ***Incorporating information into day-to-day working activities***

### **1.1 Introduction**

It is critical for all venue staff to incorporate the sharing of local knowledge and information into day to day working activities.

This Section identifies some ways this may be done and also highlights a very common mistake you must ensure you never make in relation to providing local information to Visitors/guests.

### **1.2 Ways to incorporate local knowledge into daily activities**

Some of the following have already been mentioned but this Section expands on and reinforces the information presented previously:

### **1.3 Prepare a few local trips for your visitors**

It will not take much for you to put together a few trips around the local area to enable guests/visitors to experience what the local area has to offer and guests are sure to be appreciative.

Remember the key aims of doing this are:

- To try to get the guest to stay another day or more
- To maximize their enjoyment during their stay in order to bring repeat and referral business. There are usually three trips worth organizing – the full-day trip, a half-day trip and the „two hour“ trip. The full-day trip should spell out:

The route to take the distances involved the times allowed for

Details of all the destinations you have planned for people to See. You would aim to put together as many of these types of Trips as you can. There may be subtle changes between similar trips based on different opening days/hours for some attractions. For example, your area may have certain attractions not open on Tuesdays and Wednesdays. Half-day trips should aim at a four-hour trip. You may have different ones for different days, for example, because some places may not be open at certain times, or the animals are only fed at 4:00PM, or the tide comes in at a certain time. There may be different ones for the morning and afternoon. You may even prepare different ones for different weather conditions. There may be different ones for different seasons especially where



natural attractions are involved. Night walks are a fairly common extension of this concept. The „two hour“ trip is for those people who want to squeeze a little bit extra in today, or before they depart the area tomorrow. The same advice as for the other types of trips applies except the trip is just shorter. You may be able to divide a half-day trip nicely into two, or it may be a totally new idea. It is a good idea to create one of these trips between your venue and, for example, the airport so the guest/visitor can a little bit extra on their way „home“. These „trips“ can be „mud maps“ with hand-written features or you may produce them on your workplace computer and printer. You may elect to take them to a professional and Have them professionally produced and printed for distribution. Naturally the itinerary you prepare should be certain to describe any potential pitfalls, dangers, obstacles, hazards, or warnings. It should also list any items people should take with them. This may include petrol, sun screen, drinking water, coins for machines and/or need for a hat. Depending on your clientele, you may prepare trip handouts in different languages to cater for the cross-section of international visitors your venue attracts.

#### 1.4 The BIG ‘No-No’

There are lots of pieces of information a tourist or visitor could potentially ask for and in reality it is rare for anyone to be able to answer every enquiry from every person. You are never, therefore, expected to know everything about everything. BUT you are also never expected to just answer an enquiry you do not know about with a silly grin and the words „Sorry, I don’t know“. If you do not know, it is acceptable to say so but you must then take appropriate action to follow-up, find out and get back to the visitor with the required information. This may involve: Making a phone call to the actual attraction or hotel they are making enquiries about, or phoning the Visitors Information Centre Asking someone else if they know. If you do not know there may well be another staff member who does know and who may be able to help Referring to your library of tourist information. This could assist with finding out, for instance, prices, and the finer details (such as opening times, credit cards accepted).

#### 1.4 Remember – tourists are not locals

It is very easy for people who live in a place to forget visitors and tourists do not have the same „local knowledge“ they have. As locals you often take much knowledge for granted and most of this information is information tourists and visitors do not have. You have to always be on your guard about „assuming knowledge“. That is, assuming the tourist

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knows basic information you know that you have grown up with. Most tourists do not understand the subtleties of the local culture and will be unfamiliar with many things you automatically know. The main point is that it never hurts to check with tourists/visitors that they fully understand and appreciate even the basics of your society and culture.

- Always bear in mind that many visitors/guests are in a strange place and desperately looking for a friendly face and help. Help often takes the form of:
- Talking to people
- Smiling
- Offering to help
- Providing advice and information
- Showing an interest in them as individuals.



Self-Check -2

Written Test

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next Page:

**I. Choose the best answer (3 point)**

1. Which one of the following is different?

- A, Talking to people
- B, Smiling
- C, offering to help
- B, Providing advice and information
- C, None

**Part III, List and describe the question**

1. What is itinerary plan? (3%)

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2. What is the difference between local tourist and foreign tourist? (3%)

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3, what is the importance of having local knowledge? (3%)

4, what is the difference between tourist and travel? (3%)

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**Note: Satisfactory rating 15 points**

**Unsatisfactory - below 15points**

You can ask you teacher for the copy of the correct answers.

**Answer Sheet**

Name: \_\_\_\_\_

Score = \_\_\_\_\_

Rating: \_\_\_\_\_



Date: \_\_\_\_\_

|                            |                            |
|----------------------------|----------------------------|
| <b>Information Sheet 3</b> | <b>Sharing information</b> |
|----------------------------|----------------------------|

### 1.1 Introduction of Share information with colleagues

When you have managed to gather and update local information you must be prepared to share such information with work colleagues and incorporate it into your day to day work activities. This section identifies how local information may be shared with colleagues and Section. Remember: „Knowledge is power“ but only if you actually use the knowledge.

*The basic ways to share new and/or revised (updated) information with fellow employees are to: Verbally tell your colleagues about what you have learned:*

- On a one to one basis
- At staff briefings
- At staff meetings

*E-mail co-workers with the information you have discovered attaching relevant information as applicable Prepare a short handout. Put this:*

- On the staff notice boards
- Hand-deliver it explaining it at the time you hand it out
- In wages envelopes
- In the internal newsletter

*Update the internal systems such as CRS, described in the previous Section Replace and replenish internal displays and/or information points with new or revised materials – also described in the previous Section. Extra ways to advise staff/colleagues about new/revised local information can be to: Arrange for a guest speaker from the venue/attraction to come and talk to staff –explaining the venue/attractions, providing sample items, bringing promotional materials Arrange for a speaker from the Visitor Information Centre to attend and make a formal presentation to venue staff.*

### 1.2 Share updated information with potential customers

When presenting information to clients, the level of preparation may vary from simply passing over a brochure, providing some verbal information through to preparing a detailed quotation.

