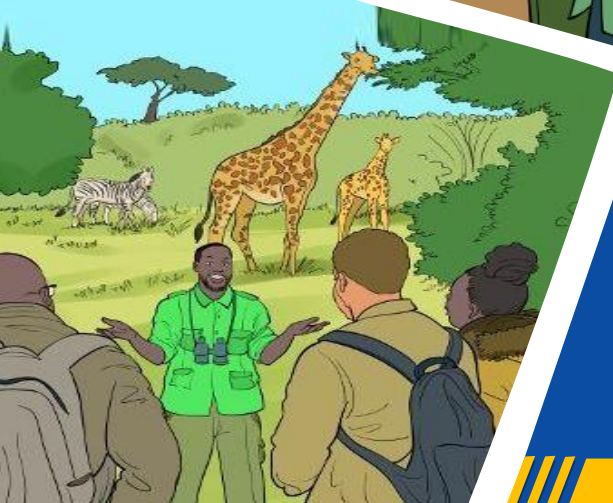




Republic of Rwanda
Ministry of Education



RQF LEVEL 5



TOURISM

TOROA501 PROVIDING ON-SITE ASSISTANCE

TRAINEE'S MANUAL

April, 2025

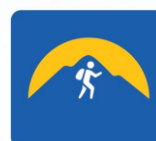


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TVET BOARD

PROVIDING ON-SITE ASSISTANCE



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LIST OF ABBREVIATIONS AND ACRONYMS

CBET:	Competence Based Education and Training
CRM:	Customer Relationship Management
CVV:	Card Verification Value
DMA:	Destination Management Area
RQF:	Rwanda Qualification Framework
RTB:	Rwanda TVET Board
TVET:	Technical and Vocational Education and Training

INTRODUCTION

This trainee's manual encompasses all necessary skills, knowledge and attitudes required to **Provide On-Site Assistance**. Trainees undertaking this module shall be exposed to practical activities that will develop and nurture their competences. The writing process of this training manual embraced competency-based education and training (CBET) philosophy by providing practical opportunities reflecting real life situations.

The trainee's manual is subdivided into units, each unit has got various topics, you will start with a self-assessment exercise to help you rate yourself on the level of skills, knowledge, and attitudes about the unit. A discovery activity is followed to help you discover what you already know about the unit.

After these activities, you will learn more about the topics by doing different activities by reading the required knowledge, techniques, steps, procedures, and other requirements under the key facts section, you may also get assistance from the trainer. The activities in this training manual are prepared such that they give opportunities to trainees to work individually and in groups.

After going through all activities, you shall undertake progressive assessments known as formative and finally conclude with your self-reflection to identify your strengths, weaknesses, and areas for improvement.

Do not forget to read the point to remember the section which provides the overall key points and takeaways of the unit.

Module Units:

Unit 1: Arrange pre-arrival support

Unit 2: Coordinate on-site activities

Unit 3: Facilitate visitors departure

UNIT 1: ARRANGE PRE-ARRIVAL SUPPORT



Unit summary

This unit provides you with the knowledge, skills and attitudes required to Arrange pre-arrival support required in providing on site services. It includes receiving and acknowledging client request, identifying tourist's needs, sharing the tour itinerary, receiving visitor reservation, and preparing tour requirements.

Self-Assessment: Unit 1

1. Refer to the unit illustration above, answer the following questions:
 - a. What does the picture show?
 - b. What is the difference between the features in the picture?
 - c. Basing on the picture, what do you think this unit is about?
2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.
3. At the end of this unit, you'll assess yourself again.

Experience	I do not	I know a	I have	I have a lot	I am
Knowledge, skills, and attitudes	have any experience doing this.	little about this.	some experience doing this.	of experience with this.	confident in my ability to do this.
Describe in-depth knowledge of the specific location you're promoting					
Develop Digital Tools skills					
Describe the Receiving and acknowledging client request.					

Experience Knowledge, skills, and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify the tourist's needs.					
Describe the Receiving visitor reservation.					
Explain the tour itinerary					
Apply the Receiving and acknowledging client request.					
Check the tourist's needs.					
Preparing tour itinerary.					
Interact with tourists					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe the Receiving and acknowledging client request.	1. Apply the Receiving and acknowledging client request.	1. Be attentive
2. Identify the tourist's needs.	2. Check the tourist's needs.	2. Be sympathetic Have empathy
3. Describe the Receiving visitor reservation.	3. Apply the receiving visitor reservation.	3. Be polite Have attention when receiving visitor reservation
4. Explain the tour itinerary	4. Prepare tour itinerary.	4. Be respectful Be attentive to the information needed by tourist



Discovery activity



Task 1: Answer the following questions which will help you to discover the content to be covered in this unit:

1. Identify the actions and behaviors to have when receiving and acknowledging a client's request for a tour, to ensure you understand their needs and establish a positive first impression?
2. When preparing for a tour, what are the most effective strategies to identify tourist needs and preferences?
3. Identify common tourists' needs
4. Give the meaning of a "tour itinerary"
5. Identify the elements of a tour itinerary
6. Explain the channels of sharing the tour itinerary

Topic 1.1: Receiving and acknowledging client request



Activity 1: Problem Solving



Task 2:

GA travel and tour company has the office near Nyabugogo Market. A couple of Jane and John want to visit Rwanda in their honeymoon in these two coming months. Mr Sangwa who is incharge of dealing with the request of the tourist, he has a basic communication skills of interracting with customers. Jane and John have choosen GA travel and tour as the best tour operator to help them to meet with their expectations.

1. Referring to the scenario above, answer the question below:

- a. Identify the actions and behaviors to have when receiving and acknowledging a client's request for a tour, to ensure you understand their needs and establish a positive first impression?

Key Facts 1.1: Receiving and acknowledging client request

Receiving the request

In travel and tourism, a travel request is a collection of information that a traveller wants to forward for approval, booking, or advance payment. It can also contain information that a manager needs to know before approving a trip.

Actions and behaviors to have when receiving and acknowledging a client's request

Being attentive in receiving tourist requests is crucial for providing excellent customer service and ensuring a positive experience.

- **Attentiveness:** You can create a positive and memorable experience for tourists through these ways of being attentive:

- ✓ **Active Listening:**

- ✚ **Full attention:** Maintain eye contact, avoid distractions, and focus on the tourist's needs.

- ✚ **Listen carefully:** Understand their request fully, including any specific details or preferences.

 **Ask clarifying questions:** If necessary, ask questions to ensure you understand their needs completely.

 **Summarize their request:** Repeat their request to confirm understanding and show that you're listening.

✓ **Empathy and Understanding**

 **Put yourself in their shoes:** Try to understand their perspective and how their request might impact their experience.

 **Show empathy:** Acknowledge their feelings and concerns, and let them know you're there to help.

 **Be patient:** Allow them to express themselves fully without rushing them.

✓ **Responsiveness and Efficiency**

 **Act promptly:** Address their request as soon as possible.

 **Be efficient:** Handle their request quickly and efficiently.

 **Provide clear information:** Explain the process and any potential challenges or limitations.

 **Follow up:** If necessary, follow up with them to ensure their request has been fulfilled.

According to the ways above, the following tips can help a recipient to work professionally:

✓ **Be polite and courteous:** Use polite language and a friendly tone.

✓ **Be knowledgeable:** Have a good understanding of the local area and attractions.

✓ **Be flexible:** Be willing to adapt to their needs and preferences.

✓ **Be proactive:** Anticipate their needs and offer solutions.

✓ **Be positive:** Maintain a positive attitude, even in challenging situations

- **Avoid noisy Places:** There are strategies of avoiding noisy places when receiving tourist requests on-site:

✓ **Choose a Quiet Location:**

 **Designated Reception Area:** If possible, have a dedicated reception area that is away from noisy areas like kitchens, bars, or busy walkways.

 **- Quiet Corner:** Find a quiet corner within your establishment where you can have private conversations with tourists.

 **Outdoor Seating:** If the weather permits, consider using outdoor seating areas that are away from traffic and noise.

- **Time Your Interactions:**
 - ✓ **Avoid Peak Hours:** If possible, try to avoid receiving requests during peak hours when the establishment is busiest and noisiest.
 - ✓ **Schedule Appointments:** Consider scheduling appointments with tourists to minimize interruptions and ensure a quieter environment.
- **Noise Reduction Techniques:**
 - ✓ **Soundproofing:** If possible, soundproof your reception area or the space where you'll be interacting with tourists.
 - ✓ **Noise-Cancelling Headphones:** If you need to multitask or take calls, use noise-cancelling headphones to block out background noise.
 - ✓ **Soft Furnishings:** Use soft furnishings like carpets, curtains, and upholstered furniture to absorb sound.
- **Effective Communication:**
 - ✓ **Active Listening:** Focus on the tourist's request and avoid distractions.
 - ✓ **Clear Communication:** Speak clearly and concisely to minimize misunderstandings.
 - ✓ **Repeat and Clarify:** Repeat the tourist's request to ensure you understand it correctly.
- **Train Your Staff:**
 - ✓ **Noise Awareness:** Train your staff to be aware of noise levels and to minimize disruptions.
 - ✓ **Customer Focus:** Emphasize the importance of providing a quiet and attentive service to tourists.

By implementing these strategies, you can create a more peaceful and productive environment for both you and your guests, leading to a more positive and memorable experience.

Acknowledging the request

In tourism, acknowledging a tourist's request means recognizing, understanding, and responding to their needs or queries in a timely and courteous manner. It's a fundamental aspect of providing excellent customer service and ensuring a positive tourist experience.

These are Key Principles of Acknowledgment:

✓ **Promptness:**

 **Immediate Response:** Acknowledge the request as soon as possible.

 **Set Expectations:** If immediate action isn't possible, provide an estimated timeframe for a response.

By prioritizing promptness in acknowledging tourist requests, businesses can significantly improve customer satisfaction, build loyalty, and enhance their overall reputation.

✓ **Verbal and Written Confirmation:**

 **Verbal:** Use clear and concise language to repeat the request.

 **Written:** Send a confirmation email or text message to avoid misunderstandings.

Example:

Tourist's Request: "I'm interested in booking a tour to the ancient ruins. Can you tell me more about the options available?"

✓ **Verbal Confirmation:**

"Thank you for your interest in our tours. Let me provide you with some information about our options. We offer half-day and full-day tours, and we can customize the itinerary to your preferences. Would you prefer a morning or afternoon tour?"

✓ **Written Confirmation (Email):**

Dear [Tourist's Name],

Thank you for your interest in our ancient ruins tour. We've noted your preference for a [morning/afternoon] tour.

Here are some of the highlights of our tour:

[Highlight 1]

[Highlight 2]

Please let us know if you have any questions or if you'd like to proceed with a booking.

Best regards,

[Your Name]

[Your Position]

[Your Business Name]

By combining verbal and written confirmation, you can ensure that the tourist feels valued, informed, and confident in your services.

- **Empathize and Understand:**
 - ✓ **Active Listening:** Pay full attention to the tourist's request.
 - ✓ **Ask Clarifying Questions:** Ensure you fully understand the request.
 - ✓ **Summarize the Request:** Repeat the request to confirm understanding.
- **Show Appreciation:**
 - ✓ **Thank the Tourist:** Express gratitude for their inquiry.
 - ✓ **Offer Assistance:** Reassure the tourist that you're ready to help.



Activity 2: Guided Practice



Task 3:

Read carefully the following tasks and perform them as instructed:

1. Suppose that you are recipient in a tour company, as the company you are supposed to fulfill the wishes of the tourists. Apply things that can help you to identify what a tourist needs?
2. What are the behaviors of a good recipient when he is receiving request of the tourist?
3. What are the strategies can help you to avoid disturbance while you are receiving the request of the tourists?
4. What are the importance of repeating what tourists say, when you are receiving their request on call or in person?



Activity 3: Application



Task 4:

You are working at the reception of AX hotel near to Nyabugogo bus park during peak tourist season. A family of four approaches the counter, and their request involves multiple specific needs, including room preferences, dietary restrictions, and sightseeing tours. The hotel is busy, and there is noise from nearby activities.

Refer to the above scenario, answer the following question:

1. How would you apply active listening and empathy to ensure you address all their needs effectively in this busy environment?
2. Explain the best way can be used by that tour operator to identify what the family needs?
3. How would you acknowledge the family's request for room preferences, dietary restrictions, and sightseeing tours while ensuring they feel heard and valued, despite the noise and busyness of the hotel?
4. As a receptionist, Write a confirmation letter to that family according to their request.

Topic 1.2: Tourist's needs

Key Facts 1.2: Tourist's needs

Pre-Arrival Research

- ✓ Pre-arrival research is the process of gathering information about your potential guests before they arrive. This proactive approach allows you to tailor your services to their specific needs and preferences, enhancing their overall experience.

Market research

- ✓ Market research is a crucial aspect of pre-arrival research, as it helps you gain a deeper understanding of your target market's needs, preferences, and behaviours. By conducting thorough market research, you can tailor your services to meet the specific requirements of your guests.

- ✓ **Key Areas of Market Research:**

- **Demographic Analysis:**

- Age, gender, and family composition
 - Income level and occupation
 - Education level and cultural background
 - Geographic location

- **Psychographic Analysis:**

- Lifestyle and interests
 - Values and attitudes
 - Personality traits
 - Motivations for travel

- **Behavioural Analysis:**

- Purchase behaviour and decision-making processes
 - Brand loyalty and preferences
 - Travel habits and patterns
 - Information sources and channels

- ✓ **Methods for Conducting Market Research:**

- **Surveys and Questionnaires:**

- Online surveys
- Mail surveys
- In-person surveys
- Telephone surveys
- Focus groups

 Observation:

- Observing tourist behaviour in public spaces
- Analysing social media interactions
- Monitoring online reviews and ratings

 Secondary Research:

- Analysing industry reports and statistics
- Reviewing market research studies
- Consulting with tourism boards and industry experts

By conducting thorough market research, you can gain a deeper understanding of your target market and make informed decisions that will drive business growth and customer satisfaction.

Online Reviews and Comments

Online reviews and comments provide valuable insights into the experiences of past guests. By analysing these reviews, you can identify trends, strengths, weaknesses, and areas for improvement.

✓ **How to Analyse Online Reviews:**

 Identify Key Themes:

- Positive experiences (e.g., excellent service, beautiful location, delicious food)
- Negative experiences (e.g., poor customer service, uncomfortable accommodations, overpriced)
- Common complaints and compliments

 Sentiment Analysis:

- Use sentiment analysis tools to determine the overall sentiment of reviews (positive, negative, or neutral).
- Identify the most common positive and negative emotions expressed by guests.

Detailed Analysis:

- Pay attention to specific details mentioned in reviews, such as room quality, staff behaviour, and dining experiences.
- Look for recurring keywords and phrases to identify key areas of strength and weakness.

Competitive Analysis:

- Compare your reviews to those of your competitors to identify areas where you can improve.
- Look for opportunities to differentiate your business from the competition.

By actively monitoring and analysing online reviews, you can gain valuable insights into your guests' needs and preferences, leading to improved customer satisfaction and business success.

Observational Techniques



Observe tourist behaviour

Observation is a powerful tool for understanding tourist needs and behaviours. By systematically observing tourists in various settings, you can gain valuable information about their preferences, motivations, and challenges.

Tourist behaviour analysis involves the systematic study of tourists' preferences, decision-making processes, and interactions with destinations, which helps businesses and policymakers optimize marketing strategies and improve visitor experiences. Understanding key factors such as cultural influences, economic conditions, and technology use can reveal patterns and trends in tourist activities. This analysis not only enhances customer satisfaction but also boosts economic benefits by tailoring services to meet the evolving demands of travellers.

- **There are two main types of tourist observation:**

- ✓ **Participant Observation:** The researcher becomes part of the group being studied, immersing themselves in the tourist experience.

- ✚ Advantages: Deeper understanding, first-hand insights.

- ✚ Disadvantages: Potential bias, risk of losing objectivity.

- ✓ **Non-Participant Observation:** The researcher remains detached from the group, observing from a distance.

- ✚ Advantages: Objectivity, less disruptive to the observed.

- ✚ Disadvantages: Limited depth of understanding.

Study the body Language

Body language, often referred to as nonverbal communication, is a powerful tool for understanding human behaviour. It involves a complex interplay of gestures, facial expressions, postures, and other physical cues that can reveal emotions, intentions, and attitudes.

- ✓ **Why is Body Language Important in Tourism?**

In the tourism industry, understanding body language can be invaluable for:

- ✚ Improving Customer Service: By interpreting nonverbal cues, tourism professionals can better understand customer needs and expectations, leading to enhanced satisfaction.

- ✚ Enhancing the Tourist Experience: Tailoring experiences to the specific needs and preferences of tourists can create more memorable and enjoyable trips.

- ✚ Identifying Potential Issues: By recognizing signs of discomfort, frustration, or boredom, staff can proactively address problems and prevent negative experiences.
- ✚ Training Staff: Training staff to interpret body language can improve their communication skills and interpersonal interactions with tourists.
- **Key Body Language Cues to Observe:**
 - ✓ **Facial Expressions:**
 - ✚ Smiling: Indicates happiness, friendliness, and satisfaction.
 - ✚ Frowning: Suggests confusion, disappointment, or frustration.
 - ✚ Raised Eyebrows: Can signify surprise, disbelief, or interest.
 - ✚ Pursed Lips: May indicate disapproval, frustration, or concentration.
 - ✓ **Posture:**
 - ✚ Open Posture: Arms and legs uncrossed, suggests openness and approachability.
 - ✚ Closed Posture: Crossed arms and legs, can indicate defensiveness, discomfort, or disinterest.
 - ✚ Leaning In: Shows engagement and interest in the conversation.
 - ✚ Leaning Back: May indicate boredom, disinterest, or a desire to distance oneself.
 - ✓ **Gestures:**
 - ✚ Hand Gestures: Can emphasize points, convey emotions, or provide additional information.
 - ✚ Eye Contact: Maintained eye contact suggests interest and attentiveness.
 - ✚ Head Nodding: Indicates agreement or understanding.
 - ✚ Head Shaking: Indicates disagreement or disapproval.
- **Practical Tips for Observing Body Language in Tourism:**
 - ✓ Pay Attention to Detail: Observe subtle cues and the overall context of the situation.
 - ✓ Practice Active Listening: Focus on both verbal and nonverbal communication.
 - ✓ Be Culturally Sensitive: Understand cultural differences in body language and avoid misinterpretation.

- ✓ Use a Systematic Approach: Develop a framework for observing and analysing body language.
- ✓ Reflect on Your Own Body Language: Be aware of your own nonverbal cues and how they may influence others.

By mastering the art of reading body language, tourism professionals can enhance their interactions with tourists, improve service quality, and create unforgettable experiences.

Direct Interaction

Direct interaction in tourism refers to face-to-face communication between tourism professionals (e.g., tour guides, hotel staff, travel agents) and tourists. It is a crucial aspect of the tourism experience, as it allows for personalized service and a deeper understanding of tourist needs and preferences.

- **Identifying Tourist Needs Through Direct Interaction**

To effectively identify tourist needs, tourism professionals must develop strong communication skills and be attentive to both verbal and nonverbal cues. Here are some strategies to facilitate effective direct interaction:

- ✓ **Example of a Guided Conversation:**

A tourist approaches a tour guide at a historical site.

Tourist: "Hi, I'm really interested in learning more about the history of this building."

Tour Guide: "Great! This building has a fascinating history. What specifically interests you? Is it the architecture, the people who lived here, or a particular event that took place here?"

Tourist: "I'm curious about the architecture. It's so different from what I'm used to."

Tour Guide: "That's a great question. This style of architecture is unique to this region. It's influenced by both [historical period] and [cultural group]. Do you notice any specific elements that stand out to you?"

Tourist: "Yes, I'm intrigued by the intricate carvings on the walls."

Tour Guide: "Those carvings tell stories from [historical event or myth]. They're a beautiful example of the region's artistic traditions. Would you like to learn more about the symbolism behind them?"

Tourist: "Definitely! That sounds fascinating."

Tour Guide: "Great! I can share some of the stories and meanings behind the carvings. But first, I want to ask you, have you visited any other historical sites in this area? What did you think of them?"

Tourist: "I've been to the [other historical site]. I was impressed by the size and scale of the structures, but I didn't feel a strong connection to the history."

Tour Guide: "That's understandable. This site offers a more intimate experience, allowing you to appreciate the finer details. By the end of the tour, I'm confident you'll feel a deeper connection to the history and culture of this place. Are there any other questions you'd like to ask?"

Tourist: "No, I think I'm ready to start the tour. Thanks for your help!"

Tour Guide: "Great! Let's begin. As we walk, feel free to ask any questions that come to mind."

✓ **Key Points:**

- ✚ Active Listening: The tour guide actively listens to the tourist's questions and interests.
- ✚ Open-Ended Questions: The guide encourages the tourist to share their thoughts and feelings.
- ✚ Tailored Information: The guide provides information that is relevant to the tourist's interests.
- ✚ Building Rapport: The guide creates a friendly and informative atmosphere.
- ✚ Encouraging Further Engagement: The guide invites the tourist to ask more questions and participate in the tour.

By following these strategies, tourism professionals can create more meaningful and personalized experiences for their guests.



Activity 1: Problem Solving



Task 5:

1. Answer the questions below:
 - a. When preparing for a tour, what are the most effective strategies to identify tourist needs and preferences?
 - b. Identify common tourists' needs



Activity 2: Guided Practice



Task 6:

1. Guided by your trainer, answer the following activities:
 - a. A large hotel chain wants to understand customer satisfaction with a recent renovation. Which combination of market research methods would provide the most comprehensive data?
 - b. Ethnographic museum located in Huye wants to increase pre-arrival ticket purchases. How could analyzing information sources and channels of their target audience help them achieve this goal?
 - c. What are the tricks of knowing what a tourist needs that can make you to do things can meet his expectations?



Task 7: GAJU as a hotel receptionist is checking in a guest who has just arrived after a long flight.

1. Describe the three specific body language cues the receptionist might observe in the guest that could indicate they are tired, stressed, or frustrated. Explain what each cue might signify.

2. Explain the kind of body language GAJU will show tourist through making guest feel welcomed at the hotel?
3. Discuss the importance of using well facial expression when you are with the tourists.



Task 8: Answer the following question

1. Differentiate tourism professionals from tourist?
2. Is it necessary to have direct interaction with tourist when you are a tour operator?
Justify your answer.
3. Discuss the strategies a tour guide can use to identify what tourists needs?



Activity 3: Application



Task 9:

1. How would you adjust your tour offerings based on a detailed demographic analysis, such as the age and income levels of your target market, to attract more customers during the rainy season, especially for tourists with chronic conditions?
2. How could you apply non-participant observation techniques to analyze the behavior of tourists visiting Rwanda's Volcanoes National Park, and what key insights might you gain about their preferences and expectations that would allow you to improve the visitor experience at the park?
3. Suppose that, you are guiding a group through the Genocide Memorial in Kigali, how would you use direct interaction to identify tourists' emotional and intellectual needs, ensuring that you provide a respectful, engaging, and informative experience that aligns with their interests and cultural backgrounds?

Topic 1.3: Sharing the tour itinerary



Activity 1: Problem Solving



Task10:

A tourist from Japan watched a trends news on social media talked about the uniqueness of mountain gorillas. He decided to spend his holiday in Rwanda for experiencing Rwandan culture, mountain gorillas and hot spring. He wants to spend 5days in the country.

Referring to the above scenario, answer the following questions:

1. How can a detailed plan of 5 days' tour for a tourist visiting Rwanda, including activities such as exploring Rwandan culture, seeing the mountain gorillas, and visiting hot springs, be structured to ensure a smooth and enjoyable experience for the tourist?
2. Considering that the tourist from Japan may prefer digital communication, what are the best digital channels (such as email or messaging apps) you can use to share the personalized 5-day tour schedule for his Rwanda trip, and why would these be effective for this particular tourist?

After discussing on the above questions, provide correct answers for the following questions:

- a. Define the term "tour itinerary."
- b. Differentiate types of itineraries
- c. Differentiate channels to be used when we are sharing the itinerary to the people.

Key Facts 1.3(a): Definition and elements of tour itinerary

A tour itinerary is a detailed plan for a journey, outlining the route, destinations, activities, accommodations, and transportation arrangements. It's a roadmap for both travellers and tour operators to ensure a smooth and enjoyable experience.

It is a crucial tool for travel agencies, tour operators, and tourists to ensure the smooth execution of a trip. Below are the key elements of a tour itinerary.

- **Tour Title**

The title is a brief description of the tour, often highlighting the destination or theme.

Example: "Cultural Heritage Tour of Rajasthan" or "Eco-tourism Adventure in the Amazon."

- **Duration of the Tour**

This refers to the total length of the trip, including the start and end dates.

It could be days, weeks, or months, depending on the type of tour.

Example: 7-day tour, 3-night tour.

- **Destinations or Locations**

This includes the cities, towns, landmarks, or attractions that the tourists will visit during the trip.

Example: Delhi, Agra, Jaipur for a Golden Triangle tour.

Clearly mentioned in the itinerary to give clarity about the places visited.

- **Day-by-Day Breakdown**

A detailed account of each day's schedule, including:

Activities: What the group will do, like sightseeing, excursions, or leisure activities.

Timings: Starting and finishing times for activities and meals.

Meals: Indication of meals provided (breakfast, lunch, dinner) and special arrangements (e.g., traditional meals).

Travel Details: Mode of transport (e.g., bus, train, flight) and estimated travel times.

Example:

Day 1: Arrival in Paris, transfer to hotel, evening sightseeing (Eiffel Tower), dinner.

Day 2: Morning visit to Louvre Museum, lunch, and free time for shopping.

- **Transportation Details**

Specifies the mode of transport used during the tour.

Includes flight information, bus/train schedules, private transfers, and any other travel logistics.

Example: "Morning flight from New York to London," or "Coach travel from Paris to



Task 11:

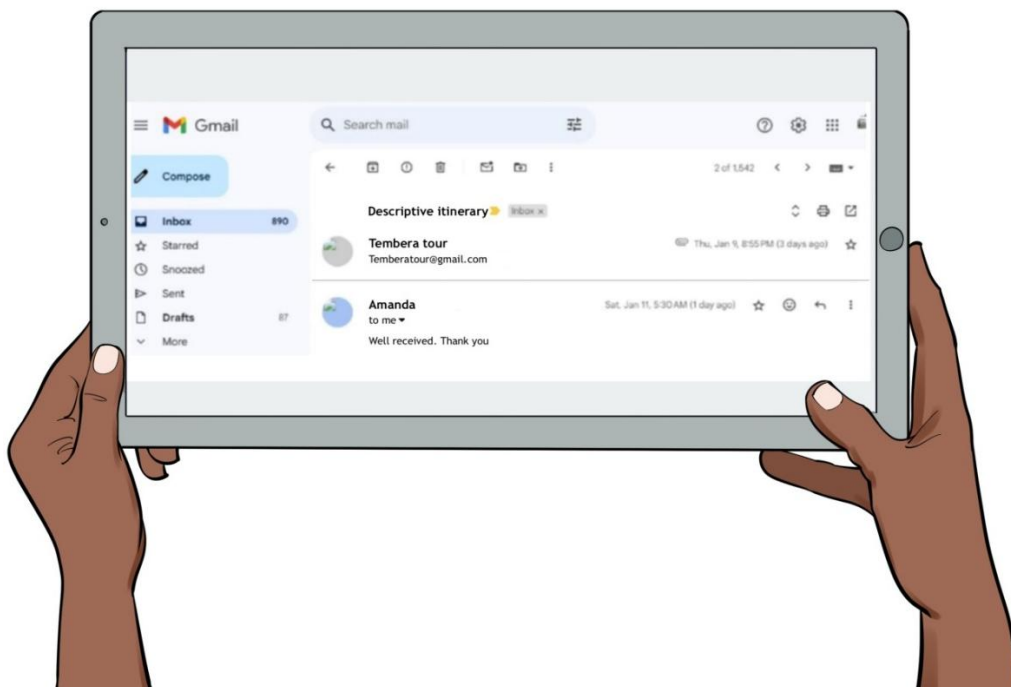
Follow the instruction of your trainer and answer below activities:

1. You are tasked with designing a 5-day eco-tourism adventure in Rwanda for a small group of nature enthusiasts. What key elements would you include in your itinerary?

2. Suppose you are creating a tour itinerary for a group of seniors with some mobility challenges. How would you adapt the itinerary to meet their needs, and what key information would you include to ensure their comfort and enjoyment throughout the journey?
3. You are preparing a 7-day family tour to Karongi DMA, and the group consists of parents and children. How would you structure the itinerary to keep both adults and children engaged, and what elements would you highlight to ensure the tour is enjoyable for all family members?

Key Facts 1.3b: Channels of sharing the tour itinerary

What are the advantages of tour itinerary to the tourist?



To share a tour itinerary according to the visitor's request, you can use a variety of communication channels depending on the visitor's preferences and the complexity of the itinerary. Here are some effective channels that are divided into two channels: Digital channel and Physical channel.

Digital channel

✓ Email:

- ✚ Email is a widely used and professional method to share detailed itineraries.
- ✚ It allows for attachments (PDF, Word, etc.) and easy follow-up communication.
- ✚ You can personalize the itinerary for each visitor based on their preferences.

✓ **Messaging Apps (WhatsApp, Telegram, etc.):**

- ✚ Messaging apps are great for more immediate communication and can be useful if the itinerary is short or if you need to make quick adjustments.
- ✚ You can share itineraries as images, PDFs, or even in text format.

✓ **Website or Online Travel Platform:**

- ✚ If you have a travel website or platform, you can offer downloadable itineraries or create personalized accounts where visitors can access their itineraries.
- ✚ You could use tools like Google Docs, which allows the visitor to view or edit the itinerary in real-time.

✓ **Social Media:**

Social media platforms (Facebook Messenger, Instagram, etc.) can also be a convenient way to communicate itineraries, especially for younger travelers



Task 12:

Answer the following questions combined with small scenarios:

1. You are tasked with organizing a 3-day adventure tour through the volcanic mountains of Rwanda for a group of 20 travelers with varying fitness levels.
 - a. Create a sample tour itinerary that includes a balance of sightseeing, hiking, and leisure activities.
 - b. How would you structure the day-by-day breakdown, considering the different group needs, transportation options, and accommodation details to ensure that the itinerary runs smoothly and meets expectations?
2. You are preparing a customized 7-day historical tour of Rwanda for a family of five and need to share the itinerary. The family has members of different ages, and their technology preferences vary.
 - a. How would you use a combination of digital and physical channels to share the itinerary?
 - b. Discuss how you would ensure that all family members, including the elderly, are able to access the itinerary in their preferred format. What would be your approach if there were last-minute changes or updates?

Topic 1.4 Receiving visitor reservation



Activity 1: Problem Solving



Task 13:

Choose the correct answer in sub-questions of the following question:

1. What is the first step a visitor takes when making a reservation through an online booking system?
 - A) Provide payment information
 - B) Select a tour or service and enter the number of participants
 - C) Receive a confirmation email
 - D) Speak with a customer service representative
2. In a telephone reservation system, which action is performed by the staff after confirming availability?
 - A) Collect visitor details over the phone
 - B) Send an email confirmation to the visitor
 - C) Process the payment through a secure online payment link
 - D) Automatically send a reminder before the reservation date
3. Which of the following is a key advantage of using an online reservation system?
 - A) It allows for face-to-face interaction with the customer
 - B) It provides a convenient 24/7 booking availability
 - C) It enables manual handling of payments
 - D) It requires the visitor to visit the office in person
4. Which is a disadvantage of telephone reservations that could impact the efficiency of the booking process?
 - A) Limited to office hours
 - B) No opportunity for customer interaction
 - C) Requires automated system reminders
 - D) Can lead to delays in payment processing and confirmations

Travel reservation



The process for receiving visitor reservations can vary depending on the method of booking. Below is a detailed outline of the steps involved in receiving reservations through Online Reservation Systems, Telephone Reservations, and In-Person Reservations.

1. Online Reservation Systems

Step 1: Visitor Selection & Inquiry

- Visitor Action: The visitor visits your website or an online booking platform (e.g., Viator, Get Your Guide) to view available tours, activities, or services.
- Required Information: The visitor selects a tour or service, specifies the date and time, and enters the number of participants.

Step 2: Availability Check

- System Action: The online booking system automatically checks availability for the selected tour or service.
- Manual Action (if using a manual system): A staff member manually checks availability using a calendar or reservation tool.

Step 3: Visitor Details

- Visitor Action: The visitor is prompted to enter their details, including:
- Full name
- Contact information (email, phone number)
- Payment details (if required)
- Special requests (e.g., dietary restrictions, accessibility needs)

Step 4: Payment (if applicable)

- Visitor Action: If the reservation requires a deposit or full payment, the visitor proceeds to the payment gateway.
- Payment can be made via credit card, PayPal, or other accepted methods.
- If there is a deposit, the system may allow the visitor to pay the remainder at a later date.

Step 5: Reservation Confirmation

- System Action: Once payment is processed (if required), the online system generates a confirmation page.
- A confirmation email is sent to the visitor with details about the tour (date, time, location, and booking reference).
- A unique booking reference number is included for future reference.
- A digital ticket or QR code may be issued, depending on the service.

Step 6: Reminders

- System Action: The system sends automated reminders (via email or SMS) about the reservation, typically 1-2 days before the tour or service date.

2. Telephone Reservations**Step 1: Initial Inquiry**

- Visitor Action: The visitor calls your business to inquire about available tours or services.
- The visitor provides details such as preferred date, time, number of participants, and any special requests.

Step 2: Availability Check

- Staff Action: The customer service representative checks availability using a calendar, booking software, or system.
- If the tour or service is available, the agent proceeds to the next step.

Step 3: Collecting Visitor Details

- Staff Action: The representative collects all necessary visitor details over the phone:
- Full name, contact information (email, phone number)
- Number of people
- Any special requests (e.g., dietary restrictions, accessibility)

Step 4: Payment (if applicable)

- Visitor Action: If a deposit or full payment is required:
- The representative explains the payment options (credit card, bank transfer, etc.).
- The visitor provides payment information over the phone or through a secure online payment link.

Step 5: Reservation Confirmation

- Staff Action: Once payment is processed (if required), the representative confirms the reservation.
- A confirmation email is sent to the visitor with the details of the booking (date, time, meeting point, etc.).
- A booking reference or confirmation number is provided.
- Any additional information (e.g., cancellation policy, packing tips) is also shared.

Step 6: Reminders

- Staff Action: Before the reservation date, the staff may contact the visitor by phone or email to send reminders.
- This can include confirmation of the time, location, and any important updates.

3. In-Person Reservations**Step 1: Visitor Inquiry**

- Visitor Action: The visitor arrives at your office, location, or kiosk to inquire about available tours, activities, or services.
- The visitor asks for specific information on tours, prices, and availability.

Step 2: Availability Check

- Staff Action: The staff member checks availability using a booking calendar or reservation system.
- If available, the staff member continues with the booking process.

Step 3: Collect Visitor Details

- Staff Action: The visitor provides the following information:
- Full name, contact info (email, phone number)
- Tour or service choice, number of participants
- Special requests (e.g., seating preferences, dietary needs)

Step 4: Payment (if applicable)

- Visitor Action: If required, the visitor makes a payment on-site.
- Payment can be made using cash, credit card, or other local payment methods.
- If a deposit is required, the staff member may request that the visitor pay the deposit upfront.

Step 5: Reservation Confirmation

- Staff Action: After the payment is processed (if required), the staff confirms the reservation and issues a confirmation slip or receipt.
- A booking reference number or ticket is issued to the visitor.
- The staff may also provide a brochure or itinerary, depending on the service.

Step 6: Reminders

- Staff Action: If necessary, the staff can provide any final instructions or reminders in person. For example:
 - ✓ Directions to the meeting point
 - ✓ Time to arrive
 - ✓ Things to bring or wear

4. Key Considerations for Each Reservation Method:

- Online Reservation Systems
 - ✓ **Pros:** Automated, convenient, 24/7 booking availability, easy tracking, and payment processing.
 - ✓ **Cons:** Requires internet access; can be impersonal for some customers.
 - ✓ **Tip:** Ensure the online system is mobile-friendly, as many travelers book on the go.

- Telephone Reservations
 - ✓ **Pros:** Personal, opportunity for customer interaction, flexibility for special requests.
 - ✓ **Cons:** May require manual handling of payments and confirmations, can be time-consuming.
 - ✓ **Tip:** Provide clear instructions for visitors on how to complete payment (e.g., secure payment link for online payment).
- In-Person Reservations
 - ✓ **Pros:** Face-to-face interaction, immediate confirmation, opportunity to upsell other services.
 - ✓ **Cons:** Limited to office hours, possible wait times, not ideal for remote customers.
 - ✓ **Tip:** Offer incentives or discounts for visitors who book in person to encourage walk-ins.

5. Tools for Managing Reservations:

- Booking Software (Online): Rezdy, FareHarbor, Bookeo
- CRM Systems: HubSpot, Salesforce, Zoho CRM
- Calendar Tools: Google Calendar, Calendly, Acuity Scheduling
- Payment Gateways: Stripe, PayPal, Square

Each reservation method has its advantages and should be tailored to your visitors' needs. By combining multiple options, you can ensure a seamless and accessible booking process.



Activity 2: Guided Practice



Task 14

Friends of Arnold in their holidays they want to do biking on Cong nil trail at kivu belt destination. One of them wants to book that tour in person. Simulate the process of checking availability, collecting information, processing payment, and confirming the booking in person.

Refer to the above scenario answer the following questions:

1. How can you ensure a smooth reservation experience for visitors, regardless of the method they choose?
2. What all possible booking methods could be used by Arnold's team?
3. What are the kind of information could be collected during this booking?



Activity 3: Application



Task:15

1. Among the three (3) methods of receiving inquiries of tourist, which method can be used when receiving a walk-in guest.
2. Create conversation can be happening between recipient and tourist during the booking.
3. Discuss the different cashless payment methods used by tourists.

Topic 1.5: Preparing tour requirements



Activity 1: Problem Solving



Task:15

Below the questions, choose the correct answer according to the skills you have on them:

1. When organizing a mountain gorilla tour, which of the following should be considered when understanding the target audience for tourists traveling during the rainy season?
 - A) The fitness level of tourists and their preferences for adventure or cultural activities
 - B) The number of group participants only
 - C) The transportation methods used during the tour
 - D) The payment methods accepted for booking the tour
2. In the case of tourists with chronic diseases who plan to travel during the rainy season, what aspect of tour logistics should be prioritized in the pre-tour planning?
 - A) Special dietary requirements only
 - B) Ensuring that appropriate weather gear and alternative routes are provided for health and safety
 - C) Creating a detailed payment schedule for each participant
 - D) Preparing extra promotional materials for upselling additional service
3. For tourists with chronic diseases planning to go on a mountain gorilla tour during the rainy season, which special requirement should be addressed before the tour?
 - A) Determining the level of physical exertion involved in the tour activities and providing alternatives
 - B) Providing additional souvenir options for the guests
 - C) Limiting the group size for better transportation
 - D) Ensuring that guests receive complimentary meals during the tour
4. For tourists with specific health conditions, such as chronic diseases, what health consideration should be emphasized during pre-tour planning?
 - A) Informing the tour guides about the guests' conditions and ensuring they have necessary medications
 - B) Asking tourists to bring their own rain gear for the tour

- C) Limiting the number of dietary restrictions to be accommodated
- D) Offering only light physical activities regardless of guest preferences

Key Facts 1.5(a)Pre-Tour Requirements

When organizing and managing tours, addressing Pre-Tour Requirements is vital to ensure a smooth experience for both operators and guests. These requirements help prepare the tour experience, mitigate risks, and set clear expectations. Here's an overview of the key pre-tour requirements:

1. Target Audience

Understanding your target audience is critical to tailoring the tour experience, marketing, and ensuring the right fit between the guests and the experience you're offering.

Key Considerations:

- **Demographics:**
Age, gender, nationality, family status, and income levels (e.g., luxury travelers, backpackers, families, solo travelers, corporate groups).
- **Interests & Preferences:**
What motivates your target audience? Are they interested in culture, adventure, food, nature, history, or luxury?
- **Physical Requirements:**
Is your tour suitable for all fitness levels? Does it involve physically challenging activities (e.g., hiking, biking) that may require special considerations for older travelers or people with mobility challenges?
- **Travel Behavior:**
Do your target audience members prefer independent travel or guided tours? Do they typically book tours online, through agents, or in person?

Example:

Target Audience: Families with young children, seeking educational, fun, and family-friendly experiences such as zoo visits, interactive museums, or short, relaxing sightseeing tours.

Benefits:

Customizing the experience based on the needs and expectations of your target audience enhances satisfaction, minimizes complaints, and leads to positive reviews.

Helps in focusing marketing efforts on the right channels and platforms, ensuring you reach the right customers.

2. Tour Logistics

Effective tour logistics are essential for smooth operations and customer satisfaction. This involves planning every operational aspect of the tour—from transportation to accommodations and group management.

Key Aspects of Tour Logistics:

- **Itinerary:**

Create a detailed schedule of the tour, including departure and return times, destinations, and any scheduled activities or breaks.

Ensure the itinerary is realistic, with appropriate time for each stop and flexibility for unforeseen circumstances (e.g., weather delays).
- **Transportation:**

Organize reliable transportation, whether by bus, car, boat, or train, ensuring it is suitable for the number of guests and provides comfort and safety.

Confirm pick-up/drop-off locations and ensure transportation schedules align with the tour itinerary.
- **Accommodation (if applicable):**

If the tour involves overnight stays, confirm hotel bookings, meal arrangements, and any specific guest needs (e.g., dietary restrictions or room preferences).
- **Staffing:**

Ensure guides and staff are knowledgeable, trained, and prepared for their roles. Guides should be well-versed in the history, culture, and specifics of the tour destinations.

Consider additional staff needs for larger groups (e.g., a tour manager, bus drivers, activity coordinators).
- **Group Size and Capacity:**

Define the maximum number of participants based on your available resources (e.g., vehicle size, activity capacity) to ensure comfort and safety.

- **Equipment:**

Make sure all necessary equipment is available, such as safety gear for activities (e.g., helmets for cycling or kayaking), tickets for attractions, and communication tools for the guide (e.g., radios, microphones).

Example:

Tour Logistics: A full-day city tour with transport via a private bus, including a 1-hour stop at a museum, a 2-hour lunch break at a local restaurant, and guided sightseeing at key landmarks. The tour is for 25 people and includes all entry fees and guide services.

Benefits:

Properly planned logistics ensure that the tour runs smoothly, on time, and without issues, leading to higher customer satisfaction.

Helps avoid unnecessary delays or confusion, which can detract from the guest experience.

3. Risk Management

Ensuring the safety and security of guests is paramount, especially when the tour involves activities that could be risky (e.g., hiking, cycling, water sports). A solid risk management strategy minimizes accidents and provides a plan for handling emergencies.

Key Aspects of Risk Management:

- **Risk Assessment:**

Identify potential risks specific to the tour. For instance, on an adventure tour, consider terrain hazards, weather conditions, wildlife, and activity-related risks. For city tours, evaluate risks related to traffic, crowded areas, or criminal activity.

- **Safety Procedures:**

Develop clear safety protocols for each stage of the tour. For instance, ensure safety measures for transportation, provide emergency exits, and have first-aid kits available.

Train guides and staff to handle emergency situations, including basic first aid and emergency evacuation.

- **Insurance:**

Ensure that the business has comprehensive liability insurance that covers injuries, accidents, and damages during the tour.

Encourage guests to have personal travel insurance, especially for tours with high-risk activities.

- **Waivers and Liability Releases:**

For tours involving physical activities (e.g., hiking, skiing, or zip-lining), have guests sign waivers and liability release forms before participation. This helps protect the business legally.