### 1.3 Presentation considerations

One of the first steps in this process is to identify the best method in which to get the information to the customer.



Given that a travel company now can reach customers in all corners of the globe, through electronic communication and social media, in many cases the traditional method of face to face meetings may not be possible.

Whilst face to face contact is still the most preferred method, there are many submission methods that can be used to suit the needs of both the customer and travel agent.

There are a number of considerations that must be taken into account when selecting the most appropriate submission method.

Some considerations include:

- ✓ Location of the customer – naturally if the customer is not located in your area, the concept of face to face discussion is not possible
- ✓ Number of persons to receive quotation – when preparing information for business purposes or for a number of travelers, the information may need to be sent to many persons in different locations
- ✓ Reliability of submission methods – depending on the region, some submission methods, such as mail, may be unreliable and quite simply take too long to get to the customer
- ✓ Types of documentation required – if the quotation also contains reference materials such as brochures from destination and service providers, mailing of documents may be the most preferred method
- ✓ Time frames required – in the event of immediate travel, electronic communication will be the most desirable submission method as it is instantaneous
- ✓ Costs – naturally there is great cost associated in mailing proposals on a regular basis. Depending on the organizational requirements, initial quotations may be sent electronically, as it is the most cost effective method of submission

## 1.4 Destination information submission methods

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Destination information can be provided to customers in one of the following ways:

- Verbal explanation
- Provide hard copy materials
- Provide electronic materials.

#### **1.4.1 Verbal explanation**

Whilst you as the travel agent may have spent considerable time researching and developing a quotation for a customer, it is important to remember that the customer may have only seen an initial quotation.

Also it is important to remember that customers do not have the same degree and depth of knowledge in the travel industry and the processes involved in making bookings, and that they will need explanation from yourself to help their understanding.

##### **A. Benefits of providing a verbal explanation**

- Explain in more detail the key pieces of information in them
- Answer any questions customers may have
- Provide suggestions and recommendations
- Outline the processes associated with confirming and organizing travel arrangements
- Guide them through the sales process.

#### **1.4.2 Providing hard copy materials**

Another effective method of providing destination information is through the distribution of hard copy materials. This method may be used as an individual activity or in conjunction with other information delivery methods.

##### **A. Benefits of providing hard copy materials**

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There are a number of benefits of distributing hard copy destination information to potential audiences including:

- utilizes an additional learning method – as opposed to listening to a presentation
- Provides comprehensive information
- provides appealing images
- Provides information in its intended message
- enables the audience to review information at their own time and at their own pace
- Enables information to be reviewed on multiple purposes
- enables the audience to show other people information as well
- Enables audience to become familiar with content before subsequent verbal presentations and meetings

## **B. Types of hard copy materials**

There are endless hard copy materials that can be provided including:

- Reports
- Brochures
- Quotations
- Invitations
- Travel itineraries
- Handouts
- Fact sheets
- Notes
- Photocopies from policy manuals
- Texts
- Media articles
- Photographs
- Posters
- Flyers
- Marketing materials
- Financial statements



### 1.4.3 Providing electronic materials

Sending electronic materials is the most common way of sending information to various stakeholders and customers.

#### A. Benefits of distributing electronic materials

There are a number of benefits of distributing electronic destination information to potential audiences including:

- ✓ Information can be shared instantaneously
- ✓ It guarantees the intended audience receives the information, unlike mail which may go missing
- ✓ It enables the sender to see who has received and read the information
- ✓ Information can be sent to numerous people
- ✓ Information can be sent securely enabling information to remain confidential
- ✓ It can be distributed to people around the world, regardless of location
- ✓ It is a cost effective method of distributing information
- ✓ It reduces storage space required for hard copy documents
- ✓ It can be stored in shared 'cloud' systems for access by many people
- ✓ Information stored in electronic systems can be updated easily.

### 1.5 Customer service basics when presenting destination information

When presenting destination information customer service essentials include the need to:

- Have comprehensive destination knowledge
- Remember to consider customer needs, wants and preferences and suggest only those destinations and services that meet these identified criteria

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- Ask questions – to gather information from the customer to identify if the quotation meets their needs, wants and preferences and to clarify related issues
- be proactive – that is, you need to be able to initiate interaction with customers rather than wait for them to come to you and ask a question or make a purchase
- Provide information, recommendations, advice and suggestions that aligns with identified customer need
- Sell the benefits of destinations and services – as opposed to simply stating the features of the destinations and services
- Overcome objections by customers to making a purchase – by identifying the root cause for the objection and then applying acceptable problem-solving techniques
- Allow customer's time and opportunity to consider their purchase – as opposed to rushing them, pressuring them or intimidating them into buying
- Make legitimate all add-on/complementary sales – to optimize the value of the sale and providing what the customer wants without pressuring the customer
- Close the sale – as opposed to allowing the customer to continually 'think about it' and eventually decide not to purchase.

## 1.6 Process of explaining destination information

When communicating destination information it is vital that the client understands what is being introduced and explained to them.

The process of explaining and expanding on quotation information has some vital elements that must be covered, including:

These concept aspects can therefore include:

- Details about physical destinations – where they are made, their characteristics, their price and availability, how to buy those destinations



- Information about the services that are available – including who provides the service, when it is available, how much it costs, what it involves, what it is like and how to book it
- Information on prices, specials, deals and packages – being able to explain how these benefit the customer, what savings they involve, when they are available, when the offer finishes, who is eligible for them and how to obtain them
- Providing personal interpretation and explanation of the quotation
- providing supplementary information as required
- explaining the reasons for charges and fees included in the quotation
- assisting the client to understand the reputation and expertise of nominated suppliers, providers and carriers
- Providing supporting brochures and marketing materials to assist with understanding of the quotation.