- **Weather Contingencies:**

Plan for adverse weather conditions (e.g., rain, extreme heat, or storms).

Communicate how weather will affect the tour and if an alternate plan is in place (e.g., indoor activities or rescheduling).

- **Emergency Planning:**

Provide guests with emergency contact numbers, local medical facilities, and the tour guide's contact details.

Be prepared to adapt plans in case of emergencies (e.g., medical emergencies, transport breakdowns, or lost guests).

Example:

Risk Management: For a kayaking tour, all participants are required to wear life vests, sign a waiver, and are provided with safety instructions. Guides carry first-aid kits, and a safety boat follows the group.

Benefits:

A comprehensive risk management plan ensures the safety of guests, reduces the likelihood of accidents, and enhances your company's reputation for being a responsible operator.

Being prepared for emergencies helps handle unexpected situations smoothly and efficiently.

4. Payment and Cancellation Policy

Clear and well-communicated payment and cancellation policies help manage customer expectations and protect the business from financial losses due to last-minute cancellations, no-shows, or misunderstandings.

Key Aspects of Payment and Cancellation Policy:

- **Payment Terms:**

Define the payment structure (full payment, deposit, or balance due later).

State when the payment is due (e.g., immediately upon booking, a few days before the tour).

Offer multiple payment methods (credit/debit card, bank transfer, PayPal, etc.) for customer convenience.

- **Deposit and Refunds:**

Specify whether a deposit is required to secure the booking and under what circumstances a refund can be issued. For cancellations made by the operator (e.g., due to weather, low bookings), offer full refunds or rescheduling options.

- **Cancellation Policy:**

State the terms for cancellations by the guest (e.g., full refund if canceled 7 days in advance, 50% refund within 3-6 days, no refund within 48 hours of the tour).

Consider allowing guests to reschedule in cases of emergencies or unexpected circumstances (e.g., illness, family emergency).

- **No-Show Policy:**

Clearly outline the consequences of no-shows (e.g., no refund, full charge).

- **Force Majeure:**

Include terms for situations beyond your control, such as natural disasters, strikes, or pandemics, which might require tour cancellations or changes.

Example:

- **Payment and Cancellation Policy:**

A 30% deposit is required to confirm the booking, with the balance due 7 days before the tour. Cancellations made more than 7 days in advance receive a full refund. Cancellations within 3-7 days will receive a 50% refund. No refunds for cancellations within 48 hours. No-shows are non-refundable.

Benefits:

Clear payment and cancellation policies reduce misunderstandings and disputes with customers.

These policies help ensure the business remains financially secure even if guests cancel at the last minute or fail to show up.

By addressing these **Pre-Tour Requirements**, tour operators can ensure that they deliver a seamless, safe, and enjoyable experience for their guests, while also minimizing risks and financial issues for the business.



Activity 2: Guided Practice



Task 17:

Supported by your trainer, read carefully the following tasks and per them as instructed:

1. Why is it important to understand the target audience when organizing a tour?
 - a. To determine the price of the tour
 - b. To tailor the tour experience to their preferences and needs
 - c. To increase the number of participants
 - d. To choose the best transportation method
2. What is one key aspect of tour logistics that helps ensure a smooth tour operation?
 - a. Making the tour itinerary as flexible as possible
 - b. Offering the tour at the lowest price
 - c. Ensuring all staff are knowledgeable and prepared for the tour
 - d. Reducing the number of stops to save time
3. Which of the following is part of risk management for tours involving physical activities?
 - a. Offering discounts for early bookings
 - b. Ensuring guests sign waivers and liability release forms
 - c. Planning for a larger group size than needed
 - d. Providing guests with a free meal during the tour
4. Explain any three policies that can help tour operator to prevent loss when he is negotiating with tourist?

Key Facts 1.5(b) Pre-Tour Requirements



When planning a tour, it's important to consider special requirements that may affect your guests' experience and ensure that everyone can participate comfortably and safely. These requirements often vary depending on the type of tour (e.g., adventure, cultural, relaxation) and the needs of individual guests. Addressing these special requirements in advance ensures a smooth tour experience for all participants and demonstrates attention to guest needs.

Below are the key special requirements to consider in the pre-tour stage:

1. Fitness Level

Ensuring that guests' fitness levels align with the tour's activities is critical, particularly for adventure or physically demanding tours. This helps prevent discomfort or even accidents during the tour.

Key Considerations:

- Tour Activity Intensity:
 - ✓ Determine whether the tour involves physical activities such as hiking, cycling, water sports, or strenuous walking.
 - ✓ Communicate the expected physical exertion required (e.g., easy, moderate, or challenging activity).

- **Fitness Levels of Guests:**
 - ✓ Request guests to indicate their fitness level during the booking process. Include options like “light,” “moderate,” or “high” to categorize different activity levels.
 - ✓ Consider the age range and physical condition of participants. For example, some tours may not be suitable for elderly guests or those with physical disabilities unless accommodations are made.
- **Guidelines and Restrictions:**
 - ✓ Provide guidelines for guests to assess their ability to participate in the tour. You may offer a fitness questionnaire or provide detailed descriptions of the tour's physical requirements.
 - ✓ If the tour involves strenuous physical activity, consider offering alternative options for guests who may struggle with certain parts (e.g., a shortened route, more frequent breaks, or a less demanding version of the activity).

Example:

Fitness Level Requirement: A hiking tour to a mountain summit may require guests to be in good physical condition and able to walk for several hours over uneven terrain. Alternatively, a city walking tour may be suitable for all fitness levels.

2. Clothing and Gear

Providing guidance on the clothing and gear required ensures that guests are prepared for the environment and activities they'll encounter during the tour. This is particularly important for outdoor, adventure, or nature-based tours where specific gear is needed for safety and comfort.

Key Considerations:

- **Climate and Weather Conditions:**
 - ✓ Advise guests on what to wear based on the expected weather conditions during the tour (e.g., hot, cold, rainy, or windy). Inform them if the weather could change unexpectedly.
- **Tour-Specific Gear:**
 - ✓ For active tours, such as hiking, cycling, or kayaking, provide a list of recommended gear (e.g., hiking boots, comfortable clothing, cycling helmets, water shoes, sunscreen).

- ✓ For cultural or sightseeing tours, suggest comfortable shoes for walking, hats, sunglasses, and light layers.

- **Specialized Equipment:**

- ✓ If the tour involves specialized equipment (e.g., climbing gear, life jackets, wetsuits, or binoculars), ensure that the guests know if they need to bring their own or if it will be provided.
- ✓ For tours involving strenuous physical activity, such as trekking or kayaking, ensure that safety gear (e.g., helmets, life vests) is provided or requested.

- **Health or Comfort Requirements:**

- ✓ In some cases, guests may have specific clothing or gear needs related to personal health (e.g., needing compression socks for circulation or extra warmth due to health conditions).

Example:

Clothing and Gear Requirement: For a kayaking tour, guests may need to bring a swimsuit, water shoes, sunscreen, a hat, and a waterproof jacket. The tour operator may provide life jackets and paddles.

3. Health Considerations

Addressing health considerations in advance helps ensure that guests' medical needs are met and that the tour operator is prepared to handle any potential health-related issues during the tour.

Key Considerations:

- **Pre-Tour Health Screening:**
Encourage guests to disclose any pre-existing medical conditions (e.g., asthma, diabetes, heart conditions, allergies) that may affect their ability to participate in the tour or require special accommodation. You can collect this information during the booking process or via a pre-tour questionnaire.
- **Medication and Medical Needs:**
 - ✓ Advise guests to bring necessary medications (e.g., inhalers, EpiPens, etc.) and inform the guide about their specific medical requirements.
 - ✓ Ensure that staff are trained to handle common medical emergencies (e.g., allergies, asthma attacks) and are familiar with the locations of local medical facilities.

- **Dietary Restrictions:**
 - ✓ If the tour includes meals, ask guests about any dietary restrictions or food allergies (e.g., vegetarian, gluten-free, or nut allergies) to avoid any potential health risks.
- **Fitness and Health Requirements:**
 - ✓ For tours involving strenuous activity (e.g., hiking, mountain biking), clarify any fitness or health limitations. Some guests may need additional rest stops or may not be able to participate in certain activities.
- **Special Needs:**
 - ✓ Consider guests with mobility impairments or other special needs. Make sure the tour is accessible and offer suitable accommodations (e.g., wheelchair access, slower pace, or modified activities).

Example:

Health Considerations: A guest with asthma participating in a hiking tour might need to carry an inhaler and inform the guide about their condition. Similarly, if the tour involves a lot of walking, older adults or those with knee problems may require special accommodations, such as frequent breaks.

By addressing these special requirements before the tour, operators can help ensure a smooth, safe, and enjoyable experience for all participants. This proactive approach minimizes risks, boosts guest satisfaction, and demonstrates professionalism in managing diverse needs



Activity 3: Application



Task:18

1. If you're organizing a kayaking tour in a lake kivu with unpredictable weather, what specific clothing and gear advice would you provide to guests to ensure they are properly prepared for both the activity and possible changes in weather conditions?
2. Suppose that you are a tour operator, write a simple contract that has clauses can help you to prevent any loss can be caused by those tourist.



Formative Assessment

1. **What is the importance of being attentive when receiving a tourist's request?**
 - a. To reduce the time taken to respond
 - b. To create a positive and memorable experience for tourists
 - c. To avoid answering questions
 - d. To speed up the booking process
 2. **Which of the following is an example of active listening when receiving a request from a tourist?**
 - a. Repeating the tourist's request to confirm understanding
 - b. Ignoring the tourist's question and offering a general response
 - c. Providing a solution before listening fully
 - d. Speaking over the tourist's request
 3. **Which of the following would be an appropriate response when you cannot immediately address a tourist's request?**
 - a. Tell them that it will not be possible to assist them
 - b. Provide a vague answer without any follow-up
 - c. Set expectations and give an estimated timeframe for your response
 - d. Ignore their request until later
 4. **How** can you create a positive and memorable experience for tourists through being vigilant on their request?
 5. **How** can you avoid disturbance while you are receiving the request of tourists as a recipient?
 6. **Which of the following is an example of a written confirmation?**
 - a. "Thank you for your inquiry, I will get back to you soon."
 - b. "We offer several options for tours. Would you like more details?"
 - c. Sending an email confirming the tourist's preference for a tour time
 - d. Simply nodding in agreement when the tourist expresses interest
 7. **Why is showing empathy important when acknowledging a tourist's request?**
 - a. To reassure the tourist that their needs are being met
 - b. To ensure the tourist makes a reservation immediately
 - c. To discourage the tourist from asking more questions
 - d. To avoid giving the tourist the wrong information
-

8. What are the importance of using formal language as a tour operator to tourist?
9. What are the tricks of knowing what a tourist needs that will make you to meet his expectations.
10. 1Create a conversation can be happening between tour operator and tourists during booking.
11. What do you understand by the term itinerary?
12. State the main elements of tour itinerary?
13. What are the advantages of tour itinerary to the tourist?
14. Design the tour itinerary of that tourist from Europe who want to experience rwandan culture congo nil trail in 4 days.
15. Discuss the methods can be used to advertise that tour itinerary.
16. How does a tour itinerary meet with the tourist expectations.
17. Cancellation and Payment policies are needed when you are acknowledging the request of the tourists, explain why?



Points to Remember

- In travel and tourism, a travel request is a collection of information that a traveller wants to forward for approval, booking, or advance payment. It can also contain information that a manager needs to know before approving a trip.
- Acknowledging the request is a fundamental aspect of providing excellent customer service and ensuring a positive tourist experience.
- Pre-arrival research is the process of gathering information about your potential guests before they arrive. You can get information through market research, online reviews and comments.
- Observation is a powerful tool for understanding tourist needs and behaviours. By systematically observing tourists in various settings, you can gain valuable information about their preferences, motivations, and challenges.
- Direct interaction in tourism refers to face-to-face communication between tourism professionals (e.g., tour guides, hotel staff, travel agents) and tourists. It is a crucial aspect of the tourism experience, as it allows for personalized service and a deeper understanding of tourist needs and preferences.

- A tour itinerary is a detailed plan for a journey, outlining the route, destinations, activities, accommodations, and transportation arrangements. It's a roadmap for both travellers and tour operators to ensure a smooth and enjoyable experience.
- To share a tour itinerary according to the visitor's request, you can use a variety of communication channels depending on the visitor's preferences and the complexity of the itinerary. You can share tour itinerary through by using digital channel and physical channel. The process for receiving visitor reservations can vary depending on the method of booking.
- When organizing and managing tours, addressing Pre-Tour Requirements is vital to ensure a smooth experience for both operators and guests. These requirements often vary depending on the type of tour (e.g., adventure, cultural, relaxation) and the needs of individual guests.



Self-Reflection

At the end of every unit trainee should:

1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.

Experience Knowledge, skills, and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Receive and acknowledge client request					
Identify tourist's needs					
Describe the Elements of a tour itinerary					
Explain Channels of sharing the tour itinerary					
Receive visitor reservation					
Prepare tour requirements					

3. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 2: COORDINATE ON-SITE ACTIVITIES



Unit summary

This unit provides you with the knowledge, skills and attitudes required to Coordinate on-site activities required in providing on site services. It covers the Providing check-in assistance, Conducting briefing, Performing guiding services and Conducting debriefing.

Self-Assessment: Unit 2

1. Refer to the unit illustration above, answer the following questions:
 - a. What does the picture show?
 - b. What is the difference between the features in the picture?
 - c. Basing on the picture, what do you think this unit is about?
2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
2. Read the statements across the top, put a check in a curriculum that best represents your level of knowledge, skills, and attitudes.
3. At the end of this unit, you'll assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe the best way of welcoming tourist					
Describe the information need to gathered.					
Describe the way of Conducting effective briefing					
Explain the performance of guiding services					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Provide greetings and welcoming tourist					
Gather information needed by the tourists.					
Apply the effective briefing.					
Perform guiding services.					
Interact with tourists					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe the best way of welcoming tourist	1. Providing greetings and welcoming tourist	1. Be smart
2. Describe the information need to gathered.	2. Gathering information needed by the tourists.	2. Be hospitable with tourists
3. Describe the way of Conducting effective briefing	3. Applying the effective briefing.	3. Be attentive during briefing
4. Explain the performance of guiding services	4. Performing guiding services.	4. Be flexible while you are performing guiding services.
5. Describe how to Conduct effective debriefing	5. Conducting effective debriefing	5. Be punctual and having a positive mindset



Discovery activity



Task 19

Imagine you're a tour guide leading a group of tourists on a 7-day safari tour through Rwanda's stunning national parks, including Volcanoes National Park, Akagera National Park, and Nyungwe National park. The group includes travellers from different parts of the world, including families, solo travellers, and nature enthusiasts. As part of your responsibilities, you'll be handling check-in assistance, conducting briefings, guiding guests through the parks, and performing a debriefing at the end of the tour.

Referring to the above scenario, answer the following question:

1. What specific documents should guest present during check-in to ensure a smooth start to the Rwanda safari tour?
2. Why is it important to emphasize safety protocols during the briefing for a Rwanda safari tour?
3. How do you tailor your guiding services to meet the interests and preferences of different members of the tour group?
4. What key information should be covered during the debriefing to ensure guests leave with a positive impression of the Rwanda safari experience?

Topic 2.1 Providing check-in assistance



Activity 1: Problem Solving



Task 20

Answer the following questions that will help you to know what you are going to learn:

1. Why is the initial greeting and welcome important when starting a tour, and how can it influence the overall guest experience?
2. How can personalizing the welcome (e.g., mentioning the group's origin or engaging in icebreakers) enhance the tour experience for the guests?
3. What are some key expectations that you should set at the beginning of a tour, and why is it essential to communicate them clearly to the group?

Key Facts 2.1.a Greeting and Welcoming tourist



As a tour guide, the initial moments of greeting the tourists set the tone for the entire experience. Here's a guide on how to effectively start the tour with a warm and engaging introduction.

1. Start with a Warm Welcome

- **Tone:** Begin with a friendly and enthusiastic tone to make the tourists feel at ease and excited about the upcoming journey.

- **Words to Use:**
 - ✓ “Good [morning/afternoon], everyone! Welcome to [name of the place/tour].”
 - ✓ “It’s wonderful to have you all here today. I’m [Your Name], and I’ll be your guide for this amazing tour!”
- **Create a Positive Atmosphere:**
 - ✓ Smile and make eye contact with the group to create a sense of trust and friendliness.
 - ✓ Express genuine excitement to be guiding them through the experience.

2. Acknowledge the Group

- **Address the Group Directly:**
 - ✓ “I see we have a lovely group today from [mention locations or countries, if applicable], it’s fantastic to have such a diverse group.”
 - ✓ “How is everyone doing today? Excited to begin?”
 - ✓ Personalize the Welcome: If you know the group’s size or a few individual details, mention them to make the group feel more connected to you. This can include something like:
 - ✓ “We have guests from [City/Country], and it’s a pleasure to have you all with us today.”

3. Establish a Comfortable Environment

- **Introductions and Icebreakers:**
 - ✓ Start by introducing yourself, your role, and any personal connection to the place. Encourage the group to introduce themselves if it's a smaller group. You can say, “Before we start, I’d love to hear where everyone is from!”
- **Engage the Tourists:**
 - ✓ Ask open-ended questions to get people talking: “What are you most excited to see today?”
 - ✓ Mention any specific features or activities that will be highlighted during the tour to build anticipation.

4. Set the Expectations for the Tour

- **Outline the Itinerary Briefly:**
 - ✓ “During the next few hours, we’ll be exploring [key attractions], learning about the local history, and experiencing the best of [place].”

- ✓ “I’ll be sharing some interesting facts along the way, and feel free to ask questions whenever you like.”

- **Safety and Comfort:**

- ✓ “Before we start, just a quick note on safety – please stay close to me and follow the group as we move through each stop. If you need anything, don’t hesitate to ask.”
- ✓ If relevant, mention any necessary preparations (e.g., water, sunscreen, comfortable footwear).

5. Encourage Interaction and Fun

- **Create a Friendly Tone:**

- ✓ “I’m here to ensure you have a fun and informative experience, so please feel free to ask questions, take pictures, and enjoy yourselves!”
- ✓ “Let’s make this tour as enjoyable and memorable as possible!”

6. Set the Pace and Guidelines

- **Explain the Flow of the Tour:**

- ✓ “We’ll be walking through several areas today, so make sure to take it easy and take breaks whenever you need.”
- ✓ “We’ll have a few opportunities for photo stops, so feel free to snap as many pictures as you’d like.”

By following these steps, you will help your tourists feel welcomed, engaged, and ready for a positive experience. A good introduction creates a warm environment that encourages participation and sets a good pace for the rest of the tour.



Activity 2: Guided Practice



Task 21

1. What would you say in your first sentence when greeting a group of tourists to ensure they feel comfortable and excited about the tour?
2. Eye contact and smile are good qualities of a good guide. Justify this statement.
3. How would you introduce yourself and the tour in a way that helps the tourists feel more connected to you and the experience?

4. What are some things you should mention regarding safety and comfort at the beginning of the tour to ensure the group feels secure and prepared for the day?

Key Facts 2.1.b Gathering Information and Verification

When checking in guests or tourists, gathering accurate information and verifying it ensures smooth operations, guest safety, and proper documentation. Below, we focus on the importance of **Confirmation Details** and **Double-Checking Information** during the check-in process.

1. Confirmation Details

Definition: Confirmation details refer to the information that verifies a guest's reservation. This could include a confirmation number, reservation dates, room type, guest name, payment method, and any special requests. The confirmation details are essential for ensuring that the guest's booking aligns with what the hotel or accommodation has on record.

- **Why are Confirmation Details Important?**

- ✓ **Reservation Validation:** Confirmation details help verify that the guest has made a legitimate booking and is entitled to check in.
- ✓ **Avoiding Mistakes:** They reduce the risk of double-booking or assigning the wrong room.
- ✓ **Communication:** The guest's reservation confirmation serves as a reference point in case of any discrepancies or issues during the stay.
- ✓ **Security:** Verifying confirmation details helps prevent fraudulent activities, such as unauthorized guests checking in under false pretenses.

- **What to Gather as Confirmation Details?**

- ✓ **Reservation Number:** A unique number or code that identifies the booking.
- ✓ **Guest Name(s):** Ensure the name on the reservation matches the ID provided by the guest.
- ✓ **Booking Dates:** Check that the check-in and check-out dates match the guest's reservation.
- ✓ **Payment Information:** Confirm the method of payment, whether prepaid or to be paid at check-in.
- ✓ **Special Requests:** Ensure any special needs (e.g., room type, floor preference, extra bed) are noted correctly.

- **How to Verify Confirmation Details**

- ✓ **Compare with the System:** Cross-check the details the guest provides against the property management system (PMS) or booking platform to ensure they match.
- ✓ **Confirm with Email or SMS:** Many guests receive booking confirmations via email or text message. Verify the details based on these communications.

- **Double-Checking Information**

Definition: Double-checking refers to reviewing the information gathered from the guest, cross-referencing it with the system, and ensuring all details are accurate.

This step helps to prevent errors or omissions that could cause confusion or problems later.

- **Why is Double-Checking Information Important?**

- ✓ **Accuracy:** Ensures that all the details, such as guest name, booking dates, room type, and payment information, are correct.
- ✓ **Guest Satisfaction:** Prevents issues like incorrect room assignments or billing errors, leading to a smoother check-in experience.
- ✓ **Security and Safety:** Confirms the guest's identity and ensures that no unauthorized individuals are staying at the property.
- ✓ **Operational Efficiency:** Helps avoid delays or disruptions during check-in and enhances the efficiency of the front desk.

- **Key Areas to Double-Check**

- ✓ **Guest Identity:** Ensure the name on the identification matches the reservation details. This could include checking a government-issued ID or passport for international guests.
- ✓ **Booking Dates:** Verify that the check-in and check-out dates align with the guest's reservation, especially during busy seasons or when there is a chance of overbooking.
- ✓ **Room Type:** Double-check the room type reserved to make sure it matches the guest's expectations (e.g., single room vs. double room, smoking vs. non-smoking).
- ✓ **Payment Details:** Ensure that the guest has provided valid payment information and that it matches the reservation system. If a deposit is required, confirm it has been processed.

- ✓ **Special Requests:** Verify any special requests (such as an early check-in, high floor, or extra amenities) to make sure they are feasible and have been noted correctly.
- **How to Double-Check Information**
 - ✓ **Cross-Check with System:** Review the details in the property management system (PMS) or the online booking platform to ensure everything is consistent.
 - ✓ **Ask Clarifying Questions:** If something seems unclear or inconsistent (such as the spelling of a guest's name or a missing special request), politely ask the guest to confirm the details.
 - ✓ **Repeat Key Information:** Restate important details to the guest for confirmation (e.g., “I have you booked for a three-night stay, checking in today and checking out on Monday. Is that correct?”).
- **Best Practices for Gathering and Verifying Information**
 - ✓ **Be Thorough but Efficient:** Ensure all required details are gathered without rushing the guest, while maintaining a friendly and welcoming demeanor.
 - ✓ **Use Technology:** Property management systems (PMS) or online reservation platforms can help automate verification of booking details and reduce human error.
 - ✓ **Clear Communication:** Politely communicate with the guest about any discrepancies or issues and provide clear solutions.
 - ✓ **Privacy and Security:** Always handle guest information with confidentiality. Follow data protection regulations such as GDPR (General Data Protection Regulation) to ensure the security of personal data.
 - ✓ **Stay Organized:** Keep track of all the guest details systematically and make sure all necessary documents and confirmation details are stored properly for easy access.
- **Handling Issues and Discrepancies**
 - ✓ **Booking Mistakes:** If a guest provides incorrect confirmation details (e.g., wrong reservation number), work with the guest to resolve the issue. Check the reservation system for possible errors.
 - ✓ **No-Shows or Cancellations:** If the guest claims to have a reservation but is not in the system, check the booking platform for cancellations or no-shows.

- ✓ **Overbooked or Unavailable Rooms:** If there is a room availability issue, verify all details, and offer an alternative room or provide compensation if necessary

- **Conclusion**

The check-in process is a crucial point of interaction between guests and the accommodation. Gathering confirmation details and double-checking the information ensures a smooth, accurate, and secure check-in experience. By following these practices, front desk staff can minimize errors, enhance guest satisfaction, and contribute to the operational success of the property.



Activity 2: Guided Practice



Task 22

1. What are the steps you would take to verify a guest's reservation when they provide confirmation details? How would you handle any discrepancies between the guest's information and the booking system?
2. Why is it important to double-check the guest's identity and booking details, such as room type and payment information, before finalizing the check-in process? What could happen if this step is skipped?
3. Imagine a guest arrives with incorrect reservation details (e.g., wrong name or dates). How would you handle the situation to ensure the guest is checked in smoothly and their issue is resolved?

Key Facts 2.1.C Completing Check-In Procedures

Completing check-in procedures as per site procedures is an essential task that ensures smooth entry and access control. Here's a clear explanation of the process, along with some guidelines on how to be patient and answer questions:

1. Greeting and Introduction

- **Greet the individual** politely and introduce yourself. For example: "Hello, welcome! I'll be assisting you with the check-in process today."

2. Verify Required Documentation

- **Ask for necessary documents:** ID, badge, or any other paperwork required by the site.

- **Check their credentials:** Ensure the person has the correct identification or permissions to enter the site.

3. Collect Information

- **Ask for details:** This could be personal information, company name, purpose of the visit, etc. This is often collected via a form or digital check-in system.
- **Fill out forms or input data:** If required, fill out any necessary check-in forms (either manually or digitally) based on the site's standard procedure.

4. Provide Site Instructions

- **Explain the site procedures:** Once checked in, inform the individual about site-specific rules, safety protocols, or directions.
- For example: "You'll need to wear your visitor badge at all times while on the premises," or "Please follow the signs to the safety briefing area."

5. Safety and Security Briefing

- If applicable, **provide a safety briefing** about potential hazards, emergency exits, and the need for protective gear.
- Confirm that the individual understands these instructions.

6. Issue Access Materials

- **Provide any access passes,** visitor badges, or security cards required for entry.
- If there's a specific area they need to go to, **guide them** or inform them of the best route.

7. Confirm Understanding

- **Ensure the individual is clear** about the next steps. If necessary, ask: "Do you have any questions or concerns about the process?"
- Offer help if they have any doubts or need further clarification.

8. Allow for Questions and Clarify

- **Be patient and answer questions:** If the individual has questions about the process, take the time to explain them in a calm and thorough manner.
- For example: "Yes, I can help you with the parking details, here's a map of the facility."

9. Conclude the Check-In

- Once the individual is ready, **thank them for their patience** and wish them well on their visit.
- For example: "Thank you for completing the check-in process. Have a great visit!"

Key Points for Patience and Answering Questions:

- **Listen actively:** Let the person finish their question before responding.
- **Use simple and clear language:** Avoid jargon or complex terms that may confuse.
- **Stay calm:** Even if there's a delay or confusion, remain calm and polite to ensure a positive experience for the person checking in.
- **Offer additional help** if needed, even after the main check-in process is complete.



Activity 2: Guided Practice



Task 23:

Answer the following questions related to the completing check-in procedures:

1. Why is it important to verify the required documentation before beginning the check-in process? What could happen if the documentation is not properly verified at this stage?
2. When providing site instructions, why is it essential to ensure the individual understands the site's safety protocols and rules? How can you confirm they understand these instructions clearly?
3. Imagine a guest has several questions about the check-in process, including parking and site access. How would you handle this situation to ensure they feel comfortable and informed while maintaining a smooth check-in flow?

Key Facts 2.1.D Providing Information and Orientation

In the check-in process, providing clear, concise, and helpful information ensures that visitors or new employees understand key site aspects, making their experience smooth and efficient. Below is a guide focusing on three key elements: **destination highlights**, **logistical questions**, and **offering maps or tour guides**.

1. Provide Destination Highlights

- **Objective:** Give visitors an overview of important areas on-site that will be relevant to their visit.
- **Action:**
 - ✓ **Key Locations:** Identify areas that the visitor will need to know or find important during their visit. This could include:

- ✚ Meeting rooms
 - ✚ Workspaces or operational areas
 - ✚ Cafeteria, lounges, or break areas
 - ✚ Restrooms and emergency exits
 - ✚ Safety zones or restricted areas
- ✓ **Purpose of Visit:** Help the visitor understand where to go based on the purpose of their visit (e.g., meeting rooms for meetings, lab areas for research purposes).
 - ✓ **Highlight Special Areas:** If the site has notable areas (e.g., a particular exhibit, production area, or research facility), emphasize these. For example:
 - ✚ "This building houses our R&D department. If you're visiting for a project, that's where you'll be headed."
 - ✓ **Important Services:** Mention services they might need, like a first-aid station, customer service desk, or conference facilities.

2. Answer Logistical Questions

- **Objective:** Address any practical questions the visitor may have to help them navigate the site and complete their tasks smoothly.
- **Action:**
 - ✓ **Ask About Their Needs:** Begin by asking if the visitor has any logistical questions or specific needs. For example:
 - ✚ "Do you need directions to your meeting room?"
 - ✚ "Is there anything specific you're unsure about?"
 - ✓ **Provide Directions:** Be prepared to give clear, concise directions to important areas such as:
 - ✚ "To get to the cafeteria, walk straight ahead and take a left at the lobby."
 - ✚ "Your meeting will be in Room 305 on the third floor; take the elevator to the third floor and follow the signs."
 - ✓ **Answer Basic Inquiries:** Common logistical questions might include:
 - ✚ **Parking:** Where to park, parking permits, or fees.
 - ✚ **Wi-Fi:** Access to the Wi-Fi network or login instructions.
 - ✚ **Office Hours:** Operating hours for various departments or services on-site.

✚ **Restroom Locations:** Locations of restrooms, especially in larger or multi-building facilities.

- ✓ **Accessibility:** If relevant, explain accessible routes for visitors with mobility challenges, and where to find elevators, ramps, or other accommodations.

3. Offer a Map or Tour Guide

- **Objective:** Provide a visual or guided resource to help the visitor better navigate the site.
- **Action:**
 - ✓ **Offer a Map:** Provide a **physical or digital map** of the site. A map helps the visitor orient themselves and find key locations.
 - ✚ "Here's a map of the site to help you get to your meeting room and the cafeteria. It also shows the emergency exits."
 - ✚ If offering a **digital map**, ensure they know how to access it on their phone or tablet.
 - ✓ **Tour Guide:** If the visitor needs more in-depth orientation or a walkthrough of key areas, offer to **give them a short tour**.
 - ✚ "Would you like a quick tour to familiarize yourself with the site?"
 - ✚ **Walk them through key spots:** Show them areas of interest like meeting rooms, safety equipment, emergency exits, and break areas.
 - ✓ **Highlight Landmarks:** During a tour, highlight visual landmarks they can use to navigate on their own.
 - ✚ "The main lobby has this large sculpture, so if you see that, you're on the right track."

Summary of Key Points:

- **Destination Highlights:** Focus on key areas the visitor will use during their visit, such as meeting rooms, cafeterias, and restrooms.
- **Logistical Questions:** Address practical concerns like parking, Wi-Fi, restroom locations, and accessibility.
- **Maps and Tour Guides:** Provide a map or guide for better orientation, or offer a brief tour to help them become familiar with the site layout.

Key Skills for Effective Check-In and Orientation:

- **Clear Communication:** Ensure that directions and information are simple and easy to follow.

- **Patience:** Answer all questions thoughtfully, especially when dealing with logistical concerns.
- **Attention to Detail:** Make sure you offer all necessary information about the site, so the visitor feels confident moving around.
- **Empathy:** Understand that visitors may feel unfamiliar or uncertain, so offer extra assistance where needed.

By focusing on **destination highlights**, answering **logistical questions**, and offering a **map or tour guide**, you will ensure that the visitor is not only checked in but well-prepared to navigate the site with ease and confidence.



Activity 2: Guided Practice



Task 24

Answer the following questions:

1. Why is it important to provide visitors with a clear overview of the destination highlights, such as key locations, safety zones, and important services? How would you ensure they remember these areas during their visit?
2. Imagine a visitor asks you where the nearest restroom is and also requests directions to the cafeteria. How would you provide these directions clearly and efficiently while ensuring they feel confident navigating the site?
3. You are offering a map to a visitor and suggesting a brief tour of the site. How would you decide whether a map or a tour guide would be more appropriate for the visitor's needs? What factors would influence your decision?

Key Facts 2.1.E Going the Extra Mile and additional tips

- **Anticipating Needs**
 - ✓ **Proactive Approach:** Strive to understand your customer's needs before they express them.
 - ✓ **Pay Attention to Details:** Observe customer behavior and preferences.
 - ✓ **Personalized Service:** Tailor your service to individual customer requirements.
 - ✓ **Knowledge is Power:** Stay informed about products, services, and industry trends.

- **Providing Recommendations**
 - ✓ **Expert Advice:** Offer valuable insights and suggestions.
 - ✓ **Customer-Centric Focus:** Recommend products or services that align with the customer's needs and preferences.
 - ✓ **Clear and Concise Explanations:** Present information in a clear and understandable manner.
 - ✓ **Build Trust:** Be honest and transparent in your recommendations.
- **Expressing Well Wishes**
 - ✓ **Personalized Messages:** Send personalized thank-you notes or emails.
 - ✓ **Follow-Up:** Check in with customers after a sale or service to ensure satisfaction.
 - ✓ **Holiday Greetings:** Send seasonal greetings to maintain customer relationships.
 - ✓ **Birthday or Anniversary Wishes:** Show you care by acknowledging special occasions.
- **Efficiency and Personability**
 - ✓ **Time Management:** Prioritize tasks and manage time effectively.
 - ✓ **Multitasking:** Handle multiple tasks simultaneously without compromising quality.
 - ✓ **Empathy:** Show genuine concern for your customers' needs and feelings.
 - ✓ **Positive Attitude:** Maintain a positive and upbeat demeanor.
 - ✓ **Active Listening:** Pay full attention to your customers and ask clarifying questions.
- **Professionalism and Body Language**
 - ✓ **Dress Code:** Adhere to appropriate dress codes and maintain a neat appearance.
 - ✓ **Posture:** Sit or stand up straight to convey confidence and professionalism.
 - ✓ **Eye Contact:** Maintain eye contact to show engagement and sincerity.
 - ✓ **Facial Expressions:** Use natural expressions to convey emotions effectively.
 - ✓ **Gestures:** Use gestures purposefully to emphasize points and enhance communication.
 - ✓ **Proximity:** Adjust your physical distance to the other person based on cultural norms and the situation.
 - ✓ **Mirroring:** Subtly mirroring the other person's body language can build rapport.
- **Adapting to Busy Schedules**
 - ✓ **Prioritize Tasks:** Focus on the most important tasks and delegate less critical ones.
 - ✓ **Time Management Techniques:** Use time management tools like calendars and time-tracking apps.

- ✓ **Effective Communication:** Clearly communicate your availability and expectations.
- ✓ **Flexibility:** Be adaptable and willing to adjust plans as needed.
- ✓ **Stress Management:** Practice stress-relief techniques like deep breathing and meditation.
- ✓ **Self-Care:** Prioritize self-care activities to maintain energy and focus.

Remember, going the extra mile is not just about completing tasks; it's about creating memorable experiences for your customers. By anticipating needs, providing valuable recommendations, expressing genuine care, and maintaining a professional demeanor, you can elevate your customer service and build lasting relationships.



Activity 3: Application



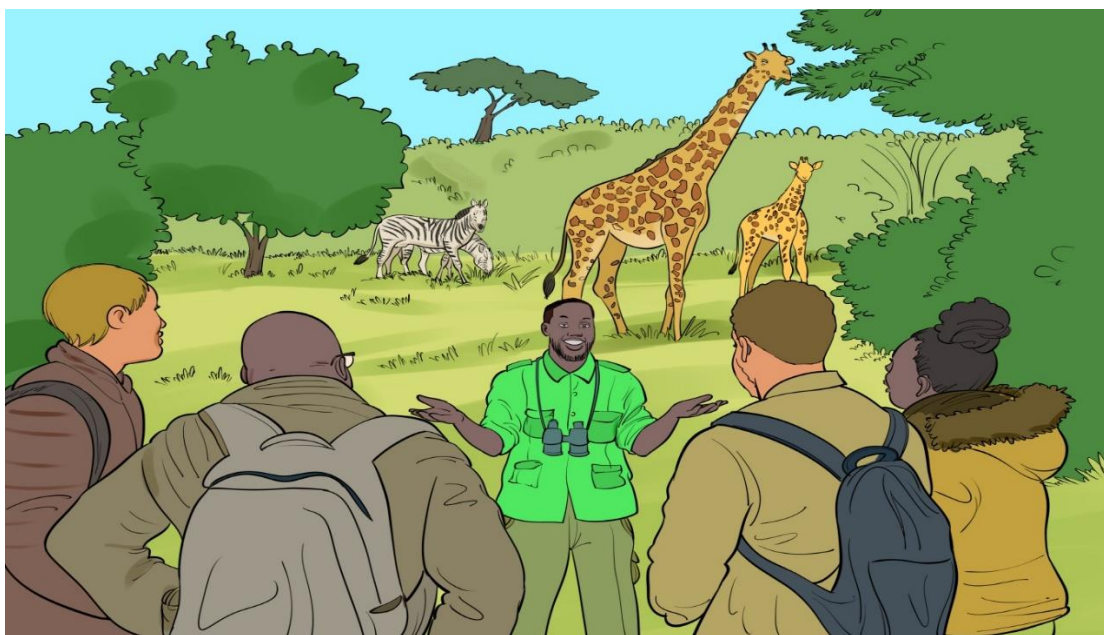
Task 25

Imagine you're a front desk agent at the resort hotel in Rutsiro, welcoming a group of international tourists who have just arrived for a week-long stay. As the group enters the lobby, you greet them with a warm smile and make eye contact to establish a welcoming environment. You offer a personalized greeting, mentioning how excited you are to have guests from so many different countries, creating an atmosphere of inclusion.

Referring to the above scenario, answer the following questions:

1. How do you ensure that you balance efficiency with creating a welcoming atmosphere when greeting and checking in guests? How would you manage a situation where there is a long line at the front desk?
2. In what ways can you anticipate a guest's needs during the check-in process? What specific steps could you take to offer personalized recommendations based on the guest's preferences or past feedback?
3. What steps would you take if a guest arrives with incomplete or incorrect confirmation details? How would you handle the situation to ensure they are checked in smoothly without creating frustration?
4. Design a reservation form that contains all information needed by the hotel during check in.
5. If those tourists arrived at the resort before the time while they wanted to travel, what could you do?

Topic 2.2: Conducting briefing



Activity 1: Problem Solving



Task 26

You are a tour guide leading a group of international tourists on a cultural and wildlife tour in Rwanda. The group has gathered at the entrance of a famous national park, ready to begin their adventure. As the group looks around, they're eager to explore Rwanda's renowned wildlife, visit local cultural sites, and learn about the country's rich history. Your task is to make the group feel welcomed, ensure they understand the logistics and expectations for the tour, and engage them with Rwanda's unique beauty and culture.

By referring to the above scenario, answer the following questions:

1. How do you maintain group cohesion and ensure the safety and enjoyment of all participants during a physically demanding activity like the gorilla trek, especially when some tourists may not be as physically prepared as others?
2. What strategies do you use to build rapport with tourists from diverse backgrounds, ensuring that each person feels engaged and connected to Rwanda's culture and history?

3. How would you handle a situation where a tourist disregards safety guidelines or local customs, such as attempting to take photos with a flash near the gorillas or not adhering to the cultural practices during community visits?

Key Facts 2.2.a Introduction and Welcome

- *Start with a Warm Welcome*
 - ✓ **Be Friendly and Approachable:** Greet the group with a friendly smile and a positive tone. A warm welcome immediately sets a comfortable and inviting atmosphere.
 - ✓ **Express Enthusiasm:** Show genuine excitement for the group's arrival. A simple phrase like "We're so happy to have you here today!" helps establish a welcoming environment.
 - ✓ **Create a Positive First Impression:** Your initial greeting shapes the group's perception of the experience, so make sure it is warm, genuine, and engaging.
- *Acknowledge the Group*
 - ✓ **Address the Entire Group:** Make sure to recognize everyone in the group, making them feel included and valued. You can start with "Hello everyone" or "Welcome to all of you."
 - ✓ **Personalized Touch:** If possible, mention any specific details about the group (e.g., a special event, anniversary, or large group size) to show attentiveness and make them feel special.
 - ✓ **Express Gratitude:** Thank the group for choosing your service or location. For instance, "Thank you for joining us today, we truly appreciate your presence." This establishes a positive connection and shows respect for their time.



Activity 2: Guided Practice



Task 27:

1. How can you use body language and tone of voice to create a welcoming atmosphere when greeting a group for the first time? Can you give an example of how you would greet a group of tourists at the start of a city tour?

2. Imagine you're welcoming a large group celebrating a special event, such as a wedding anniversary. How would you personalize your greeting to make them feel recognized and appreciated while maintaining an inclusive atmosphere for the entire group?
3. What are some effective ways to acknowledge and thank a group for choosing your service, especially in situations where the group may have had a long journey or special expectations for the day? How do you balance professionalism with a personal touch in your welcome message?

Key Facts 2.2.b Tour Overview/information

Purpose of a Tour Overview

- **Set Expectations:** Provide clear information about the tour's schedule, highlights, and objectives so guests know what to expect.
- **Enhance the Experience:** By offering details about the tour, you make the experience more engaging and informative for guests.

Key Points to Include in a Tour Overview

1. Tour Highlights:

- ✓ **Key Stops:** Mention the main attractions or destinations that will be visited during the tour.
- ✓ **Special Features:** Highlight unique aspects of the tour (e.g., exclusive access, rare experiences, or scenic views).

2. Itinerary and Timing:

- ✓ **Schedule:** Outline the start and end times of the tour, including breaks or significant time spent at each stop.
- ✓ **Duration:** Provide a rough estimate of how long the tour will last.
- ✓ **Punctuality:** Emphasize the importance of sticking to the schedule to ensure everything runs smoothly.

3. Tour Details:

- ✓ **Mode of Transportation:** Explain how guests will travel (e.g., walking, bus, boat) and any important information related to transportation.
- ✓ **Facilities:** Point out the availability of amenities (e.g., restrooms, water, seating) along the way.

4. **Safety and Comfort:**

- ✓ **Health and Safety Guidelines:** Provide information on safety procedures, emergency contacts, or precautions guests should take.
- ✓ **Comfort Tips:** Remind guests to wear comfortable clothing, shoes, or bring anything they may need (e.g., sunscreen, water, hats).

5. **Guest Engagement:**

- ✓ **Interactive Moments:** Mention opportunities for questions, photo stops, or interaction with the guide.
- ✓ **Cultural Insights:** Highlight the educational or cultural aspects of the tour that guests will learn about during the experience.

6. **Additional Information:**

- ✓ **Weather Considerations:** If applicable, give a heads-up about the expected weather, so guests are prepared.
- ✓ **Suggestions for After the Tour:** Offer recommendations for nearby attractions, restaurants, or places to visit once the tour ends.

Tips for Delivering the Tour Overview

- **Be Clear and Concise:** Present the information in an easy-to-understand and engaging manner, ensuring that everyone can follow along.
- **Engage the Audience:** Make the overview interactive by asking questions or inviting guests to share their expectations for the tour.
- **Maintain Enthusiasm:** Keep the tone positive and excited to help guests feel excited about the upcoming experience.



Activity 2: Guided Practice



Task 28:

Answer the following questions reflect to Tour Overview/information

1. What are the key highlights you would include in a tour overview to set clear expectations for guests?
2. Why is it important to provide information about transportation and facilities in a tour overview, and how would you explain this to guests?

3. How would you encourage guest engagement during a tour overview, and why is it important to include interactive moments?