## 1.7 Types of destination information to communicate

### General information

Date of quotation and reference number  
(if applicable)

- Length of travel and class of travel

- Clients name
- Phone contacts
- Email address
- Address
- Dates of travel



## 1.8 Travel **destinations and services**

### 1. **Flights**

- Airline details
- Destinations and routings
- Class of travel
- Departure and return dates – remember to include the year
- Fare validity – for sale and for travel dates
- Air fare per person
- Taxes per person (always state that these are subject to change).

### 2. **Accommodation**

- Name of accommodation and location
- Room type and bedding configurations
- Check-in and check-out dates
- Total number of nights
- Any extras or inclusions such as meals, transfers etc.
- Cost per person per night and total amount for the stay.

### 3. **Cruises**

- Name of the cruise line or company
- Name of the ship



- Name of cruise, including code
- Number of days or nights
- Departure and return date, time and location
- Cabin type and deck location.

#### **4. Tours**

- Tour company name
- Tour name, code and duration
- Departure date, time and location/city
- Arrival date, time and location/city
- Rooming details – single, twin, triple
- Inclusions.

#### **1.9 Other travel destinations and services**

- Company used
- Destinations and services
- Inclusions / exclusions
- Costs.
- Transfers
- Date, time and location of transfers
- Type of transfer – seat in coach, private transfers, limousine etc.



## 2, Car hire/Rentals

- Name of company they are using – Avis, Budget, Hertz etc.
- Vehicle group or type – compact, midsize, group C etc.
- Transmission – manual or automatic
- Pick up and drop off dates, times and location
- Rate – if paying direct
- Rental Inclusions – mileage, additional drivers, insurances, taxes
- Any additional local payments for additional services.

### 2.1 The reasons for providing information to Visitors/guests

When informing other staff/colleagues about new or updated local information you should ensure:

You are enthusiastic when providing local information to other staff at the venue. Your enthusiasms can be contagious. Unfortunately if you are *not* enthusiastic, this too is contagious you sell the benefits of providing up to date, accurate local information to visitors and guests. These include:

- Increased guest satisfaction with their stay leading to:
  - Repeat business from them. They are more likely to return at a later date and spend more time and money in your venue and in the local area
  - „Referral“ business as they tell their friends and family and encourage them to refer them to your venue for accommodation, meals, rides, sightseeing and other activities
- Very real chance of guests/visitors spending an extra night in the area or at the venue leading to greater financial prosperity for the venue and area
- more secure employment at the venue and the potential for venue growth
- Increased chance of more work/extra hours for existing staff
- Enhanced image of the area, district, town/city and country in the eyes of international tourists/visitors.



|               |              |
|---------------|--------------|
| Self-Check -3 | Written Test |
|---------------|--------------|

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

**I. Choose the best answer (each 1 point)**

1. \_\_\_\_\_ which one is the Benefits of providing a verbal explanation.

- A, Explain in more detail the key pieces of information in them
- B, Answer any questions customers may have
- C, Provide suggestions and recommendations
- D, Outline the processes associated with confirming and organizing travel arrangements
- E, ALL

2. Which one is Benefits of providing hard copy materials?

- A, utilizes an additional learning method – as opposed to listening to a presentation
- B, Provides comprehensive information
- C, provides appealing images
- D, Provides information in its intended message
- E, All

3, which .one is Benefits of distributing electronic materials

- A, Information can be shared instantaneously
- B, it enables the sender to see who has received and read the information
- C, Information can be sent to numerous people
- D, All





4. Which one is different?

- A, Reports
- B, Brochures
- C, Invitations
- D, All

5, which one of the following is different

- A, Verbal explanation
- B, Provide hard copy materials
- C, Provide electronic materials
- D, All



## Parts II fill the blank space

1. What is sharing information? (2%)

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2. How to collect the relevant information about attraction? (5%)

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## Answer the following question!

**Note: Satisfactory rating 15 points**

**Unsatisfactory - below 15 points**

You can ask you teacher for the copy of the correct answers.

## Answer Sheet

Name: \_\_\_\_\_

Score = \_\_\_\_\_

Rating: \_\_\_\_\_

Date: \_\_\_\_\_



|                            |  |
|----------------------------|--|
| <b>Information Sheet 4</b> | <b>Identifying and using local and knowledge</b> |
|----------------------------|--|

## 4.1 Develop local knowledge

### When developing local knowledge:

Recognize and appreciate the need to provide local knowledge and information to tourists and visitors. Capture local knowledge from a variety of sources including the local Visitor Information Centre, written references and sources, the internet, local associations and your network of industry contacts. Be proactive. You have to be interested, and you have to make an effort to get the information you need. Subscribe to relevant information sources, visit relevant web sites, read local publications and relevant books and magazines. Visit the local Visitor Information Centre and get to know the staff. Join industry associations and attend their meetings. Obtain copies of local promotional materials for reference and to distribute to tourists/visitors. Obtain general information on the tourism industry as well as knowledge about local destinations, facilities, infrastructure and tourism products and services. Become aware of local environmental issues and opportunities.

Learn about local attractions, tours, events and places of interest.

Make sure you understand and can communicate local customs to tourists and visitors. Create a public display of local information as well as a private stock of information and material, and information in guest rooms/compendiums. Be a tourist in your own area. Visit the attractions a tourist would want to see or go to. Ensure all local information is updated as the need arises to keep it current. Share what you learn with work colleagues on a regular basis.

## 4.2 Update local knowledge

When updating local knowledge:

- Be active – never expect information to come to you: you have to go and get it
- Use formal and informal research techniques to source local information
- Organize familiarization tours of local venues and attractions
- Do research on an ongoing basis. You cannot research local information once and believe that is all there is to it
- Take notes about information you discover
- Share new and/or revised local information with work colleagues so they too keep up to date
- Integrate new/revised local knowledge into activities designed to enhance visitor experience, and encourage repeat and/or referral business
- Tell visitors about new/revised local information. Never wait to be asked. Be proactive in sharing local knowledge with everyone.

## 4.3 Sharing local knowledge with customers

„Customers“ include guests, friends of guests and visitors generally. They can be individuals, families or groups of business people or tour groups. The basics of sharing



local knowledge with customers include: Advising of altered conditions when talking to customers, guests and visitors. These „altered conditions“ may relate to:

- Opening hours for a venue/attraction, park or business
- Prices to enter, cost of tickets and tours
- Schedules and timetables of shows, buses, trains

Mentioning new options to customers/guests such as:

- Telling them about a new park, gardens, attraction
- Giving them a brochure about the new or revised attraction
- Providing a map and directions about how to get there

Asking people where they have already been and what they have already seen so you can:

- Recommend attractions and local destinations they have not yet seen
- Provide them with information/brochures about

Those places

- Give them your first-hand impressions about

The attraction or destination, where applicable

Prepare local „information packs. These can simply

Be an assortment of information brochures relating to different types of places of interest, types of tourism, guest interests and local information or statistics Develop a series of tours suitable for guests or visitors. These should be supported by relevant information brochures, schedules and maps and encompass:

- Walking tours, self-drive tours, public transport-based tours
- Two-hour tours, half-day tours and full-day tours
- Night walks



|               |              |
|---------------|--------------|
| Self-Check -3 | Written Test |
|---------------|--------------|

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

**Parts I fill the blank space**

1. What is local knowledge? (4%) \_\_\_\_\_

2. How to get updated information? (3%)

\_\_\_\_\_, \_\_\_\_\_  
\_\_\_\_\_, \_\_\_\_\_  
\_\_\_\_\_, \_\_\_\_\_

3. How to collect the relevant information about attraction? (5%)

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

4. What is local tour guide (3%)? \_\_\_\_\_

**Note: Satisfactory rating 15 points**

**Unsatisfactory – below 15points**

You can ask you teacher for the copy of the correct answers.

**Answer Sheet**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

|               |
|---------------|
| Score = _____ |
| Rating: _____ |



|   |                                  |
|---|----------------------------------|
| <b>LG<br/>#43</b>   | <b>LO #2 Provide information</b> |
| <b>Instruction sheet</b>  |                                  |
| <p>This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:</p> <ul style="list-style-type: none"> <li>• Identifying guest special need</li> <li>• Providing accurate information</li> <li>• Assisting or instructing visitors</li> <li>• Considering health and safety requirements</li> <li>• Promoting <i>internal products and service</i></li> </ul> <p>This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:</p> <ul style="list-style-type: none"> <li>• Identify guest special need</li> <li>• Provide accurate information</li> <li>• Assist or instructing visitors</li> <li>• Consider health and safety requirements</li> <li>• Promote internal products and service</li> </ul> |                                  |
| <b>Learning Instructions:</b>   |                                  |
| <ol style="list-style-type: none"> <li>1. Read the specific objectives of this Learning Guide.</li> <li>2. Follow the instructions described below.</li> <li>3. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them.</li> <li>4. Accomplish the “Self-checks” which are placed following all information sheets.</li> <li>5. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).</li> </ol>   |                                  |



|                            |                                       |
|----------------------------|---------------------------------------|
| <b>Information Sheet 1</b> | <b>Identifying guest special need</b> |
|----------------------------|---------------------------------------|

### **1.1 introduction of guest special need**

The disabled customer market has become an increasingly important market for the hospitality and tourism industry worldwide (Arellano, 2003). In particular, there is an increase in the numbers of the disabled customers in Europe and the United States (Arellano, 2003; Van, 2007). When dealing with or speaking about customers with special needs, it is important that emphasis be placed on the person rather than on their 'disability'. A person who is visually impaired would be the right way to express rather than saying blind person. If in doubt about the nature of the person's special need, it would be best to ask the person directly – assuming could create trouble. Customers with special needs are not a burden – they must receive at least the same kind of service as other customers – pleasant greeting, attending to their needs, and encouraging them to return. Another person may accompany a person with special needs to assist her or him. It is imperative to treat the other person kindly too, but the conversation must remain directed at the customer.





## 1.2 Helping customers with different needs

We can help with complaints about how a provider has responded to your different needs, including complaints about priority assistance services – a higher level of service available to consumers with life threatening medical conditions. To resolve your complaint, we'll consider the law, good industry practice and fairness.

Some consumers have specific needs because of, for example:

- disability
- chronic, serious or life-threatening illness
- Indigenous background
- a language background other than English
- low literacy or numeracy
- homelessness
- rural or remote location
- Age.





Self-Check -1

Written Test

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

**I. Choose the best answer (3 point)**

1. \_\_\_\_\_ some consumers have specific needs because of

- A. disability
- B.chronic, serious or life-threatening illness
- C.Indigenous background
- D.All

**Parts II fill the blank space**

1. What is guest special need? (4%)

---

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---

2. What is VIP? (3%)

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**Answer the following question!**

**Note: Satisfactory rating 10 points**

**Unsatisfactory - below 10 points**

You can ask you teacher for the copy of the correct answers.

**Answer Sheet**

Name: \_\_\_\_\_

Score = \_\_\_\_\_

Rating: \_\_\_\_\_

Date: \_\_\_\_\_



## ***Information Sheet 2***

## ***Providing accurate information***

### **2.1 Introduction to providing accurate information**

The provision of local and venue information to visitors and guests is everyone's job. Your venue may have a reception desk, concierge, and/or information counter but it is still the role of every employee without exception to provide accurate and up to date information to anyone who requests it. By providing such a service the establishment is better able to attain the twin goals of providing excellent customer service and exceeding guest expectations. No-one expects everyone to know everything there is to know about all the local attractions, events, transport options, general visitor facilities including shopping, and currency exchanges, post offices, banks and emergency services. However, all staff must have at least substantial general knowledge about the local area. In addition staff must know where to go to obtain more detailed information if required.