Key Facts 2.2.C Set Expectations, highlight inclusion and exclusion

1. Tour Instructions

- **Itinerary Overview:** Explain the schedule of the tour, including departure times, key stops, and the expected duration of the tour. Let guests know if there are any major transitions (e.g., travel between locations).
- **Punctuality:** Emphasize the importance of being on time for departures and scheduled activities. Late arrivals can delay the entire group and affect the overall experience.
- **Guidelines for Safety and Behavior:** Provide clear instructions on safety (e.g., staying within designated areas, wearing seatbelts, or using provided equipment correctly). Remind guests to follow the guide's directions throughout the tour.
- **Health & Comfort:** Advise guests on appropriate clothing, footwear, and any other preparations (e.g., water, sunscreen, hats) based on the nature of the tour (e.g., outdoor activities, long walks).

2. Inclusion and Participation

- **Inclusions:** Clearly outline what is included in the tour price:
 - ✓ **Transportation:** Does the tour include transport (e.g., bus, boat, walking)?
 - ✓ **Meals:** Are meals (e.g., lunch, snacks) provided? Specify if some meals are not included.
 - ✓ **Attractions/Activities:** List any major attractions or activities that are part of the tour (e.g., museum entry, guided hikes, special events).
 - ✓ **Local Guides:** If a guide is included, explain their role and what guests can expect in terms of commentary, expertise, or assistance.
 - ✓ **Accommodation (if applicable):** For multi-day tours, clarify whether lodging is included and the type of accommodation (e.g., hotel, guesthouse).
- **Exclusions:** Be transparent about what is not included in the tour:
 - ✓ **Optional Extras:** List any optional activities or upgrades (e.g., excursions, additional attractions) that may incur extra fees.
 - ✓ **Personal Expenses:** Make it clear that personal costs, such as souvenirs, drinks, or tips, are not included.

- ✓ **Gratuities:** If tips for guides or staff are not included, specify this in advance so guests can plan accordingly.

- **Participation Expectations:**

- ✓ **Active Engagement:** Encourage tourists to actively participate in discussions, ask questions, and engage with the local culture, where appropriate.
- ✓ **Group Interaction:** Remind guests to be considerate of others by respecting group dynamics and not disrupting the flow of the tour.

3. Photography and Videography

- **Permitted Areas:** Explain which locations or attractions allow photography or videography. Some places may have restrictions (e.g., religious sites, museums, or private properties).
 - ✓ **Sensitive Locations:** Inform tourists if photography is prohibited in certain areas due to cultural or privacy concerns.
 - ✓ **Respecting Privacy:** Advise guests to always ask for permission before taking photos of local people, especially in culturally sensitive environments.
- **Social Media Guidelines:** Let guests know whether they are encouraged to share their photos or videos on social media, and if there are any specific hashtags, mentions, or rules (e.g., tagging the tour company).
- **Respectful Photography:** Remind tourists to be mindful of others while taking pictures, especially when it comes to timing, positioning, or blocking views for other group members.

4. General Tips for Setting Expectations

- **Be Transparent:** Provide guests with all the necessary details at the start of the tour so there are no surprises. Clarity is key to ensuring a smooth and enjoyable experience.
- **Engage with Positivity:** Set expectations in a friendly and approachable manner, helping guests feel excited and comfortable about the tour.
- **Encourage Communication:** Let tourists know they can approach you with any questions or concerns during the tour, and that you are there to ensure they have a great experience.



Activity 2: Guided Practice



Task 29

1. How would you clearly explain the inclusions of the tour (e.g., transportation, meals, and activities) to ensure guests understand what is covered in the tour price?
2. Why is it important to inform guests about exclusions (such as optional extras and personal expenses), and how would you present this information to avoid confusion?
3. What are some strategies for managing guest expectations regarding photography and videography during the tour, especially when visiting sensitive locations?

Key Facts 2.2.D Building Rapport and Enthusiasm

1. Building Rapport and Enthusiasm

- **Share Interesting Facts or Anecdotes:**
 - ✓ **Engage with Stories:** Use fun and captivating anecdotes related to the location or history of the tour to create a connection with guests. Personal stories or local legends can add depth and excitement.
 - ✓ **Informative and Fun:** Share interesting facts that will surprise or intrigue your audience, keeping them engaged and curious. These facts can be historical, cultural, or related to the local environment.
- **Show Your Passion:**
 - ✓ **Enthusiasm is Contagious:** Display genuine excitement about the location or activity you're guiding. Your passion will be contagious and inspire guests to feel excited about the experience.
 - ✓ **Express Emotion:** Show your enthusiasm not just in your words, but also through body language, tone of voice, and facial expressions. This helps make the experience more engaging and memorable for the tourists.

2. Bonus Tips for Tour Guides

- **Give Time for Questions:**
 - ✓ **Encourage Interaction:** Regularly pause and invite questions, giving tourists the chance to engage with you and clarify doubts. This makes the tour more interactive and personalized.

- ✓ **Respectful of Time:** While it's important to encourage questions, be mindful of the group's schedule to ensure the tour runs smoothly and on time.
- **Use Visuals:**
 - ✓ **Support with Images or Maps:** Whenever possible, use visual aids such as photos, maps, or artifacts to help explain points of interest. Visuals can make abstract or historical concepts more concrete and engaging.
 - ✓ **Interactive Displays:** If available, use physical objects, videos, or presentations to enhance storytelling and capture attention.
- **Speak Clearly and Project Your Voice:**
 - ✓ **Be Heard by All:** Ensure that everyone in the group can hear you by speaking loudly enough and maintaining a clear, steady pace. Use a microphone if necessary in large groups.
 - ✓ **Clear Communication:** Avoid speaking too fast or mumbling. Speak clearly and distinctly so that your audience can easily follow along.
- **Be Mindful of Time:**
 - ✓ **Stay on Track:** Keep track of the itinerary and respect time limits for each stop to ensure the tour runs smoothly. Avoid running over time or rushing through key points of interest.
 - ✓ **Balance Time for Engagement:** While it's important to stick to the schedule, make sure to balance time spent sharing information with allowing for interaction or breaks.
- **Be Adaptable:**
 - ✓ **Flexible Approach:** Adapt to the needs of the group. If the tourists are particularly interested in one aspect of the tour, be flexible and spend a little more time there. Conversely, if they seem uninterested, move on to keep the tour engaging.
 - ✓ **Handle Unforeseen Challenges:** Be prepared for any unexpected changes (e.g., weather, delays, group dynamics) and handle them calmly. Your ability to stay composed and adaptable will ensure a smooth and positive experience for everyone.



Activity 2: Guided Practice



Task 30:

Answer the following question:

1. How can you use stories or interesting facts to engage guests and build rapport during a tour, and why is this approach effective?
2. What are some ways you can show genuine enthusiasm and passion during a tour, and how might this affect the guests' experience?
3. How would you balance the need for engaging with guests through questions and maintaining the tour's schedule?



Activity 3: Application



Task 31:

You are a tour guide leading a group of 15 tourists on a guided trek to see the endangered mountain gorillas in Volcanoes National Park, Rwanda. The park is located in the Virunga Mountains, known for its stunning scenery, rich biodiversity, and the world-famous mountain gorillas. This is a once-in-a-lifetime experience for many of the tourists, so your role is to ensure they understand the guidelines, are aware of safety protocols, and remain respectful of the environment and local culture.

By reflecting to the above scenario, answer the following questions:

1. How would you handle a situation where a tourist is not respecting the guidelines and is trying to get too close to the gorillas?
2. What would you do if a tourist is struggling with the physical demands of the hike?
3. How do you plan to keep the group engaged and excited during the hike, especially when it could be physically challenging?

Topic 2.3: Performing guiding services



Activity 1: Problem Solving



Task 32:

1. How can the use of storytelling techniques transform a tour into a memorable experience for guests?
2. How does incorporating interactive elements like quizzes or activities contribute to guest engagement and enjoyment during a tour?
3. What are the key challenges that can arise during a tour when managing time, instructions, and unexpected situations, and how can they be addressed effectively?
4. How can prioritizing safety and security during a tour enhance the overall guest experience and ensure smooth operation?

Key Facts 2.3.a Creating memorable experience

1. Be a Master Storyteller

- **Engage with Stories:** Use compelling narratives to make the tour come alive. People remember stories better than facts alone. Share local legends, historical events, or personal anecdotes that add color and depth to the locations.
- **Relate to the Audience:** Tailor your storytelling to the interests of your group. For example, if you're guiding a family, focus on fun and interactive stories; for history enthusiasts, share detailed historical narratives.
- **Use Vivid Descriptions:** Paint pictures with your words. Describe scenes, sounds, and smells to make the experience more immersive, helping guests to mentally "transport" themselves to the time or place you're describing.

2. Enthusiasm is Contagious

- **Show Genuine Passion:** Your energy and enthusiasm are powerful tools. When you're excited about a place, activity, or story, your guests will mirror that energy. Let your love for the subject shine through.
- **Positive Energy:** Use an upbeat and positive tone throughout the tour. A cheerful attitude helps guests feel excited and engaged, even during long or tiring segments of the tour.
- **Encourage Guest Participation:** Enthusiasm can also come from guest interaction. Encourage questions and make the tour a dynamic, participatory experience by involving your guests in the story.

3. Vary Your Pace and Tone

- **Keep the Group Engaged:** Switch between fast and slow storytelling depending on the content. For example, build suspense with a slower pace when telling a captivating story, and pick up the pace when moving between locations or talking about more straightforward facts.
- **Tone Modulation:** Use different tones to convey emotions. For instance, when describing something dramatic or serious, lower your voice to add weight. For fun facts or lighter moments, use a more upbeat, lively tone to keep the group engaged.

- **Break Up the Monotony:** Vary your delivery style to avoid sounding robotic or monotonous. A change in pace or tone can re-energize your audience and keep them alert.

4. Clear and Concise Communication

- **Keep It Simple:** While storytelling is important, ensure your points are clear and easy to follow. Avoid overly complex language or long-winded explanations. Stick to the key points that will interest and benefit your audience.
- **Organize Information:** Break down information into digestible chunks, especially when covering complex topics. This helps guests stay focused and remember the most important details.
- **Be Accessible:** Ensure you're speaking at an appropriate volume for the group size. If necessary, use a microphone to project your voice in larger groups. Speak slowly and enunciate clearly so everyone can understand you.

To create a memorable experience for your tour group, **be a master storyteller** by engaging with captivating stories and vivid descriptions. **Show enthusiasm** for the tour content—your passion will motivate your guests. **Vary your pace and tone** to keep the tour dynamic and engaging, and use **clear and concise communication** to ensure everyone understands and stays interested. When combined, these elements will help you deliver an unforgettable and impactful tour!



Activity 2: Guided Practice



Task 33

1. How can you adapt your storytelling style when leading a group of children versus a group of history enthusiasts?
2. How can you modify the pace and tone of your delivery to maintain engagement during a visit to a museum compared to an outdoor historical site?

Key Facts 2.3.b Engaging the Audience

1. Interactive Elements

- **Ask Questions:** Encourage interaction by asking open-ended questions. This could be about the location, history, or what the group already knows. For example, “Has anyone been to this place before?” or “What do you think of this monument?”
- **Involve the Group:** Ask guests to share their thoughts or experiences related to the tour content. This could be as simple as asking a family to point out landmarks or having individuals share their opinions on a historical event.
- **Use Activities:** Incorporate interactive elements such as quizzes, trivia, or challenges that allow guests to engage actively rather than just listening passively. This makes the tour more dynamic and fun.
- **Hands-On Experiences:** If possible, incorporate touchable objects or materials that guests can interact with, such as artifacts, maps, or local products. This brings a tactile dimension to learning.

2. Encourage Participation

- **Ask for Feedback:** Throughout the tour, ask for the group’s thoughts or experiences. This could be about something they’ve learned, something they found interesting, or what surprised them most. It fosters a sense of inclusion and involvement.
- **Invite Questions:** Create a space for questions throughout the tour, not just at the end. This keeps the audience engaged and allows them to direct the focus of the tour to areas that interest them the most.
- **Engage Quiet Guests:** If some members of the group are quieter, gently encourage them to participate by asking them direct questions or getting them involved in discussions.
- **Group Tasks:** Assign group member’s certain tasks, such as finding a landmark, spotting something specific in the surroundings, or taking photos. This promotes teamwork and makes them feel part of the experience.

3. Adapt to the Audience

- **Gauge Group Dynamics:** Pay attention to the group’s mood and engagement level. If they seem restless or disengaged, shift the pace or switch topics to

something more relevant or exciting. Adjust your tone, energy level, or delivery to suit the group's vibe.

- **Adjust Content for Interest:** Be flexible with your content. If you have a group of nature enthusiasts, focus more on the environment. If you're guiding a history-loving group, emphasize historical details. Tailoring the information to the audience's interests will increase engagement.
- **Energy Levels:** Some groups may need a break or a change in activity. Recognize when it's time for a pause or a more leisurely discussion, or when to pick up the pace to reignite interest.

4. Accommodate Different Learning Styles

- **Visual Learners:** Use visuals such as photos, diagrams, maps, or videos to support your explanations. Pointing out key features, landmarks, or areas of interest will help those who learn best through sight.
- **Auditory Learners:** For those who learn best through listening, make sure your explanations are clear and engaging. Use storytelling and varied tones in your voice to maintain their interest.
- **Kinesthetic Learners:** Incorporate physical activities like walking, exploring specific features, or allowing guests to touch or handle objects when possible. These guests learn best through movement and hands-on experiences.
- **Provide Multiple Perspectives:** When discussing an item, location, or event, present it in different ways (historical, cultural, or personal). This caters to different learning preferences and keeps the content dynamic and accessible to everyone.

To effectively **engage your audience** during a tour, integrate **interactive elements** such as asking questions, sharing quizzes, or encouraging guest participation. **Adapt your style** based on the group's interests, energy, and preferences. Recognize the **different learning styles** of your audience—visual, auditory, and kinesthetic—and tailor your delivery to ensure that everyone can absorb and enjoy the experience. This dynamic and inclusive approach will help make your tours more memorable and impactful!



Activity 2: Guided Practice



Task 34

1. How would you adjust your tour when you notice that some guests are more quiet or reserved than others, while others are very vocal and eager to participate?
2. What specific activities or challenges could you use to engage a group of guests with different interests, such as art lovers and nature enthusiasts, during the same tour?
3. How could you adapt your content if you find out that your guests have little prior knowledge of the historical location you're visiting?

Key Facts 2.3.C Managing the Logistics

1. Time Management

- **Stick to the Schedule:** Ensure the tour begins and ends on time. Plan the time spent at each stop in advance to avoid delays and ensure you can cover all planned attractions or activities.
- **Monitor the Pace:** Keep track of how much time is spent at each location. If a stop runs over, you may need to adjust subsequent stops to stay on schedule.
- **Allow Flexibility:** While time management is crucial, remain flexible to adjust for unforeseen circumstances or spontaneous guest interests. Always balance the need to stay on track with creating a positive experience.
- **Set Clear Expectations for Time:** Inform the group about the duration of the tour, expected arrival times at key stops, and when the tour will end. This helps manage guest expectations and avoids confusion.

2. Provide Clear Instructions

- **Give Clear Directions:** Make sure guests understand where they need to go or what to do at each stage of the tour. Whether it's meeting at a specific time or following a certain path, clarity is key to avoiding confusion.
- **Pre-emptive Instructions:** At the start of each segment, give clear instructions about what will happen next, such as, "In 10 minutes, we'll be walking over to the museum. Please stay with the group and don't wander off."
- **Meeting Points and Departures:** Ensure that everyone knows where to meet after a break or at the end of each stop, and clearly communicate the timing.

- **Safety Instructions:** Remind the group of important safety instructions, such as where to walk, where to wait, or what to avoid, especially in crowded or busy areas.

3. Be Mindful of Bathroom Breaks

- **Plan Ahead:** Know where restroom facilities are located at key stops along the tour, and inform guests of these locations ahead of time.
- **Take Breaks as Needed:** Depending on the length of the tour, schedule bathroom breaks at appropriate times to ensure everyone stays comfortable.
- **Time Consideration:** If a bathroom break is needed during a busy portion of the tour, ensure that the group is aware of how long it will take. Allow ample time for guests to return to the group without causing delays.
- **Be Considerate:** If you're aware that someone in the group may need more frequent breaks, be attentive and help accommodate their needs without disrupting the flow of the tour.

4. Handle Unexpected Situations

- **Stay Calm and Collected:** Whether it's bad weather, a sudden change in plans, or a guest issue, maintain a calm demeanor. Your ability to stay composed will reassure the group and ensure the tour continues smoothly.
- **Be Flexible:** If there's a delay or an unexpected situation (e.g., a missed train, a closed attraction), quickly adjust your plan. Inform guests of the change and let them know how the tour will proceed.
- **Problem Solving:** In case of emergencies or difficulties, have a plan in place (e.g., a contact for transport issues, local medical support). Address the problem calmly, keeping the group informed and at ease.
- **Clear Communication:** If something unexpected happens, always communicate openly with the group. For example, "We've encountered a delay, but we'll make up for the lost time by shortening our visit to [location]." Being transparent helps manage guest expectations.

Managing logistics effectively during a tour involves **time management**, **providing clear instructions**, and being **mindful of bathroom breaks** to ensure smooth transitions. Stay organized but flexible, as unexpected situations can arise. Handling issues calmly, offering clear communication, and adapting to the circumstances will help you maintain a positive experience for your guests and ensure a well-run tour.



Activity 2: Guided Practice



Task 35:

1. How would you manage time effectively if an unexpected delay occurs at one of the stops, such as a guest needing extra time or an attraction running behind schedule?
2. What strategies could you use to communicate clearly with a large group, especially when giving instructions or preparing for a break, to avoid confusion?
3. If a guest experiences a medical emergency during the tour, how would you handle the situation while ensuring the rest of the group remains calm and informed?

Key Facts 2.3.(d) Safety and Security

1. Prioritize Safety

- **Guest Safety First:** Always make the safety of your guests a top priority. This means ensuring that they follow safety protocols and are aware of their surroundings at all times.
- **Pre-Tour Safety Briefing:** Before starting the tour, give a brief on the safety measures that should be followed. This includes guidelines for crossing roads, walking in crowded areas, and any specific hazards related to the location (e.g., slippery paths, uneven terrain).
- **Personal Safety Equipment:** Ensure that guests are wearing appropriate attire (e.g., comfortable shoes, sun protection) and provide any necessary equipment (e.g., helmets, life vests) for activities like cycling, hiking, or water excursions.
- **Know Your Environment:** Familiarize yourself with the location's potential hazards, such as traffic, wildlife, or weather conditions. This helps you keep guests safe and avoid surprises.

2. Maintain Situational Awareness

- **Observe Group Behavior:** Regularly check that all guests are accounted for and behaving safely. Keep an eye on those who may wander off or fall behind the group.

- **Monitor External Factors:** Be aware of your surroundings, including weather conditions, traffic, or any potential hazards. If you're in a busy area, keep an eye on crowds and potential safety risks such as pickpockets.
- **Stay Alert for Medical Needs:** Be mindful of guests with special medical conditions or needs (e.g., allergies, mobility issues). Check in with them occasionally to ensure they are doing okay.
- **Security Awareness:** Stay vigilant in high-traffic or tourist-heavy areas, where pickpockets or scams can be a concern. Advise your guests to keep their belongings secure and avoid displaying valuables.

3. Prepare for Emergencies

- **Emergency Protocols:** Know the emergency procedures for the area or venue you are visiting. Be aware of the nearest hospitals, emergency exits, fire alarms, and evacuation routes.
- **Have Contact Information Ready:** Carry important numbers, such as local emergency services, your tour company's contact information, and any relevant insurance or first-aid details.
- **First Aid Knowledge:** Have basic first-aid training and be prepared to assist in minor injuries, such as cuts, scrapes, or dehydration. Carry a first-aid kit for common emergencies (bandages, antiseptic wipes, pain relievers).
- **Plan for Evacuations:** In case of a larger emergency (e.g., natural disaster, fire), make sure you know how to quickly and calmly evacuate the group. Maintain a calm, composed demeanor to reassure guests.

4. Comply with Safety and Security Rules

- **Follow Local Laws and Regulations:** Adhere to all local safety regulations, including health and safety rules, permits for specific activities, and cultural norms.
- **Venue-Specific Safety Rules:** Many attractions have their own safety rules (e.g., no smoking, restricted areas, safety gear). Be sure to communicate these to the group in advance and ensure compliance.
- **Respect Group Limitations:** Avoid activities or environments that might be too challenging for certain members of the group (e.g., physically demanding hikes for guests with mobility issues). Know the limitations of your group and plan accordingly.

- **COVID-19 and Other Health Protocols:** In areas where health protocols are in place, such as mask mandates or social distancing, make sure guests comply and remind them of these regulations if necessary.

Safety and security are crucial during a tour. **Prioritize guest safety** by providing clear instructions, ensuring appropriate attire, and being aware of potential hazards. Maintain **situational awareness** by observing group behavior, external risks, and guest needs. Always be **prepared for emergencies**, knowing protocols and carrying necessary first-aid supplies. Finally, ensure that you **comply with local safety regulations** and venue-specific rules, adjusting activities as needed to suit the group. Prioritizing safety creates a secure, enjoyable experience for both guests and guides.



Activity 2: Guided Practice



Task 36:

1. How would you ensure that guests follow safety protocols when navigating a crowded or potentially hazardous area during the tour, such as a busy street or slippery path?
2. How do you balance guest enjoyment and adventure with the need to maintain safety, particularly in outdoor or physically demanding environments?
3. How can you prepare for a situation where the weather conditions suddenly change, and you need to ensure the group remains safe while also keeping the tour experience engaging?



Activity 3: Application



Task:37:

You are a professional tour guide leading a group of tourists on a wildlife safari in Akagera National Park, Rwanda. This park is known for its diverse wildlife, including the Big Five (lions, elephants, buffaloes, leopards, and rhinos), scenic landscapes, and beautiful lakes. Your role is to not only provide information about the park's flora and fauna but also to create a memorable experience for your guests by engaging them, managing the logistics effectively, and ensuring their safety and enjoyment throughout the day.