**Accuracy** is to be ensuring that the information is correct and without any mistake. Information accuracy is important because may the life of people depend in it like the medical information at the hospitals, so the information must be accurate. ... Also inaccurate information may accrue by typographical mistake. When the staffs are communicating with customers, it's important that information is accurate. If the customers are receiving inaccurate information about a product or service may not be as bad as receiving bad information for something as important as in product or services believes that if staffs give poor information to our customers, it can lead to lost profits through refunds, bad word of mouth, and customers taking our business to competitors. So we have to make sure our staffs are providing accurate information by knowledge. This is a priority when training new staffs. We must make sure our staffs are knowledgeable about our products and services and do not provide any misleading information. If necessary, we can monitor a new staff the first few days they are on the job to make sure that they are providing reliable information.

### **Elements of an effective response**

When a visitor, customer or guest asks you a question related to local knowledge, it is important your response is:

Honest – never tell an untruth or a half-truth about anything. Never say something is „good“ or „worth seeing“ unless you genuinely believe it to be the case



Comprehensive – never tell a person „only the good bits“. If there are bad aspects to what you are providing then you must ensure these too are presented and explained. For example, if the tour is excellent but it is hot and dusty you must tell the people it can be hot and dusty

Up to date. All details about all aspects of the response (costs, times, opening hours, displays on show, animals) must be current.

Relevant. It is your job to add any information you know about that relates to the query but which has not been specifically asked about.

For example, if you know the attraction you are suggesting to people does not have credit card facilities.

Timely. All responses must be given in a timely manner.

In practice this means „straight away“ subject to the need for you to make enquiries (such as making a telephone call, or looking at an information database) on behalf of the tourist to determine specific information they are seeking.



|               |              |
|---------------|--------------|
| Self-Check -2 | Written Test |
|---------------|--------------|

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

**I. Choose the best answer (3 point)**

1. Which one is an Element of an effective response?

A.Up to date

B.Comprehensive

C.Relevant

D.All

**Parts II fill the blank space**

1. \_\_\_\_\_ is to be ensuring that the information is correct and without any mistake (3%).

1. What is the benefit of providing accurate information to visitor? (4%)

\_\_\_\_\_, \_\_\_\_\_

\_\_\_\_\_, \_\_\_\_\_

\_\_\_\_\_, \_\_\_\_\_

2. How to collect the relevant information about attraction? (5%)

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

**Answer the following question!**

**Note:** Satisfactory rating 15 points

**Unsatisfactory - below 15 points**

You can ask you teacher for the copy of the correct answers.

**Answer Sheet**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Score = \_\_\_\_\_  
Rating: \_\_\_\_\_



### ***Information Sheet 3***

### ***Assist or instructing visitors***

3.1 Facilitate movement of baggage Facilitate movement of baggage may include:

Establishing transport arrangements for baggage

Supervising the movement of baggage

Matching movement of baggage to locations in accordance with schedules/passenger movement

Transporting Luggage

Tour operators may be required to perform verification such as:

Ensuring carry-on luggage does not exceed 7kg per person

Any declaration of fragile or valuable items

Any handling or miscellaneous fees

### **3.2 Supervising movement of baggage**

After identifying luggage and tags, you are required to conduct a physical count of all luggage that will be placed and transported in the luggage storage compartment of the transport vehicle. You need to ensure the area of storage is sufficient, well maintained and secure.

### **3.3 Use terminal facilities to assist in meeting**

Terminal facilities

Terminal facilities may include:

Public address systems

Airside access

Designated group meeting areas

Internal communication systems between terminal and parking facilities. You may be required to use a variety of facilities when meeting arriving passengers. You will need to become familiar with them so that you maintain your professional image and passenger confidence.

Communication equipment/options Public address systems



The basic in-house PA system is hard-wired into the venue and your job is simply to use the system as it has been installed and set up.

You may use this option for and for addressing passengers as they arrive. The basic components you need to familiarize yourself with are:

The microphone –the piece you speak into and often referred to as a ‘mic’ (or ‘mike’)

Speakers – attention should be paid to identifying where the speakers are located so you know where any public announcements will be heard

Control buttons, switches or knobs – which control volumes, selection of speakers and turn systems on and off. This means you should just 'use' the system rather than alter settings and volumes. Portable system Portable PA systems are smaller, light-weight versions of the in-house system. They may comprise speakers and speaker stands, microphones, a podium, and mixing capacity. They may be powered by battery or electricity. The component parts can be taken to locations within a venue and used as required – time to set up the equipment and test it must be factored into its use. Most modern portable equipment is 'wireless' meaning it is less cumbersome to set up, looks more attractive and is safer (due to the absence of cords and cables).

### **3.4 Assist with insurance claim**

Many travelers will purchase insurance to cover themselves for any unplanned incidents, damage, or loss of belongings. Insurance policies vary greatly and you cannot be expected to know the features of each traveler’s policy.



|               |              |
|---------------|--------------|
| Self-Check -3 | Written Test |
|---------------|--------------|

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

Parts II fill the blank space

1. What is the importance of assisting visitors for an establishment? (5%)

1. How to assist the disable visitor? (5%)

\_\_\_\_\_ , \_\_\_\_\_  
\_\_\_\_\_ , \_\_\_\_\_  
\_\_\_\_\_ , \_\_\_\_\_

2. Terminal facilities may include:(5%)

\_\_\_\_\_ , \_\_\_\_\_ , \_\_\_\_\_

**Answer the following question!**

**Note:** Satisfactory rating 15 points

**Unsatisfactory - below 15 points**

You can ask you teacher for the copy of the correct answers.

### Answer Sheet

Name: \_\_\_\_\_

Score = \_\_\_\_\_

Rating: \_\_\_\_\_

Date: \_\_\_\_\_



## **Information Sheet 4**

### ***Considering health and safety requirements***

#### **1.1 Introduction of safety requirement**

Safety requirements are those requirements that are defined for the purpose of risk reduction. Like any other requirements, they may at first be specified at a high level, for example, simply as the need for the reduction of a given risk.

Five Elements of an Effective Safety Culture

1, Responsibility. Companies with strong safety cultures share the value of responsibility.

2, Accountability Managers must be held accountable to lead by example each and every day.