According to the above scenario, answer the following question:

1. How would you keep a group of tourists engaged if you encounter a long stretch of the safari with no wildlife sightings?
2. How would you keep a group of tourists engaged if you encounter a long stretch of the safari with no wildlife sightings?
3. How would you keep a group of tourists engaged if you encounter a long stretch of the safari with no wildlife sightings?

Topic 2.4 Conducting debriefing



Activity 1: Problem Solving



Task 38:

Answer the following questions that will help you to discover what we are going to learn:

1. How can choosing the right time and location for a debriefing session impact the effectiveness of feedback and the overall learning experience for the group?
2. What are some effective ways to start a debriefing session with appreciation and positive reinforcement, and how does this influence the group's receptiveness to constructive feedback?
3. When responding to open comments and unanswered questions during a debriefing, what strategies can you use to ensure a productive, respectful discussion that addresses concerns while promoting growth?
4. Refer to the key fact 2.4 a below for more clarification

Key Facts 2.4.a Choose the right time and location

1. Right Time for Conducting Debriefing

- **Timing at the End of the Tour:** The best time to conduct a debriefing is after the tour has concluded. This allows guests to reflect on their experience while the information is still fresh in their minds.
- **Allow for a Natural Pause:** Choose a time when the group is ready to wind down or relax. Avoid conducting a debriefing immediately after a busy, high-energy activity, as guests may need time to rest or recharge.
- **Don't Rush:** Ensure that there is enough time for guests to ask questions, share feedback, and reflect on the experience. Avoid rushing the debriefing—this is a time for closure and to answer any lingering questions.
- **Avoid Peak Stress Times:** Don't conduct debriefing during moments of stress or urgency (e.g., when the group is running late, during sudden weather changes, or when guests are feeling fatigued). It's important that everyone is in a comfortable state of mind.
- **Post-Tour Reflection:** Consider offering a brief summary while the group is still at the final stop, then allow time for individual questions afterward. This provides closure and lets the guests reflect on the overall experience.

2. Right Place for Conducting Debriefing

- **Quiet and Comfortable Environment:** Select a location that is quiet and free of distractions, allowing everyone to focus on the debriefing. Avoid noisy areas (e.g., crowded streets, cafes) that could hinder clear communication.
- **Accessible Location:** Choose a place that is easy for everyone to gather. If you're at a tourist site or outdoor location, look for a nearby bench, shaded area, or indoor space where the group can sit comfortably.
- **Privacy and Space:** Ensure there's enough space for everyone to be seated comfortably, especially if the group is large. Consider the need for privacy if guests are sharing personal feedback or experiences.
- **Convenient for Group:** Ideally, the location should be near the final stop or on the way out, minimizing the time and effort it takes for guests to reach the debriefing area.

- **Consider Weather and Conditions:** If you're in an outdoor environment, be mindful of weather conditions. Choose a sheltered spot during rain or extreme sun to ensure the comfort of your guests.
- **Accessible for All Guests:** Ensure the location is accessible to guests with different mobility needs, particularly if some members of the group have limited mobility or require additional support.

When conducting a debriefing, it's essential to choose the **right time** and **right place** to ensure a successful wrap-up. The best time is usually after the tour when guests are ready to reflect, but not when they're stressed or rushed. For the location, choose a **quiet, comfortable, and accessible space** that allows for uninterrupted conversation. Providing an environment that's conducive to discussion and reflection helps ensure that guests leave with a positive and satisfying conclusion to their tour experience.



Activity 2: Guided Practice



Task 39

1. Why is it important to avoid conducting a debriefing immediately after a high-energy activity, and how can waiting for a natural pause benefit both the group and the guide?
2. Imagine you're leading a tour in a busy tourist area. The only available space for the debriefing is near a crowded café with high noise levels. How might this environment impact the debriefing, and what alternative locations could you consider to improve the experience?
3. You are planning a debriefing session for a group with diverse needs, including some guests with mobility challenges. What factors would you prioritize when selecting a debriefing location to ensure that all guests are comfortable and included?
4. Refer to the key fact 2.4 b below for more clarification

Key Facts 2.4.b Positive Reinforcement

Positive reinforcement is a powerful tool for encouraging desirable behaviors, boosting morale, and enhancing the overall tour experience. When applied during a **tour debriefing**, it can strengthen relationships with guests, encourage active participation, and ensure that guests leave with a positive impression of the tour.

1. Recognize Guest Contributions

- **Praise Participation:** Acknowledge guests who asked insightful questions, shared interesting observations, or contributed to group discussions. For example, “Thank you for that great question about the history of this monument; it really added to the experience for everyone.”
- **Compliment Guests' Engagement:** If a guest was particularly enthusiastic, helpful, or engaged during the tour, give them positive feedback. “I noticed how well you stayed engaged and made the group’s experience more enjoyable—thank you for that.”

2. Reinforce Positive Behavior

- **Highlight Safety and Compliance:** During the debriefing, commend guests who followed safety guidelines or who adhered to tour rules (e.g., staying close to the group, being punctual). Reinforce this behavior by saying, “I really appreciate how everyone stuck together and stayed safe today.”
- **Encourage Future Participation:** Positive reinforcement can also include motivating guests to return for future tours or other experiences. For example, “You did such a great job engaging with the tour. I’d love to see you on our next adventure!”

3. Use Verbal Praise and Recognition

- **Specific Compliments:** Be specific in your praise to make it more meaningful. Instead of a general “Good job,” say something like, “I really appreciated how you asked such thoughtful questions about the local culture. It made the experience richer for everyone.”
- **Group Praise:** Praise the group as a whole for behaviors such as staying on time, being respectful of each other, or showing curiosity. For instance, “This group was fantastic today—everyone was so open and respectful, and it made the tour flow smoothly.”

4. Encourage Positive Reflection

- **Reflect on Positive Moments:** During the debriefing, help guests reflect on the highlights of the tour by pointing out memorable moments and thanking the group for making them possible. For example, “That moment when we reached the top of the hill and everyone took in the view was such a special part of today—thank you all for being so present and enthusiastic.”
- **Celebrate Group Achievements:** If there were any group achievements or positive milestones (e.g., completing a challenging hike, discovering a hidden gem), celebrate these in the debriefing. “We made it to the summit together, and it was such a rewarding moment to share. Great job, everyone!”

5. Encourage Repeat Behavior

- **Link Positive Actions to Benefits:** Reinforce that good behavior leads to positive outcomes. For example, “By staying on time and being respectful, we were able to explore more sites, which I’m sure everyone appreciated.”
- **Set the Tone for Future Tours:** Use the debriefing to encourage guests to continue their engagement on future tours. For instance, “You were all so involved today; I look forward to seeing you again for our next tour. We’ll have even more amazing experiences together!”

6. Reward Engagement

- **Incorporate Small Rewards:** Depending on the nature of the tour, consider giving out small tokens of appreciation, such as a certificate, a souvenir, or a discount for a future tour. This is a physical form of positive reinforcement that can strengthen the connection with your guests.
- **Offer Personal Recognition:** If a guest was particularly helpful or engaging, consider giving them special mention at the end of the debriefing or a personalized note. This reinforces that their contributions are valued.

Using **positive reinforcement** during a **tour debriefing** helps foster a sense of accomplishment and appreciation among guests. Recognize specific contributions, engage with verbal praise, and celebrate moments of success to encourage positive behaviors. This not only enhances the guest experience but also motivates future participation and creates a lasting impression. Reinforcing positive behavior during debriefing ensures that guests leave feeling valued and eager to return for more tours.



Activity 2: Guided Practice



Task 40

1. Why is it important to be specific when praising a guest's contribution during a tour debriefing? Can you think of an example of how specific praise might motivate future participation?
2. How can you use positive reinforcement to encourage guests to follow safety guidelines or other important rules during a tour?
3. What are some ways you can celebrate group achievements during a debriefing to help reinforce positive behaviors and create a lasting positive impression of the tour?

Key Facts 2.4.(c) Open Discussion and ending on a positive note.

1. Open Discussion during Tour Debriefing

An **open discussion** is an essential part of the tour debriefing process. It provides guests with the opportunity to share their thoughts, ask questions, and reflect on the experience. It also allows the tour guide to gauge the guests' satisfaction and address any concerns.

- **Encourage Guest Input:** Invite guests to share their feedback, comments, and thoughts on the tour. You can start by asking open-ended questions such as:
 - ✓ "What was your favorite part of today's tour?"
 - ✓ "Is there anything that surprised you?"
 - ✓ "Do you have any suggestions for how we can improve?"
- **Create a Comfortable Environment:** Ensure that the group feels comfortable sharing their opinions by maintaining a relaxed and open atmosphere. Reassure guests that all feedback is valued, whether it's positive or constructive. This helps guests feel heard and respected.
- **Active Listening:** Show genuine interest in the feedback by listening actively. Acknowledge guests' comments and respond thoughtfully. If someone expresses concern or dissatisfaction, address it professionally and calmly.
- **Clarify Doubts or Questions:** If guests have any lingering questions about the tour, the location, or specific details, provide clear answers. For example, "I noticed a

few of you were curious about the local cuisine. I'm happy to share more information on that if you're interested."

- **Foster Group Engagement:** If one guest asks a question, encourage others to join in the conversation. This can lead to a rich discussion where everyone feels involved. Example: "Great question about the history of this area! Does anyone else have similar thoughts or questions on this topic?"
- **Facilitate Reflection:** Use the open discussion as an opportunity to help guests reflect on their personal experiences. Encourage them to think about how the tour connected to their own interests or backgrounds. For example, "How does this history relate to your own experiences or perspectives?"

2. Ending on a Positive Note

Concluding the debriefing on a positive note is essential to leaving guests with a lasting and memorable impression of the tour. It ensures they feel satisfied, appreciated, and motivated to share positive feedback or return in the future.

- **Express Gratitude:** Thank your guests for their participation, enthusiasm, and respect throughout the tour. A simple "Thank you for being such an engaged group today, it was a pleasure guiding you" leaves a warm, appreciative tone.
- **Highlight Positive Moments:** Reflect on the key highlights of the tour and celebrate the moments where the group was particularly engaged, attentive, or energetic. For example, "I loved how everyone came together at the viewpoint and shared in the excitement of the view. That was a highlight for me too."
- **Reaffirm the Tour's Value:** Reinforce the value of the experience, making guests feel that their time and effort were well spent. For example, "I hope today's tour gave you new insights into this amazing city. I'm sure these memories will stay with you long after you've left."
- **Encourage Future Engagement:** Invite guests to participate in future tours or related experiences, creating anticipation for another opportunity to meet again. You could say something like, "If you enjoyed today's tour, I'd love to see you again on our upcoming trips. We have some exciting new destinations to explore!"
- **Offer Final Thoughts or a Fun Fact:** End with a light-hearted or intriguing comment to leave guests with something to remember. This could be a fun fact, a local saying, or a teaser for future tours. For example, "Before we finish, let me leave you with a fun fact: Did you know that this city holds the record for the most

[specific event/record]? Something to think about as you explore it further on your own!”

- **Wish Guests Well:** Always end by wishing your guests a wonderful rest of their day or safe travels. A simple, sincere wish can leave them with a positive feeling. For example, “Thank you again for joining me today. I hope you enjoy the rest of your time here and have safe travels ahead!”

3. Final Steps after the Debriefing

- **Provide Additional Resources:** If appropriate, share resources like brochures, websites, or recommendations for further reading. This helps guests feel that they have more to explore after the tour.
- **Encourage Social Media Interaction:** If your tour company encourages social media engagement, you can kindly suggest that guests share their experiences. “Feel free to tag us in your photos on social media! We’d love to see your favorite moments from today’s tour.”

An **open discussion** during the tour debriefing allows guests to reflect, share feedback, and ask questions, creating an interactive and engaging environment. As a tour guide, encourage participation, actively listen, and clarify doubts. Conclude the debriefing by **ending on a positive note**—express gratitude, highlight memorable moments, and encourage future engagement. Providing final thoughts, well wishes, and additional resources will leave guests with a positive, lasting impression and enhance their overall tour experience



Activity 2: Guided Practice



Task 41

1. Why is it important to create a comfortable environment during the open discussion of a tour debriefing, and how can you encourage guests to share their feedback?
2. How can you use positive moments from the tour to highlight and create a lasting impression at the end of the debriefing? Can you think of an example from your last tour where you could apply this?
3. What are some effective ways to invite guests to return for future tours or experiences, and how can this impact the overall guest experience?

4. Refer to the key fact 2.4 d below for more clarification

Key Facts 2.4. (d) Ending on a Positive Note

Ending a tour debriefing on a positive note is essential for leaving a lasting, favorable impression on your guests. It helps them reflect on the enjoyable aspects of the tour and ensures they leave with a sense of satisfaction and enthusiasm. Here's how to effectively wrap up the debriefing:

1. Summarize Key Points

- **Review Highlights of the Tour:** Recap the key moments or experiences from the tour that stood out. This helps guests reflect on the most memorable parts of the tour and reinforces the value of their experience.
 - ✓ Example: "Today, we explored the historic sites of the city, from the ancient cathedral to the beautiful gardens. It was great seeing how much everyone appreciated the history and culture we shared."
- **Reinforce Learning or Insights:** Highlight any important facts, lessons, or unique experiences that were shared during the tour. This can help guests retain information and make the experience feel more enriching.
 - ✓ Example: "We learned about the fascinating history of the local architecture and the incredible craftsmanship behind the sculptures. I hope that the stories we discussed will give you a deeper connection to this place."
- **Acknowledge Positive Group Dynamics:** If the group worked well together, shared enjoyable moments, or was particularly engaged, make sure to acknowledge it. This creates a sense of accomplishment and camaraderie.
 - ✓ Example: "It was wonderful to see everyone interacting and sharing thoughts throughout the tour—your questions really made the experience richer for everyone."
- **Encourage Reflection:** Ask guests to reflect on their favorite parts of the tour. This can help them end on a positive and thoughtful note, focusing on what they enjoyed most.
 - ✓ Example: "As we wrap up, I'd love to hear what was your favorite part of the tour. Was it the panoramic view, or the chance to try the local delicacies?"

2. Express Well Wishes

- **Thank Guests for Their Participation:** Always express gratitude for the group's time and involvement. Acknowledge their contributions to the experience.
 - ✓ Example: "Thank you all for being such a wonderful group today. Your energy and engagement made this tour truly special."
- **Wish Them Safe Travels:** If the tour guests are traveling, wish them safe and enjoyable travels for the rest of their journey.
 - ✓ Example: "I hope the rest of your travels are just as memorable and enjoyable as today's tour. Safe travels and take care!"
- **Extend an Invitation for Future Tours:** Encourage guests to join you on future tours or to explore other experiences with the company.
 - ✓ Example: "If you enjoyed today, we'd love to see you on our other tours. We have many exciting adventures lined up, and it would be great to have you join us again."
- **Leave Guests with a Positive Thought:** End with an inspiring, light-hearted, or thought-provoking comment that leaves guests with a sense of happiness or intrigue.
 - ✓ Example: "Remember, the magic of this place stays with you long after the tour ends. I hope you continue to explore and discover even more about this beautiful area."

To end a tour debriefing on a **positive note, summarize the key points** of the tour, highlight the most memorable moments, and reinforce what guests learned or enjoyed.

Express well wishes by thanking guests, wishing them safe travels, and encouraging future participation in upcoming tours. This ensures that guests leave with a sense of fulfillment, connection, and enthusiasm, making the experience more memorable and enjoyable.



Activity 2: Guided Practice



Task 42:

Answer the following questions:

1. Why is it important to summarize the key highlights of the tour at the end of the debriefing, and how can this help guests reflect on their experience?
2. What are some ways to express gratitude to guests during the debriefing, and why is this important for leaving a lasting impression?
3. How can you encourage guests to return for future tours, and how does this help build long-term relationships with your guests?



Activity 3: Application



Task 43:

You've just completed a thrilling gorilla trekking experience in Volcanoes National Park in Rwanda. The group of tourists has spent the day trekking through the lush forest, observing the endangered mountain gorillas in their natural habitat. The trek was challenging but rewarding, and now it's time to gather the group for a debriefing to reflect on the experience, provide feedback, and offer any additional insights.

Referring to the above scenario and answer the following questions:

1. How would you handle a situation where a tourist seems dissatisfied or disappointed with their trekking experience, perhaps due to the physical difficulty or limited gorilla sightings?
2. How would you encourage participation and positive feedback from a group that is less vocal or hesitant to share their thoughts during the debriefing?
3. If there were any logistical challenges during the tour, like delays or discomfort, how would you address them constructively during the debriefing?



Formative Assessment

1. What is the first step in the check-in process when assisting a guest?
2. Why is it important to create a positive atmosphere when greeting tourists at the beginning of a tour?
3. What are the key steps to effectively manage time during a tour?
4. What are three key pieces of information you must gather when verifying a guest's reservation at a hotel?
5. Why is it important to offer visitors maps or guides upon arrival?
6. Imagine a scenario where a guest provides incorrect information. How would you handle this situation to ensure a smooth check-in?
7. Why is it important to outline the timing and itinerary details during a tour overview?
8. How would you use active listening to identify a customer's unspoken needs during an interaction?
9. Evaluate the effectiveness of sending personalized thank-you notes after a service. How does this affect long-term customer relationships?
10. How would you handle an emergency during a tour, such as a medical incident or a sudden weather change?
11. Design a clear and engaging explanation of the inclusions and exclusions for a multi-day nature tour



Points to Remember

- A good introduction creates a warm environment that encourages participation and sets a good pace for the rest of the tour.
- The check-in process is a crucial point of interaction between guests and the accommodation. Gathering confirmation details and double-checking the information can help to minimize errors, enhance guest satisfaction, and contribute to the operational success of the property.
- Remember, going the extra mile is not just about completing tasks; it's about creating memorable experiences for your customers.
- Your initial greeting shapes the group's perception of the experience, so make sure it is warm, genuine, and engaging.

- The key point of tour information are tour highlights, itinerary and timing, tour details and guest engagement
- To create a memorable experience for your tour group, be a master storyteller by engaging with captivating stories and vivid descriptions. Use clear and concise communication to ensure everyone understands and stays interested.
- Managing logistics effectively during a tour involves time management, providing clear instructions, and being mindful of bathroom breaks to ensure smooth transitions. Stay organized but flexible, as unexpected situations can arise.
- When conducting a debriefing, it's essential to choose the right time and right place to ensure a successful wrap-up.
- Using positive reinforcement during a tour debriefing helps foster a sense of accomplishment and appreciation among guests. Recognize specific contributions, engage with verbal praise, and celebrate moments of success to encourage positive behaviors.
- An open discussion during the tour debriefing allows guests to reflect, share feedback, and ask questions, creating an interactive and engaging environment. As a tour guide, encourage participation, actively listen, and clarify doubts.
- To end a tour debriefing on a positive note, summarize the key points of the tour, highlight the most memorable moments, and reinforce what guests learned or enjoyed.
- A good introduction creates a warm environment that encourages participation and sets a good pace for the rest of the tour.
- The check-in process is a crucial point of interaction between guests and the accommodation. Gathering confirmation details and double-checking the information can help to minimize errors, enhance guest satisfaction, and contribute to the operational success of the property.
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- The check-in process is a crucial point of interaction between guests and the accommodation. Gathering confirmation details and double-checking the information can help to minimize errors, enhance guest satisfaction, and contribute to the operational success of the property.
- Remember, going the extra mile is not just about completing tasks; it's about creating memorable experiences for your customers.
- Your initial greeting shapes the group's perception of the experience, so make sure it is warm, genuine, and engaging.
- The key point of tour information are tour highlights, itinerary and timing, tour details and guest engagement

- To create a memorable experience for your tour group, be a master storyteller by engaging with captivating stories and vivid descriptions. Use clear and concise communication to ensure everyone understands and stays interested.
- Managing logistics effectively during a tour involves time management, providing clear instructions, and being mindful of bathroom breaks to ensure smooth transitions. Stay organized but flexible, as unexpected situations can arise.
- When conducting a debriefing, it's essential to choose the right time and right place to ensure a successful wrap-up.
- Using positive reinforcement during a tour debriefing helps foster a sense of accomplishment and appreciation among guests. Recognize specific contributions, engage with verbal praise, and celebrate moments of success to encourage positive behaviors.
- An open discussion during the tour debriefing allows guests to reflect, share feedback, and ask questions, creating an interactive and engaging environment. As a tour guide, encourage participation, actively listen, and clarify doubts.
- To end a tour debriefing on a positive note, summarize the key points of the tour, highlight the most memorable moments, and reinforce what guests learned or enjoyed.



Self-Reflection

At the end of every unit trainee should:

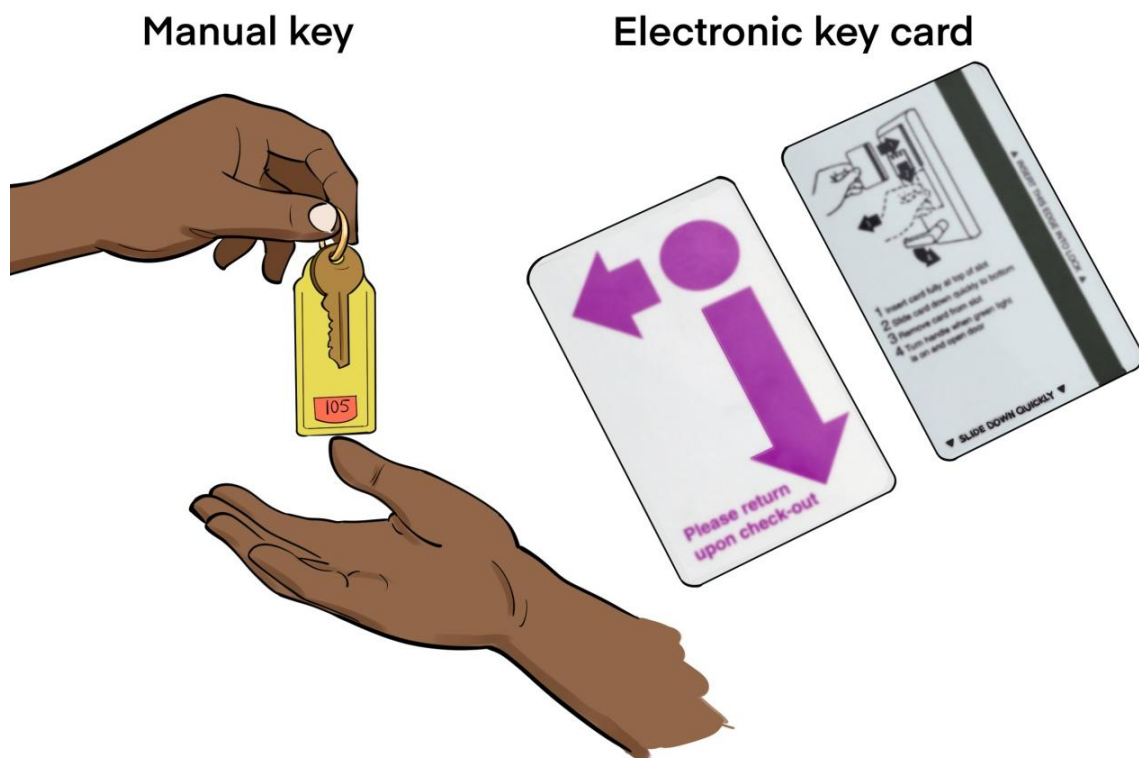
1. Fill in the table below and share results with the trainer for further guidance.
2. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
3. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
4. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?

5. Read the statements across the top, put a check in a curriculum that best represents your level of knowledge, skills, and attitudes.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Describe the best way of welcoming tourist					
Describe the information need to gathered.					
Describe the way of Conducting effective briefing					
Explain the performance of guiding services					
Provide greetings and welcoming tourist					
Gather information needed by the tourists.					
Apply the effective briefing.					
Perform guiding services.					
Interact with tourists					

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 3: FACILITATE VISITORS DEPARTURE



Unit summary

This unit provides you with the knowledge, skills and attitudes required to Facilitate Visitors Departure required in providing on site services. It covers the request Assisting in Check-out, Collection of feedback, Maintain records.

Self-Assessment: Unit 1

1. Refer to the unit illustration above, answer the following questions:
 - a. What does the picture show?
 - b. What is the difference between the features in the picture?
 - c. Basing on the picture, what do you think this unit is about?
2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top, put a check in a curriculum that best represents your level of knowledge, skills, and attitudes.
 - d. At the end of this unit, you'll assess yourself again.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Explain the activities to be done during check out.					
Describe the best way of collecting feedback					

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Explain the best methods of keeping record					
Describe the guest information should be recorded					
Apply the activities to be done during check out.					
Apply the best way of collecting feedback					
Select the best methods of keeping record					
Select the relevant information need to be recorded during checkout					
Be cooperative and collaborative					
Being attentive and patient					
Being punctual and smart					
Collect information clearly					



Key Competencies:

Knowledge	Skills	Attitudes
1. Explain the activities to be done during check out.	1. Applying the activities to be done during check out.	1. Be cooperative and collaborative
2. Describe the best way of collecting feedback	2. Apply the best way of collecting feedback	2. Being attentive and patient
3. Explain the best methods of keeping record	3. Select the best methods of keeping record	3. Being punctual and smart
4. Describe the guest information should be recorded	4. Select the relevant information need to be recorded during checkout	4. Collecting information clearly



Discovery activity

Scenario: A 4-star hotel where a guest is checking out after a 3-night stay. The front desk staff, Jane, is leading the check-out process. The guest, Mr. Adams, has enjoyed his stay but has a few questions before leaving. Jane want to collect all needed data about leaving because she is planning to leave the job after her shift.



Task 44:

1. What are the information could be recorded by Jane during checkout of Mr. Adams?
2. What steps should Jane take to verify that Mr. Adams' billing information is correct, including checking any discrepancies, promotions, or extra charges that may have occurred during his 3-night stay?
3. In order to maintain a smooth transition after her shift, how can Jane ensure that Mr. Adams' check-out details are properly recorded and transferred to the next shift, so that his departure process is completed seamlessly without any missing data?

Topic 3.1: Assisting in Check-out

Scenario1: Clara and Clever with their kids spent a weekend at the shore of the lake. They came there for celebrating their wedding anniversary and showing their kids new place. On the day of departing, Clara went at the reception to handle a bill and checking out. At the reception they accompanied them.



Activity 1: Problem Solving



Task 45:

Refer to the scenario above, answer the questions below:

1. During checkout, why Clara went at the reception to handle the bill not in other departments?
2. Discuss the mode of payment could be used by Clara.
3. Is it possible to pay all consumed services on departing day? Justify your answer.
4. Is it necessary to know level of guest satisfaction at the end of tour? Justify your answer

Key Facts 3.1a: Initiating the Check-Out Process

Initiating the Check-Out Process refers to the procedures followed when a guest completes their stay and settles their bill before departure. It's a crucial part of the guest experience, as it leaves a lasting impression on customers and can impact their likelihood of returning or recommending the establishment:

The hotel check-out process:

1. Pre-Check-Out Preparation:

- **Guest Prepares for Departure:**

Guest confirms their departure time and gathers personal items and Hotel may send a reminder to check-out (e.g., the night before or via SMS/email).

- **Review of Charges:**

Charges may be reviewed in advance, such as room rate, additional services (spa, dining, laundry), and incidental charges.

If the hotel has an online system, guests may be able to view their bill via a mobile app or in-room TV.

2. Guest Initiates Check-Out:

- **Front Desk Check-Out:**

The guest approaches the front desk or concierge to formally check out and the front desk agent welcomes them, reviews their stay, and asks if everything was satisfactory.

- **Self-Check-Out (Optional):**

Many modern hotels offer self-check-out kiosks, apps, or keycards that allow guests to check out without interacting with a front desk agent.

Guests review their charges, make payments, and print or receive their receipts electronically.

3. Bill Review and Settlement:

- **Review of Charges:**

The front desk agent provides a final bill summarizing room charges, taxes, additional services (e.g., minibar, parking, room service), and any applicable discounts or loyalty benefits.

The guest has the option to dispute any charges, with the front desk resolving the issue if necessary.

- **Payment and payment options**

The guest settles the bill using their preferred method of payment (credit/debit card, cash, room charge, or travel voucher).

In cases where a credit card was pre-authorized at check-in, the final payment is processed and any remaining balance is charged.



Activity 2: Guided Practice



Task 45:

1. Before a guest checks out, what are some of the key tasks that the hotel should complete to ensure a smooth and efficient check-out process?
2. What are the differences between a traditional front desk check-out and a self-check-out process, and how might each option influence the guest experience?

3. How should a front desk agent handle a situation where a guest disputes a charge on their final bill?
4. Refer to the key fact 3.1.b for more clarification

Key Facts 3.1b: Returning Keys and Final Touches

1. Collect Room Keys

Ensure all room keys are returned and accounted for as part of the checkout process. This is crucial for both security and operational purposes.

Key Points:

- **Guest Reminder:**
 - ✓ Politely remind the guest to return the room key(s) upon check-out.
 - ✓ “Before you leave, may I please collect your room key(s)?”
- **Types of Keys:**
 - ✓ **Physical Key Cards:** Most hotels use key cards, which can be easily deactivated once returned.
 - ✓ **Traditional Room Keys:** In some cases, traditional keys with a physical tag need to be returned.
 - ✓ **Key Fobs or Mobile Keys:** Increasingly, hotels are offering mobile keys that guests use on their phones via an app.
- **Return Process:**
 - ✓ If the hotel uses **key cards**, make sure the guest returns all keys issued, especially if more than one card was provided (for example, when there are multiple guests in a room).
 - ✓ For **mobile keys**, ensure the guest understands they should log out or deactivate the mobile key through the hotel’s app (if applicable).
 - ✓ **Room Access Codes:** If the guest used a code for entry (e.g., in an apartment-style hotel), ensure the code is deactivated or reset.
- **Record Keeping:**
 - ✓ Confirm the return of keys in the hotel’s system, either manually or via a digital checkout process.
 - ✓ If the guest does not return the key, note it in the system and potentially charge for a replacement.

2. Final Inspection (Optional)

Objective: Ensure that the room is in good condition before the guest leaves, and confirm that no items or property have been removed or damaged. This is an optional step depending on hotel policy but can be helpful in maintaining high-quality service and operational readiness.

Key Points:

- **When to Offer Final Inspection:**
 - ✓ Offer a final inspection after the guest has returned the key(s), but before they fully leave the hotel.
 - ✓ Typically, this is done **upon request**, but some hotels may conduct inspections as a matter of course (especially in luxury hotels or for high-value rooms).
- **Inform the Guest:**
 - ✓ Polite and respectful communication is key. Ensure the guest knows that it's entirely optional.
 - ✓ Example:

“We can perform a quick final inspection of your room to ensure everything is in order. Would you like us to do that, or would you prefer to handle it yourself?”
- **What the Final Inspection Involves:**
 - ✓ **Room Condition Check:**
 -  Inspect for any damages or missing items such as towels, electronics, or minibar products.
 -  Check for cleanliness and that furniture is in good condition.
 - ✓ **Check for Belongings:**
 -  Make sure the guest hasn't accidentally left behind personal items such as clothing, chargers, or toiletries.
 -  Double-check common areas like the bathroom, closets, and drawers.
 - ✓ **Security Considerations:**
 -  Confirm that the door and windows are securely closed and locked.
 -  Ensure any safety features (e.g., fire escape maps, safety locks) are in place.
 - ✓ **Minibar and Charges:**
 -  Ensure that the minibar has been cleared out and no items have been removed without being billed.
 -  Reassess any charges if needed.

- **Guest Experience Focus:**
 - ✓ Conduct the inspection without causing any inconvenience to the guest. It should be as discreet and efficient as possible.
 - ✓ Acknowledge if everything is in order and assure the guest that the process is part of the hotel's quality control to enhance the guest experience.
 - ✓ Example:

"Your room is in perfect condition; thank you for taking such great care of it. We really appreciate it!"
- **Handling Issues:**
 - ✓ If any damage or missing items are noted during the inspection, the front desk staff should address it immediately.
 - ✓ Communicate professionally and kindly with the guest if any charges or fees are required for damages or missing items.
 - ✓ Example:

"It seems that the bedside lamp was damaged during your stay. We'll be adding a small fee for the repair. I hope that's okay with you."



Activity 2: Guided Practice



Task 45:

1. Why is it important for a hotel to ensure that all room keys are returned at check-out, and how should a front desk agent politely remind guests to return them?
2. When offering a final inspection of a guest's room, how should the front desk agent communicate the process to ensure it's seen as optional and respectful of the guest's time?
3. If a final inspection reveals that an item is missing or damaged, how should the front desk agent address the situation in a way that maintains guest satisfaction while adhering to hotel policies?
4. Refer to the key fact 3.1.c for more clarification

Key Facts 3.1.c: Feedback and Farewell

- **Feedback and Survey (Optional):**

The front desk may request feedback or offer a satisfaction survey.

Hotels often ask if the guest would recommend the hotel or provide insights on their stay.

Hotels encourage also the guests to be their ambassadors to different clients who are planning to visit their destination.

- **Thank and Farewell:**

The front desk agent thanks the guest for their stay, may offer information about future visits, and wishes them safe travels.

The guest may receive a business card, loyalty program details, or information about promotions.



Activity 3: Application



Task 48:

1. You are a front desk agent at a hotel, and a guest is preparing to check out. They've already confirmed their departure time, but you notice they haven't reviewed their charges yet. What steps would you take to ensure they have all the necessary information before they settle their bill?
2. A guest checks out and returns their key cards, but you notice they were issued two keys at check-in, and only one key has been returned. How would you handle the situation while ensuring the guest has a positive experience?
3. A guest is checking out, and after thanking them for their stay, you want to ask for feedback. What would be an appropriate and polite way to request feedback, and how could you use this information to enhance future guest experiences?

Topic 3.2: Collection of feedback



Activity 1: Problem Solving

Remy is a birding guide who likes to guide tourist near the water bodies where he showed them water bodies. Most of the birding tourists are elders and foreigners. Remy guided them near the river and the tour ended at 11:00Am. At the of tour a birding guide asked them about it and most of them are told Remy that some birds are lifer.



Task 49:

1. How do we call the ending type of tour briefing?
2. What are the objectives of asking those birding tourist feedback?
3. What are the tools can be used for creating feedback forms?
4. Refer to the **key facts 3.2 a** for more clarification

Key Facts 3.2.a: Post-Tour Debriefing

Post-tour debriefing is a critical aspect of the departure process in tourism and hospitality, as it provides valuable insights into the guest experience. By gathering feedback during or after the tour, service providers can identify areas of improvement,

recognize successful aspects of the service, and ensure that future guests have an enhanced experience. It is part of the overall strategy to enhance service quality and customer satisfaction.

Objectives of Tour Debriefing

The primary goals of post-tour debriefing in tourism and hospitality include:

1. Collecting Guest Feedback:

- Gathering feedback about the entire experience—whether it is a tour, stay, or specific services (e.g., dining, excursions).
- Understanding guest satisfaction levels and identifying any concerns or issues that arose during the experience.

2. Identifying Areas for Improvement:

- Recognizing what went well and areas that could be improved, such as the quality of guides, accommodations, transportation, or itinerary.
- Using feedback to fine-tune future offerings and make operational adjustments.

3. Enhancing Customer Loyalty and Relationships:

- Creating an opportunity to foster positive relationships with guests by showing interest in their experience and encouraging repeat visits.
- Offering guests the chance to share their opinions can make them feel valued and heard.

4. Strengthening Marketing and Promotion:

- Positive feedback can be used for testimonials and promotional materials, increasing the credibility of the services.
- Negative feedback provides opportunities for targeted improvements, which, when addressed, may lead to increased guest satisfaction.

Debriefing Process

The debriefing process involves structured steps to gather and evaluate feedback effectively. This can be done both during and after the tour or guest stay.

1. Preparation Before the Tour Ends:

- Plan to collect feedback at an appropriate time—often at the end of the tour or when the guest is preparing to depart.
- Prepare feedback forms, digital surveys, or a structured set of questions.

2. Incorporating Feedback Methods:

- **Surveys and Questionnaires:** Use forms, whether paper or digital (e.g., via mobile apps), to ask specific questions about the guest's experience.

- **Direct Conversations:** Have team members engage with guests in a casual manner to ask for verbal feedback.
- **Online Feedback:** For post-tour debriefing, email surveys or online review platforms (e.g., TripAdvisor) may be used to collect more detailed feedback.

3. **Feedback Questions to Ask:**

- Was the tour as expected? Did it meet your needs and interests?
- How would you rate the quality of our services, including the guide, transportation, and accommodations?
- Were there any challenges or issues you encountered during your experience?
- Is there anything you would suggest to improve the tour experience?

4. **Recording and Analyzing Feedback:**

- Collect the feedback in a centralized system (e.g., CRM software or a feedback database).
- Evaluate common themes and issues to inform operational improvements or highlight positive aspects to continue.

5. **Follow-Up:**

- Acknowledge the feedback, especially if any issues were raised, and provide a follow-up response if necessary (e.g., thanking the guest for their comments, offering apologies for any inconveniences, or outlining improvements).

In-Person Interactions During Debriefing

In-person interactions during post-tour debriefing are essential in creating a personal and engaging guest experience. These interactions can take place either informally during the tour's conclusion or as part of the departure process.

1. **Creating a Comfortable Environment:**

- Ensure guests feel comfortable sharing their thoughts by maintaining a welcoming atmosphere and showing genuine interest in their opinions.
- Maintain a friendly, non-confrontational approach, ensuring guests understand their feedback will help improve the service.

2. **Asking Open-Ended Questions:**

- In face-to-face debriefs, ask open-ended questions like:
"How did you find the tour overall?" or
"What was your favorite part of the experience?"
- These types of questions encourage guests to share a more comprehensive range of feedback.

3. **Listening Actively:**

- Ensure staff members actively listen, acknowledging both positive and negative comments without interruption. This helps guests feel valued and heard.
- Take notes during these interactions if necessary to remember key feedback points.

4. **Providing Immediate Solutions:**

- If guests express dissatisfaction, be prepared to provide immediate solutions or alternatives. For example, if a guest mentions an issue with a hotel room, suggest a solution or ensure follow-up once the tour has ended.

5. **Expressing Gratitude:**

- Always thank guests for their feedback and for choosing the service. Even if the feedback is negative, show appreciation for the opportunity to improve.

Post-tour debriefing is an essential tool for collecting valuable guest feedback in tourism and hospitality, particularly at the time of departure. The process includes both formal (surveys, questionnaires) and informal (direct conversations) feedback collection methods. Effective debriefing allows businesses to evaluate the success of their services, address any issues, and make necessary improvements to enhance future guest experiences.



Activity 2: Guided Practice



Task 50:

1. Why is post-tour debriefing important in the tourism and hospitality industry, and how can it help improve customer satisfaction?
2. What are some effective methods for collecting guest feedback during the post-tour debriefing process? How can these methods be implemented to ensure that both positive and negative feedback are gathered?
3. How can service providers ensure that guests feel comfortable sharing their feedback during in-person interactions, and why is this aspect crucial for effective debriefing?
4. Refer to the **key facts 3.2 (b)** for more clarification

Key Facts 3.2 b: Feedback Forms

Feedback forms are structured tools used to gather guest opinions and insights at the end of their visit or tour. They help hospitality and tourism businesses assess various aspects of the guest experience, identify areas of improvement, and strengthen customer relationships. These forms can be paper-based, digital, or integrated into mobile apps.

Key Elements of a Feedback Form

A well-designed feedback form should be comprehensive yet easy to complete. It should cover a range of aspects related to the guest's experience:

- **Guest Information** (optional):
 - ✓ Name (optional for anonymous feedback)
 - ✓ Contact information (optional, if follow-up is required)
- **General Experience:**
 - ✓ A rating scale (1-5 or 1-10) on overall satisfaction
 - ✓ Questions about whether expectations were met
- **Specific Service Feedback:**
 - ✓ **Accommodation:** Comfort, cleanliness, amenities, room service quality, check-in/out process
 - ✓ **Tour Experience** (for tour operators): Tour guides, itinerary, transportation, destinations visited, time management
 - ✓ **Dining:** Quality of food, variety of menu options, service, restaurant ambiance
 - ✓ **Staff Interaction:** Friendliness, professionalism, helpfulness, response times
 - ✓ **Facilities and Amenities:** Pool, gym, spa, Wi-Fi, etc.
 - ✓ **Transportation:** Comfort, punctuality, quality of service
- **Open-ended Questions:**
 - ✓ What was the best part of your experience?
 - ✓ What could have been improved during your stay or tour?
 - ✓ Were there any issues or challenges you faced during your visit?
 - ✓ Any additional comments or suggestions?
- **Guest Demographics (Optional):**
 - ✓ Age, travel purpose (leisure/business), nationality, etc. to understand trends based on different customer segments.

Types of Feedback Forms:

- **Paper-Based Forms:** Traditional feedback forms filled out on-site during or at the end of the guest's stay.
- **Digital Forms:** Forms sent via email, accessible on a tablet, or integrated into the hotel/tour operator's website. Mobile-friendly options are becoming more popular.
- **QR Code Feedback:** QR codes can be placed in hotel rooms, restaurant tables, or transport vehicles, linking directly to an online survey.

2. Tools for Creating Feedback Forms

Creating and distributing feedback forms can be done with various tools, both for paper and digital formats. These tools enable organizations to streamline the feedback collection process and make the data more actionable.

Tools for Creating Digital Feedback Forms

- **Google Forms:**
 - ✓ Free and user-friendly tool for creating online surveys. The results are automatically compiled into a spreadsheet for easy analysis.
- **SurveyMonkey:**
 - ✓ A popular survey tool with various templates to create detailed feedback forms. Offers both free and premium options with advanced analytics.
- **Typeform:**
 - ✓ Known for its user-friendly and visually appealing interface. Typeform offers interactive forms and surveys, providing a more engaging experience for users.
- **JotForm:**
 - ✓ Provides an easy-to-use drag-and-drop form builder with customizable templates for feedback collection. It can be integrated into websites and sent via email.
- **Zoho Survey:**
 - ✓ Another comprehensive survey tool that offers a range of templates and analytics to analyze feedback effectively. It integrates well with CRM systems.

- **Online Platforms** (for Social Media and Guest Reviews):
 - ✓ Many businesses also gather feedback through their social media channels and online review platforms. Integrating these with feedback forms enhances the range of data collected.

Design Considerations for Effective Feedback Forms

- **Clarity and Simplicity:** Keep questions straightforward and to the point. Avoid jargon or overly complex questions.
- **Ease of Access:** Ensure that forms are easy to access and complete—whether it’s on a mobile device, through email, or on a physical form.
- **Anonymity:** Allow guests the option to remain anonymous to encourage honest and candid feedback.
- **Incentives:** Offering small incentives like discounts, future upgrades, or free services for completing the feedback form can motivate guests to fill them out.

3. Social Media Feedback

Social media platforms are increasingly becoming valuable sources of real-time feedback. Guests often share their experiences on platforms like Facebook, Instagram, Twitter, and YouTube. These social media platforms not only offer a direct line to guest feedback but can also be a powerful marketing tool for tourism and hospitality businesses.

Benefits of Social Media Feedback

- **Real-Time Insights:** Social media provides immediate feedback on guest experiences, enabling businesses to address issues or respond to praise quickly.
- **Broader Reach:** Social media comments and posts can reach a large audience, contributing to brand reputation and visibility.
- **Customer Engagement:** Responding to guest feedback on social media can help build stronger relationships, demonstrate attentiveness, and show that a business values customer input.

Managing Social Media Feedback

- **Monitoring:** Use tools like **Hootsuite**, **Sprout Social**, or **Buffer** to monitor brand mentions and track feedback across multiple platforms.
- **Responding:** Promptly reply to both positive and negative comments. Acknowledge feedback, offer solutions where necessary, and thank guests for their input.