3 Clear expectations. Safety expectations need to be set and communicated to everyone in the organization.

#### **1.3 Safety management systems have six elements**

- A safety plan.
- Policies, procedures and processes.
- Training and induction.
- Monitoring.
- Supervision.
- Reporting

##### **1.3.1 The health and safety policy statement can be brief, but it should mention:**

- A description of the organisation.





- Recognize the need to comply with minimum standard legislation of the Occupational Health and Safety Act.
- Recognize the priority of safety in relation to other organizational goals and policies.

## 1.4 Risk assessment

Risk assessment is a term used to describe the overall process or method where you identify hazards and risk factors that have the potential to cause harm (hazard identification).determine appropriate ways to eliminate the hazard ,or control the risk when the hazard cannot be eliminated(risk control)

Risk assessments should be carried out that address all risks that might cause harm in your workplace. Employers must give you information about the risks in your workplace and how you are protected, also instruct and train you on how to deal with the risks. Employers must consult employees on health and safety issues.

### 4.4 basic elements to all good health and safety programs

- Management Commitment and Employee Involvement. ...
- Worksite Analysis. ...
- Hazard Prevention and Control. ...
- Training for Employees, Supervisors, and Managers.

## 1.5 Ways to help your workplace safe

- Understand the risks. ...
- Reduce workplace stress. ...
- Take regular breaks. ...
- Avoid stooping or twisting. ...
- Use mechanical aids whenever possible. ...
- Protect your back. ...
- Wear protective equipment to suit the task. ...
- Stay sober.

## 1.6 General duties

Ensuring employees' health, safety and welfare at work; Protecting non-employees against the health and safety risks arising from work activities; and. Controlling the keeping and use of explosive or highly flammable or dangerous substances.

Under health and safety law, the primary responsibility for this is down to employers. Worker s has a duty to take care of their own health and safety and that of others who may be affected by your actions at work. Workers must co-operate with employers and co-workers to help everyone meet their legal requirements.

- Take reasonable care of their own Health & Safety.



- Take reasonable care of someone else's Health & Safety.
- Use safety provisions correctly.
- Co-operate.

## 1.7 Health and safety documents

Help you to control risks and communicate safe working procedures. Many health and safety documents are also required by law, like risk assessments and health and safety policies.

## 1.8 GENERAL PRECAUTIONS

- Your safety is your personal responsibility.
- Always follow the correct procedures.
- Never take shortcuts.
- Take responsibility and clean up if you made a mess.
- Clean and organize your workspace.
- Ensure a clear and easy route to emergency exits and equipment.
- Be alert and awake on the job.
- Be attentive at all times to your work surroundings.
- When in doubt, contact your supervisor or manager for instruction, guidance, or training.
- Never take risks when it comes to safety.
- Obey safety signs, stickers, and tags.
- Take short breaks when you keep up a repetitive motion for a long period of time, and sit, stand, or walk with good posture.
- Report serious injuries immediately to a supervisor and get emergency assistance.



|               |              |
|---------------|--------------|
| Self-Check -3 | Written Test |
|---------------|--------------|

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

Parts II fill the blank space

**1. What is *PRECAUTIONS*? (5%)**

1. List and discuss the ways to help your workplace safe (5%)

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2. What is risk assessment? (5%)

---

**Answer the following question!**

**Note:** Satisfactory rating 15 points

**Unsatisfactory - below 15 points**

You can ask you teacher for the copy of the correct answers.

**Answer Sheet**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

|               |
|---------------|
| Score = _____ |
| Rating: _____ |



## **5.1 Introduction**

All staff involved in selling activities must be aware of the promotional initiatives used by the venue. This section identifies a range of promotional activities employed by venues.

### **5.2 Internal products and services** may include:

- restaurant products
- accommodation
- products made by the organization (e.g. wine, food)
- tours general retail products (e.g. souvenirs)

## **5.3 Promotional initiatives**

Promotional initiatives may be aimed at specific target niche markets or targeted at the general public.

Promotional initiatives may relate to:

### **5.3.1 Internal promotions**

Internal promotions are undertaken within the venue or by staff at a remote location such as a shopping centre, exhibition of fair.

### **5.3.2 Promotional material**

At displays it is common to include advertising material promoting nominated products or

Services. These may include informational and other print-based

Materials such as:

- Product and service information brochures and Pamphlets
- Price lists
- Schedules
- Tasting notes
- Recipes
- Venue information handouts
- Maps.

These promotional materials are useful as information for potential customers to take away and read or refer to at a later time.

## **5.4 The important promotional initiatives**

It is important to know about the promotional initiatives being used currently in order to:



- Explain them to customers – who may not know about them when they arrive at the

Venue, make a booking or make an enquiry

- Describe the benefits of the initiative – this means being able

To tell customers the savings provided by the initiative, the

Time it will save them and the other advantages inherent

- Meet customer expectations – by being able to provide

Supplementary information when customers make enquiries

About promotional initiatives currently being advertised

- Optimize sales – there is direct link between promotional

Activities and sales, so sales-related staff must be able to

Explain and promote these initiatives to generate maximum Revenue.

### **5.5 Honesty and accuracy**

Always be honest and accurate about all descriptions you make regarding products and services:

- Never lie
- Never tell half-truths
- Never say a products or service is better than it is
- Advice and information supplied must be genuine and not

Contrived to simply make a sale

- Full disclosure is the preferred approach – tell the customer about the good *and* the bad
- Be ethical in your dealings with everyone
- Do not promise what you know cannot be delivered



|               |              |
|---------------|--------------|
| Self-Check -4 | Written Test |
|---------------|--------------|

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

Parts II fill the blank space

1. **What is the difference between product and service?** (5%)

2. Products and services may include: (5%)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. What is promotion? (5%)

\_\_\_\_\_

Answer the following question!

*Note:* Satisfactory rating 15 points

Unsatisfactory - below 15 points

You can ask you teacher for the copy of the correct answers.

### Answer Sheet

Name: \_\_\_\_\_

Date: \_\_\_\_\_

|               |
|---------------|
| Score = _____ |
| Rating: _____ |



|   |  |
|---|--|
| <b>LG<br/>#44</b>   | <b>LO #3 Seek feedback on services</b> |
| <b>Instruction sheet</b>  |  |
| <p>This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:</p> <ul style="list-style-type: none"><li>• Seeking feedback on services from visitors.</li><li>• Observing visitor behavior.</li><li>• Gathering feedback</li></ul> <p>This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:</p> <ul style="list-style-type: none"><li>• Seek feedback on services from visitors.</li><li>• Observe visitor behavior.</li><li>• Gather feedback</li></ul>                     |  |
| <b>Learning Instructions:</b>   |  |
| <ol style="list-style-type: none"><li>1. Read the specific objectives of this Learning Guide.</li><li>2. Follow the instructions described below.</li><li>3. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them.</li><li>4. Accomplish the “Self-checks” which are placed following all information sheets.</li><li>5. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).</li></ol> |  |



## Information Sheet 1

*Seek feedback on services from visitors.*

### 1.1 Seeking feedback from clients on their return from destinations

- Naturally the best way to understand how destination promotional materials compare with the actual experience provided is through feedback sought by clients who have actually visited the destination.
- This is the best evaluation method that can be used by a travel company.
- In addition, their feedback can be a great promotional tool; given their experience was a positive one, to future clients.
- It is essential that:
  - Customer feedback is actively sought and encouraged – never simply rely on feedback that ‘arrives’. It will be insufficient and possibly biased
  - Customer feedback is incorporated into the future direction of the business
  - Feedback from customers can be obtained in several ways but in relation to capturing information from customers about their experience with us, the commonly used approaches are:
    - Personal observation – watching customers, reading their body language and listening for comments they make about their experience
    - Talking to customers – and asking targeted questions to identify things such as:
      - What they liked and didn’t like about a destination
      - How the promotional message compared with the actual experience
      - Feedback about detailed aspects of a destination





- Verification of information
- What they would like to see us offer in addition to what we already provide
- What we could stop offering
- How we could improve what we currently offer to make it even better for future clients
- The level of satisfaction with us and the destination
- Suggested activities etc. that future clients may enjoy
- Asking customers to complete a written survey – that seeks information on issues of interest to the business
- Asking customers to complete a formal questionnaire
- Encouraging customer to give feedback and making it easy for customers to give feedback by, for example, encouraging online feedback, giving out 'Customer Suggestion' cards
- Conducting focus group sessions – where a representative cross-section of customers is brought together for an hour or so to discuss nominated service- and business-related topics.



Self-Check -1

Written Test

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

Parts II fill the blank space

**1. What is the importance of feedback? (5%)**

**2. What is feedback? (5%)**

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**3. Describe the concept of “Customer feedback is incorporated into the future direction of the business”?**

---

**Answer the following question!**

**Note: Satisfactory rating 15 points**

**Unsatisfactory - below 15 points**

You can ask you teacher for the copy of the correct answers.

**Answer Sheet**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Score = \_\_\_\_\_  
Rating: \_\_\_\_\_



|                            |                                 |
|----------------------------|---------------------------------|
| <b>Information Sheet 2</b> | <b>Observe visitor behavior</b> |
|----------------------------|---------------------------------|

### **2.1 Tourism visitor behavior**

The tourism consumer behavior can be defined as the ensemble of its acts, attitudes and decisions regarding choosing, buying and consuming tourism products and services, and also its post-consuming reactions. Understanding consumer behavior is Important for developing new tourism Products and services because it offers a Clearer view of what consumers are Looking for and the manager can reflect Them in the development process. Consumer behavior is a very important aspect to be studied in every marketing activity, therefore in tourism marketing as well. Defining and identifying the factors that influence consumers help in understanding individual needs and buying processes in their whole complexity. Consumers have changed their behavior over the last two years due to the instability of the economic environment. Consumer behavior is a highly important issue for all marketing activities which have the purpose to promote and sell tourism products.

The discovery of the consumer's needs and decision processes is very important for the marketing activity because it allows the marketing manager to improve his own decision-making process, to forecast future behavior and to have a real and objective image of the consumer demand. Visitor behavior is a very important aspect to analyze in every marketing Activity, especially in the tourism sector. Consumer behavior is influenced by many factors which can be grouped in categories such as personal factors, social Factors, situational factors and economic factors. By understanding these factors, one can identify an individual's needs.

### **2.2 Factors that Influence visitor Behavior**

The visitor behavior is influenced by many factors: psychological factors, social factors, cultural factors and even natural factors. These factors can be grouped in three main categories as follows:

1. The first category consisting of personal factors such as tourists' personality, self-image, attitudes, motivations, Perceptions, life style, age, family lifestyle, profession;
2. The second category consisting of social factors such as culture, family, social class, reference groups;



3. The third category consisting of situational factors such as time, physical ambiance, social ambiance, state of Mind. By understanding these factors one can identify an individual's needs.

### **2.2.1 Personal Factors**

Personal factors are known also as psychological factors or individual Explicative variables and regard directly the tourism consumer. The tourist's personality is formed by all the characteristics, beliefs, convictions, habits which represent a coherent and stable response of the person at the stimulus from the external environment and which distinguish him from other individuals.

### **2.2.2 Social Factors**

Social factors, such as culture, family or social level have a great influence on behavior because they define the individual. Culture refers to traditions, taboos, values and basic attitudes of the whole society within which an individual lives. It is a framework in which individuals and their life-styles develop. Cultural norms can be defined as rules of behavior.

### **2.2.3 Situational Factors**

In addition to an individual's personal and social necessities, his needs are also influenced by the situation in which he currently finds himself.



Self-Check -2

Written Test

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

**Parts II fill the blank space**

1. What is tourism consumer behavior? (5%)

2. What is the difference between personal factor and social factor (5%)

\_\_\_\_\_ , \_\_\_\_\_

\_\_\_\_\_ , \_\_\_\_\_

\_\_\_\_\_ , \_\_\_\_\_

3. list and Describe the factors that influences visitor behavior(5%)

\_\_\_\_\_ , \_\_\_\_\_ , \_\_\_\_\_

**Answer the following question!**

**Note: Satisfactory rating 15 points**

**Unsatisfactory - below 15 points**

You can ask you teacher for the copy of the correct answers.