- **Encouraging Reviews:** Encourage satisfied guests to share their experiences on social media platforms. You can offer incentives like discounts or promotions for guests who tag your business in their posts.

Types of Social Media Feedback

- **Posts and Tags:** Guests often share photos and experiences directly on their profiles, tagging the business.
- **Hashtags:** Branded hashtags (e.g., #MyStayAtXYZHotel) can encourage guests to share their experiences and allow the business to track feedback and testimonials.
- **Direct Messages:** Some guests may prefer to send private feedback through direct messages, offering a more confidential way to share concerns.

4. Guest Reviews

Guest reviews are one of the most influential forms of feedback in the tourism and hospitality industry. Review platforms like TripAdvisor, Yelp, Booking.com, and Google Reviews play a crucial role in shaping public perceptions of a business.

The Importance of Guest Reviews

- **Credibility:** Positive reviews can enhance the business's reputation, leading to increased bookings and brand trust.
- **Transparency:** Reviews allow potential customers to see honest experiences shared by past guests, offering a more transparent view of services and quality.
- **Search Engine Optimization (SEO):** Positive reviews and high ratings can improve search engine rankings, increasing visibility on review platforms and Google search results.
- **Guest Expectations:** Reading reviews helps future guests set expectations and make informed decisions before booking a stay or tour.

Managing Guest Reviews

- **Encouraging Reviews:** After a guest departs, businesses should encourage reviews by sending follow-up emails or SMS messages with a link to the relevant review site.
- **Responding to Reviews:** Actively engaging with guest reviews is crucial. Acknowledge positive feedback and apologize for any negative experiences. A thoughtful, well-crafted response can turn a negative review into a positive one.

- **Leveraging Positive Reviews:** Use positive reviews as testimonials for marketing materials or social media posts to build brand credibility.
- **Addressing Negative Reviews:** When responding to negative feedback, be polite, empathetic, and provide solutions where possible. This can demonstrate a commitment to customer satisfaction and help to resolve issues publicly.

The collection of feedback during and after a visitor's departure in hospitality and tourism is a critical part of improving service quality, increasing guest satisfaction, and building long-term loyalty.



Activity 3: Application



Task 51:

Answer the following questions

1. How can feedback forms be designed to assess the quality of onsite services such as accommodation, dining, and staff interaction, and what specific questions would you include to gather meaningful feedback on these services?
2. In what ways can social media feedback provide valuable insights into guests' onsite experiences, and how can hospitality businesses effectively manage both positive and negative feedback shared on platforms like Instagram or Twitter?
3. How do guest reviews on platforms like TripAdvisor and Google Reviews influence the public perception of onsite services such as room quality, dining, and amenities, and what steps should businesses take to manage these reviews effectively?

Hotel Guest Registration Form

Guest Information:

- Name: _____
- Address: _____
- City: _____ State: _____ Zip: _____
- Phone Number: _____
- Email: _____
- Date of Birth: _____
- Passport/ID Number: _____
- Nationality: _____

Booking Information:

- Check-in Date: _____ Check-out Date: _____
- Room Type: _____
- Number of Guests: _____ Number of Nights: _____
- Special Requests: _____

Payment Information:

- Credit Card Number: _____
- Expiration Date: _____ CVV: _____
- Billing Address: _____
- City: _____ State: _____ Zip: _____

Signature:

- Guest Signature: _____
- Date: _____



Activity 1: Problem Solving



Task 52:

Keza is working in administration department where she was in charge of keeping all documents related to the tour of the tourist from their booking to the departure. The time of coming from the field the tour guide did not report what happened there and how he managed the tour on the side of finance.

Answer the following question referred to the above scenario:

1. What are the information needed by Keza from the tour guide after the tour?
2. Explain the documents should be recorded by keza?
3. Discuss the best secured methods of keeping tour documents.
4. Guess, what are we going to learn in this topic.
5. Refer to the **key facts 3.3** a for more clarification

Key Facts 3.3a: Guest Information



When a guest is departing, ensuring smooth handling of their records is essential for accurate tracking, efficient service, and effective guest management. This involves reviewing and updating **basic** and **special information** as part of the departure process. Below are key considerations for maintaining guest information records during their departure, based on your outlined categories.

Key Steps in Facilitating Visitor Departure:

1. Review of Basic Information (Required at Departure)

Before a guest departs, it's crucial to verify and update their **basic information** in the system. This ensures that all their contact details, payment history, and identification are accurately recorded and available for future interactions.

Key Actions:

- **Verify Contact Information**

Ensure the guest's phone number, email address, and emergency contact are up to date in case follow-up is needed (e.g., for lost items or billing questions).

- **Confirm Payment Status**

Double-check that all payments have been settled, including any outstanding charges for rooms, services, or amenities used during the stay.

- ✓ If the guest is checking out, update the payment status to "Paid" or "Pending" if there's an outstanding balance.
- ✓ Issue final invoices or receipts to the guest, either digitally or in printed form.

- **Update Stay Duration and Departure Time**

Confirm the check-out time and update the system to reflect that the guest has departed.

- ✓ Ensure that the guest's departure time matches their booked check-out time or record any late check-out extensions, if applicable.

- **Ensure Identification Information is Correct**

Confirm that any identification details (e.g., passport or ID number) recorded in the system match those provided at check-in, and ensure no changes are necessary unless they were already flagged during the stay.

2. Review of Special Information (Context-Specific Updates)

In addition to basic registration details, **special information** may need to be updated or processed when the guest departs. This could include preferences, special requests, health-related information, or loyalty-related notes.

Key Actions:

- **Special Requests and Services**

- ✓ Review any special requests the guest made (e.g., dietary restrictions, room preferences). Check if these were fulfilled and note any changes for future reference.

- ✓ If the guest had access to special services (e.g., spa, transportation, concierge), verify that all services were provided and charged correctly.

- **Health and Accessibility Needs**

- ✓ If the guest had any health or accessibility-related requests (e.g., wheelchair, allergy notifications), confirm that these were addressed during their stay. After departure, these details may not need to be maintained unless the guest plans to return or needs follow-up care.

- **Loyalty Programs and Corporate Accounts**

- ✓ **Loyalty Program Updates:** If the guest is a member of a loyalty program, ensure that their stay is recorded, and any points or rewards are credited.
- ✓ **Corporate Guests:** If the guest is affiliated with a corporate account, ensure that any relevant billing or record-keeping is completed for invoicing purposes.

- **Payment and Billing Adjustments**

- ✓ If there were any last-minute charges (e.g., minibar items, incidentals, damage fees), update the guest's billing record before processing their final payment. This will avoid discrepancies and ensure an accurate final invoice.

3. Check for Lost & Found or Any Follow-up Needs

Special Information for Follow-up

In case a guest left behind personal items (e.g., clothing, electronics), or if there's a need for post-departure follow-up (e.g., final billing questions, feedback requests), make sure the following actions are considered:

- **Lost and Found Items:**

- ✓ Ensure that any items left behind are logged in the system.
- ✓ Contact the guest (using their registered contact information) to arrange for the return of their belongings.

- **Post-Departure Communication**

- ✓ If applicable, send a **thank you email**, a survey request, or an invitation to participate in feedback or loyalty programs.

Guest Record Example Update at Departure:

Field	Information at Departure
Guest Name	John Doe
Date of Birth	January 15, 1985
Phone Number	+1 234-567-8901
Email Address	johndoe@email.com
Home Address	123 Elm Street, Springfield, IL, 62701, USA
Emergency Contact	Jane Doe (Wife) - +1 234-567-8902
Payment Status	Paid (Credit Card)
Special Requests	Vegan meal, Room on high floor, Non-smoking
Health Information	Allergy to nuts
Stay Duration	Check-in: March 15, 2024, Check-out: March 20, 2024
Room Preference	King-sized bed, High-floor room
Loyalty Program	Points awarded for this stay
Lost Items	1 jacket left in Room 305

4. System Update and Record Archiving

Post-Departure Data Maintenance

After the guest has left, the system should be updated to reflect that the guest has departed. For guests returning in the future, the information should remain available for personalization and efficient service. This means:

- **Archiving Guest Records:** Store guest information securely for future reference, especially if the guest plans to return. This includes maintaining historical data like previous stays, special requests, or loyalty program status.
- **Data Privacy and Compliance:** Ensure that all guest data is retained according to privacy laws (e.g., GDPR) and that sensitive information is securely archived or deleted if required.

Key Considerations for Visitor Departure Records:

1. **Efficiency:** Streamlining the departure process by verifying and finalizing all guest information ensures smooth check-out and minimizes errors or delays.

2. **Personalization:** Maintaining a record of special requests, preferences, and past interactions allows for a personalized guest experience on future visits.
3. **Accurate Billing:** Ensuring that all charges, payments, and adjustments are properly recorded prevents disputes or confusion regarding the final bill.
4. **Data Security:** Protect guest information, particularly payment and personal data, ensuring compliance with data protection laws and safe storage practices.
5. **Customer Relationship Management (CRM):** Using the data maintained after the guest's departure to keep track of their history, follow-up communication, and loyalty engagement strategies.

By maintaining accurate and up-to-date records during a guest's departure, you can ensure a seamless and efficient exit process while setting the foundation for future stays and interactions.



Activity 2: Guided Practice



Task 53:

1. Why is it important to verify and update a guest's contact information (phone number, email, emergency contact) during departure?
 - a. To ensure the guest receives post-departure communication and follow-up if necessary (e.g., lost items or billing questions).
 - b. To confirm their preferences for future stays.
 - c. To update their loyalty program status.
2. When reviewing a guest's special information at departure, which of the following actions should you take?
 - a. Confirm the guest's payment history and process the final payment.
 - b. Review and update any special requests, health or accessibility needs, and loyalty program status.
 - c. Delete all personal information from the system for security reasons.

3. After a guest departs, why is it important to archive their information in the system?
 - a. To keep the guest's data available for future stays and personalization while ensuring data security and compliance with privacy laws.
 - b. To create a promotional email list for future marketing campaigns.
 - c. To delete their records from the system completely.
4. Refer to the **key facts 3.3** (b) below for more clarification

Key Facts 3.3b: Financial Records

Maintaining accurate and organized financial records is crucial for any business providing onsite services. These records provide a clear picture of the business's financial health, help with tax preparation, and aid in making informed business decisions.

Types of Financial Records:

A variety of financial records are essential for tracking income and expenses related to onsite services. Key records include:

- **Sales/Revenue Records:** These documents track all income generated from services provided. This includes:
 - ✓ **Invoices:** Detailed bills sent to clients outlining services rendered, rates, and payment terms.
 - ✓ **Sales Receipts:** Proof of payment received from clients, especially for cash transactions.
 - ✓ **Sales Journals/Logs:** Summaries of daily, weekly, or monthly sales, providing an overview of revenue trends.
- **Expense Records:** These documents track all costs incurred in providing the services. This includes:
 - ✓ **Purchase Orders:** Documents requesting goods or services from suppliers.
 - ✓ **Supplier Invoices/Bills:** Bills received from suppliers for goods and services purchased.
 - ✓ **Receipts:** Proof of payment for expenses, such as fuel, materials, parking, tolls, etc.
 - ✓ **Expense Reports:** Summaries of expenses incurred by employees, often including mileage logs for vehicle use.

- **Bank Statements:** These records show all transactions processed through the business's bank accounts, including deposits, withdrawals, and bank fees. Reconciling bank statements with internal records is essential for accuracy.
- **Payroll Records (if applicable):** If the business employs staff, these records track employee wages, taxes withheld, and other payroll-related expenses.
- **Tax Records:** These documents pertain to taxes paid or owed, including income tax, sales tax, and payroll tax. Keeping accurate records is vital for accurate tax filing and avoiding penalties.
- **Mileage Logs (for vehicle use):** If vehicles are used for providing onsite services, it is important to maintain detailed mileage logs. These logs should include:
 - ✓ Date of travel
 - ✓ Destination
 - ✓ Purpose of trip
 - ✓ Starting and ending mileage
 - ✓ Total mileage
- **Practice of keeping well financial document**
 - ✓ Create a System for Organizing Documents
 - ✓ Keep Documents in Real-Time (Record transactions promptly and Track expenses and receipts)
 - ✓ Separate Personal and Business Finances (Maintain separate accounts and Create a clear distinction in financial records)
 - ✓ Adopt Consistent Accounting Methods (Choose an accounting method and Follow standard accounting principles)
 - ✓ Reconcile Accounts Regularly (Match invoices with payments)
 - ✓ Maintain Accurate Payroll Records (Track employee hours and wages and Store tax withholding forms)
 - ✓ Document Income and Expenses
 - ✓ Regularly Review Financial Records (Conduct monthly or quarterly reviews)
 - ✓ Ensure Security and Backup (Digitize documents and Backup regularly)
 - ✓ Follow Legal and Tax Compliance (Consult a tax professional)
 - ✓ Conduct Regular Audits (Internal audits and External audits)
 - ✓ Prepare for Future Planning



Activity 2: Guided Practice



Task 54:

1. What steps can you take to organize your financial records effectively? Discuss at least three practices from the guidelines provided, and explain how they would help improve your financial management.
2. What types of financial records should you maintain to accurately track both your sales revenue and expenses related to onsite services? Describe how keeping records will help you to maintain clear and precise financial oversight.
3. What financial records are essential to maintain for tax purposes, and why is it important to keep them organized and up to date? Specifically, explain the role of sales records, expense records, and tax records in ensuring smooth tax preparation and compliance.

Key Facts 3.3C: Record-Keeping Methods

In any business, especially in tourism and hospitality, accurate record-keeping is essential for smooth operations. When facilitating tourist departures, maintaining well-organized records ensures that all aspects of the departure process are managed efficiently, including billing, transportation arrangements, and tracking of any outstanding services or payments.

1. Operational Records for Facilitating Tourist Departure

Operational records are the daily logs that track the services provided and the operational activities related to the guests' stay, including their departure. These records help ensure that no important details are missed during the checkout and departure process.

Key Operational Records for Tourist Departure:

- **Guest Check-out Records:**
 - ✓ These include a list of all guests who are departing, the details of their stay (dates, rooms, services used), and their final charges.
 - ✓ Example: A log that tracks guest check-outs, room status (whether it was cleaned), and payment status (fully paid, pending balance).

- **Invoices and Payment Records:**

- ✓ A detailed invoice showing the charges for the accommodation, services used (e.g., transportation, excursions), taxes, and any additional fees.
- ✓ These records confirm that all payments are settled before the tourist leaves.
- ✓ Example: An invoice template with clear breakdowns for accommodation, meals, and transport services.

- **Transportation and Departure Arrangements:**

- ✓ Detailed records of transportation services arranged for guests (e.g., airport transfers, taxis, shuttle buses).
- ✓ These records should include pick-up times, vehicle details, and special requirements for the guest (such as luggage capacity, accessibility needs).
- ✓ Example: A transportation log with pick-up and drop-off details, vehicle booking confirmations, and client preferences.

2. Keeping Methods for Maintaining Tourist Departure Records

To ensure that records are efficiently tracked and stored, adopting the right keeping methods is essential. This ensures that all documentation related to tourist departures is easily accessible, secure, and organized for reference or audits.

Best Practices for Record-Keeping Methods:

- **Real-Time Recording:**

- ✓ It's crucial to record tourist departure information as soon as possible. This means entering check-out times, payment status, and transportation details in real-time.
- ✓ Example: Using a property management system (PMS) to automatically update check-out times and balance settlements.

- **Digital Systems for Efficiency:**

- ✓ Utilize digital platforms or software (like PMS or CRM systems) that centralize all records. These systems can track check-in/check-out times, payments, invoices, and transportation arrangements for each guest.
- ✓ Example: An integrated PMS where all records, from guest registration to departure, are stored in a single digital system for ease of access and review.

- **Paper Documentation:**

- ✓ Although digital systems are increasingly popular, some establishments may still use paper forms or logs. In such cases, it's vital to maintain clear, legible, and organized physical records.

- ✓ Example: A guest check-out form with handwritten or printed details that are filed in date order for easy access.

3. Data Security for Tourist Departure Records

Given the sensitivity of personal data, including financial details, it's critical to ensure that all tourist departure records are securely stored and protected from unauthorized access.

Key Data Security Measures:

- **Encryption and Password Protection:**
 - ✓ All digital records containing sensitive information, like guest names, payment details, or personal preferences, should be encrypted and password-protected.
 - ✓ Example: A hotel's CRM system should have user access controls where only authorized personnel can access sensitive departure records.
- **Backups and Redundancy:**
 - ✓ Regular backups should be made of all records, particularly digital files, to prevent data loss. These backups should be stored securely and be easily retrievable in case of system failure or emergency.
 - ✓ Example: Cloud-based backup services that automatically store copies of guest records and operational logs.
- **Compliance with Data Protection Laws:**
 - ✓ Ensure that all records comply with data protection regulations (such as GDPR or other local laws) to protect tourists' personal and payment data.
 - ✓ Example: Ensuring that all departure-related documents, especially invoices and payment records, are properly disposed of or anonymized after a certain period to prevent unauthorized access.



Activity 2: Guided Practice



Task 55:

1. What are three essential operational records you should maintain during a tourist's departure, and how would you use each record to ensure a smooth check-out process?
2. Your hotel is transitioning from paper-based check-out records to a digital system to manage tourist departures more efficiently.

What are two benefits of using a digital system (e.g., Property Management System) for tracking tourist departure records, and how can it help streamline the check-out and payment process?

3. What are two key data security measures you should implement to protect guest departure records, and how would these measures prevent unauthorized access or data loss?



Activity 3: Application



Task 56:

1. You are a front desk staff member at a hotel, and a guest is preparing to depart. Before finalizing the check-out, you need to ensure that all their information is updated correctly in the system.

Question:

What specific steps would you take to verify and update a guest's **basic information** before they leave? How would these updates impact future guest interactions and service?

2. As part of your duties in managing guest departures, you are responsible for ensuring all financial records are accurate, including payments for services, additional charges, and invoices.

Question:

How would you manage the **financial records** (e.g., invoices, receipts, and payments) to ensure that all transactions related to a guest's stay are properly documented and settled? What actions would you take to avoid discrepancies in the final bill, and how would you document any last-minute charges?

3. You work in a hotel that uses both digital and paper-based record-keeping methods for managing tourist departures. At the end of the day, you are required to reconcile all guest departure records.

Question:

How would you implement the **best practices for record-keeping** (e.g., real-time recording, digital systems, and backups) to ensure that all departure information (e.g., check-out times, payments, transportation) is accurately recorded and easily accessible for audits or future guest interactions?



Formative Assessment

1. What are the essential pieces of basic information that need to be verified before a guest departs?
2. What should be included in a guest check-out record?
3. What details should be included in the guest's final invoice?
4. What are the potential consequences of not updating the guest's contact information upon departure?
5. How would you handle a situation where the guest's email address or phone number is no longer valid?
6. Which documents are typically used to track expenses incurred in providing services?
7. What are the digital platform can be use used to collect tourist feedback?
8. How do sales receipts differ from invoices in financial record-keeping?
9. Explain the activities be done at the reception during checkout.
10. Suppose that you are a receptionist at the hotel, design a feedback form can be used by the hotel to measure the level of satisfaction of guest who can spend night in the hotel.



Points to Remember

- Initiating the Check-Out Process refers to the procedures followed when a guest completes their stay and settles their bill before departure.
- The hotel checkout procedures are pre-check-out preparation, Guest initiates checkout and bill review settlement.
- Types of room Keys of hotel room are Physical Key Cards, Traditional Room Keys and Key Fobs or Mobile Keys
- Ensure that the room is in good condition before the guest leaves, and confirm that no items or property have been removed or damaged.
- During checkout The front desk agent thanks the guest for their stay, may offer information about future visits, and wishes them safe travels.
- By gathering feedback during or after the tour, service providers can identify areas of improvement, recognize successful aspects of the service, and ensure that future guests have an enhanced experience.

- The debriefing process involves structured steps to gather and evaluate feedback effectively. This can be done both during and after the tour or guest stay.
- There are different types of feedback forms like paper based forms, digital forms and QR code feedback.
- Tools for creating digital feedback forms are google forms, survey monkeys, type forms and online platform
- The collection of feedback during and after a visitor's departure in hospitality and tourism is a critical part of improving service quality, increasing guest satisfaction, and building long-term loyalty.
- Maintaining accurate and organized financial records is crucial for any business providing onsite services. These records provide a clear picture of the business's financial health, help with tax preparation, and aid in making informed business decisions.



Self-Reflection

1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Fill in and complete the self-assessment table below to reassess your level of knowledge, skills, and attitudes after undertaking this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
4. Read the statements across the top, put a check-in a curriculum that best represents your level of knowledge, skills, and attitudes.

Experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills, and attitudes					
Explain the activities to be done during check out.					
Describe the best way of collecting feedback					
Explain the best methods of keeping record					
Describe the guest information should be recorded					
Apply the activities to be done during check out.					
Apply the best way of collecting feedback					
Select the best methods of keeping record					
Select the relevant information need to be recorded during checkout					
Be cooperative and collaborative					
Being attentive and patient					
Being punctual and smart					
Collect information clearly					

2. Fill in the table below and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

Summative assessment

Lily and sons Tours - Rwanda, is a Tour Company located in Kigali city, Kimironko sector, Bibare cell. The company receives a request to book for a group of 15 Canadians who are arriving in Rwanda on 6th August, 2025. They would like to climb Mount Karisimbi for 2 days but the company does not have the expert to provide on-site assistance. Now you been hired by the company as expert to provide onsite assistance.

Tasks:

1. Identify the tourist's needs as per the request
2. Identify the tour requirements
3. Briefly state the guiding procedures

Time allocated to perform this task is 3hours

Resources

Tools	• Telephones • Transportation vehicle • Compute
Equipment	Projector, Telephone, Computer, GPS, binoculars, compass, first aid kit, recorder, laser pointer
Materials/ Consumables	Internet, Brochures, Markers, Flip Chart, Textbooks

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