**Answer Sheet**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Score = \_\_\_\_\_

Rating: \_\_\_\_\_



|                                   |                                  |
|-----------------------------------|----------------------------------|
| <b><i>Information Sheet 3</i></b> | <b><i>Gathering feedback</i></b> |
|-----------------------------------|----------------------------------|

### **3.1 Gathering feedback**

It helps us understand the why behind what people are doing. Why are people using one feature three times as often as another? Why do most of your customers stop creating accounts on the last step? Or what causes customers to use your product less frequently (and eventually stop altogether)

When we match customer feedback to what we're seeing in our analytics, we get a much clearer picture of what's going on. Then we'll know how to fix problems and go after the right opportunities.

Guides and informs your decision-making and influences your product roadmap. It's also essential for measuring customer satisfaction among your current customers. Getting a handle on how customers view your product, support, and company is invaluable. Today we're going to look at the best ways you can gather insights from current and prospective customers who visit your site.

#### **3.1.2 How to collect customer feedback**

Before you begin collecting feedback from customers, you need to make sure you have clearly defined why you are seeking feedback.

Outlining the process as well as desired outcomes is essential for gathering customer feedback the smart way; otherwise, you may be blindly asking for feedback that will only muddy your understanding of your customers.

Before you start, consider:



- What part of the user experience do you want to improve?
- What will you do with the data you collect?
- Which channel works best for your goals?

We will be addressing this last question in the rest of this post a complete breakdown of the most effective ways to gather feedback from current and prospective customers.

## 1. Email and customer contact forms

There is no question that email is one of the most valuable ways to gather candid customer feedback.

However, there are a few ways you can improve the way customers reach out to you via email to maximize this channel's effectiveness ... and all of these changes will create a better experience for customers, as well!

The three main elements you should focus on for soliciting feedback via email are:

- Assuring customers of a speedy response
- Creating an organized customer feedback system
- Sending candid follow-up emails

## 3.2 Local attractions and events

### 3.2.1 Axum (Aksum)

Axum happens to be one of the oldest cities in Africa and home of the ancient Aksumite Empire. There are ruins around the entire city and you can find some of the best relics and artifacts in the center of the city. Axum also is the supposed location of the Ark of the Covenant. I had the most fun creating the travel guides for Axum because the city has so much history.



### 3.2.2 Bahir Dar

Ethiopia's 3rd largest city gives you access to Lake Tana which feeds the Nile where you can see some of the country's oldest monasteries (I went, would not recommend it).

One thing you should see is the Blue Nile Falls which are a bit smaller than Niagara falls, but very scenic.





### 3.2.3 Feeding Hyenas in Harar

One of the most popular tourist attractions in Ethiopia, most people would be absolutely mortified to do this. At two different locations in the city you are able to feed the Hyenas every single night. The city of Harar is also extremely interesting being the 4th most holy city for Muslims; great museums, food, but not much nightlife. I would definitely recommend checking out the stories on my travel blog about the city.



### 3.2.4 Gondar (Gondar)

There isn't any imagination in Ethiopia, Gondar happens to be the real life Camelot of Ethiopia (Africa). An entire castle complex that includes an entire complex of castles!

There is also a small monastery in a nearby city called Gorgora which is very impressive.





### 3.2.5 Lalibela

If Lalibela is a must see for the attractions in Ethiopia then I don't know what is. This is a city designed and built to be the 2nd Jerusalem; many Ethiopians from the city still claim that fact. It is home to an extremely impressive array of churches that are carved out of stone including the famous St. Georges Cathedral you see above. There is also a variety of monasteries in the region that you can visit.



### 3.2.6 Simian Mountains

A UNESCO World Heritage site, the Simian Mountains are often called God's playground because of their unique formations. There are treks available into the national park where you can find a unique combination of animals and incredible landscapes.





### 3.2.7 The Omo Valley

Much like the Maasai in Kenya, this is one of the only places in the world where you can still find indigenous people that haven't been influenced by the outside world. A very unique look at the different cultures in the country and how they live. The south is also an excellent location for African Safaris; many people are surprised that Ethiopia actually does offer safaris.



### 3.2.8 Bale mountain national park

Located 400km southeast of Addis Ababa, Bale Mountains National Park contains a spectacularly diverse landscape. The high altitude, afro-montane Sanetti Plateau rises to over 4,000m and includes the highest peak in the southern Ethiopia highlands. This undulating plateau is marked by numerous glacial lakes and swamps and surrounded by higher volcanic ridges and peaks. The southern slopes are covered by the lush and largely unexplored Haremma Forest.



### 3.2.9 Lucy

It was really impressive to see "Lucy", our ancestral, in person. The oldest skeleton of a woman whose specie probably all humanity came from. The museum is simple but incredible educative. We had a guide who accompanied us explaining many details about Ethiopian. It was a wonderful experience and other tourist

It is important that you remain continually aware of customer feedback as any response or reaction from them can assist the organization and yourself in improving services provided and ensuring customer satisfaction. By understanding how your customers feel about the services they are being provided, you will be able to modify these services to better suit their needs.





Self-Check -3

Written Test

**Directions:** Answer all the questions listed below. Use the Answer sheet provided in the next page:

Parts II fill the blank space

**1. List the tourist attraction which is registered in UNESCO? (5%)**

2. The three main elements you should focus on for soliciting feedback via email are (3%): \_\_\_\_\_,

\_\_\_\_\_,

\_\_\_\_\_.

3. Write the abbreviation of UNESCO? (2%):

\_\_\_\_\_.

**Answer the following question!**

**Note:** Satisfactory rating 10 points

**Unsatisfactory - below 10 points**

You can ask your teacher for the copy of the correct answers.

**Answer Sheet**

Name: \_\_\_\_\_

Score = \_\_\_\_\_

Rating: \_\_\_\_\_

Date: \_\_\_\_\_



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