



Republic of Rwanda
Ministry of Education



RQF LEVEL 5



TOURISM

TORTI502

Providing Tourism Information and Advice

TRAINEE'S MANUAL

April, 2025

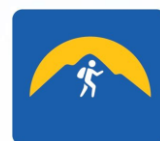


Republic of Rwanda
Ministry of Education



RTB | RWANDA
TVET BOARD

PROVIDING TOURISM INFORMATION AND ADVICE



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LIST OF ABBREVIATIONS AND ACRONYMS

CBET: Competence Based Education and Training

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 Tourism information and Advice**. Students 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 students 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: Collect tourism information

Unit 2: Deliver tourism information

Unit 3: Provide personalized advice

UNIT 1: COLLECT TOURISM INFORMATION



Unit summary

This unit provides you with the knowledge, skills and attitudes required to collect tourism information, which includes identifying tourism scope, determining the sources of information, gathering information and analysing tourism information.

Self-Assessment: Unit 1

1. Referring to the unit illustration above, answer the following questions:
 - a. What does the illustration show?
 - b. What is the difference between the two images in the illustration?
 - c. Basing on the illustration, 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 will assess yourself again for self reflection.

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 tourism Scope					
Determine the sources of tourism information					
Explain ways of gathering tourism information					

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					
Gather tourism information					
Analyze tourism information					
Interpret the scope of tourism					
Distinguish determine source of information					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe scope of tourism	1. Determine the sources of tourism information	1. Be specific in describing the scope of tourism
2. Differentiate sources of tourism information	2. Distinguish sources of tourism information	2. Be sincere truthful in distinguishing sources of tourism
3. Explain ways of gathering tourism information	3. Gather tourism information	3. Be objective in gathering tourism information
4. Analyse tourism information	4. Interpret tourism information	4. Be honest in analysing tourism information



Discovery activity



Task 1: work on collection of tourism information to be provided

Scenario1: part time job as a travel and tourism information officer

A group of conservationists from different countries around the world is planning to visit one of the Mount gorilla habitats between Rwanda and Uganda next summer for five days. They contacted RDB tourism department to help them with necessary information related to their interest. The staff of RDB in charge of information and advice was on annual leave and they could not respond to visitors request. RDB recruits you for a part time job as travel and tourism information and advisor to collect the necessary information to provide to the group to convince them to choose Rwanda as the best destination.

Referring to the scenario1 above, answer the following questions.

- a. Give the meaning of the following terms:
 - i. Scope
 - ii. Scope of tourism
- b. Identify the components of tourism information scopes
- c. List the types of tourism
- d. Explain each of the types of tourism
- e. List the forms of tourism
- f. Describe each of the forms of tourism
- g. Identify the types of tourists
- h. What are the sources of tourism information used for collecting information that can convince the group of tourists?
- i. Illustrate the steps to go through when gathering tourism information to be available for the visitors?
- j. Explain the techniques used to gather tourism information
- k. Clarify the factors considered when gathering tourism information
- l. Demonstrate the approach used to analyze the gathered tourism information?

- m. Explain the steps to go while analyzing tourism information
- n. Explain the methods used to analyze the tourism information

Topic 1.1: Scope of tourism in Rwanda



Activity 1: Problem Solving



Task 2: Questions on understanding the scope of tourism in Rwanda

1. Answer the following questions:
 - a. Give the meaning of the following terms:
 - i. Scope
 - ii. Scope of tourism
 - b. Identify the components of tourism information scopes
 - c. List the types of tourism
 - d. Explain each of the types of tourism
 - e. List the forms of tourism
 - f. Describe each of the forms of tourism
 - g. Identify the types of tourists
2. Refer to the key facts below to add more on your findings

Key Facts 1.1: Scope of Tourism in Rwanda

- Introduction and definition of concepts

- ✓ Definition of terms

- ✚ **Scope:** the scope of something is the range of things that it deals with or includes. It can also be the extent of something's influence or effect.

- ✚ **The scope of tourism:** tourism scope encompasses the full range of activities, services, and experiences related to travel and visitor experiences.

Tourism is a multifaceted industry encompassing a wide range of activities, services, and experiences that cater to travelers seeking leisure, business, or

other purposes. Its scope extends far beyond just sightseeing and vacationing, encompassing various sectors and contributing significantly to the global economy. The scope of tourism is vast and dynamic, encompassing a multitude of sectors and experiences. It is a major economic driver and a significant force in shaping global culture and understanding.

- **Core Components of tourism scope:**

- ✓ **Destination Information:** This includes:

- ✚ **Attractions:** Diverse range of natural, cultural, and man-made attractions, including:

- **Nature:** National parks, beaches, mountains, wildlife sanctuaries, ecotourism
 - **Culture:** Historical sites, museums, art galleries, local crafts, festivals, culinary experiences
 - **Adventure:** Hiking, biking, climbing, diving, surfing, water sports
 - **Wellness:** Spas, yoga retreats, health & wellness tourism

- ✚ **Accommodation:** Wide variety of options to suit different budgets and preferences:

- **Hotels:** Budget to luxury, boutique, family-friendly, business
 - **Vacation Rentals:** Apartments, villas, homestays, bed & breakfasts
 - **Camping & Glamping:** Campgrounds, RV parks, glamping sites
 - **Hostels:** Budget-friendly options for solo travelers and backpackers

- ✚ **Transportation:**

- **Getting There:** Flights, trains, buses, car rentals, cruises, inter-city travel
 - **Getting Around:** Public transportation, taxis, ride-sharing, car rentals, walking, cycling

- ✚ **Food & Drink:** Diverse cuisines, local specialties, dining experiences, cafes, bars, nightlife

- ✓ **Planning & Logistics:**

- ✚ **Travel Planning Tools:**

- **Online platforms:** Booking websites, travel agencies, itinerary planners, travel guides

- **Mobile apps:** Travel booking, navigation, language translation, local information

Visa & Entry Requirements:

- **Passport & Visa information:** Validity, application procedures, fees
- **Customs & Immigration:** Regulations, prohibited items

Currency & Money Matters:

- **Exchange rates:** Currency converters, ATMs, money changers
- **Tipping etiquette:** Local customs and expectations
- **Budgeting tools:** Cost of living, travel expenses calculators

Packing & Essentials:

- **Packing lists:** By season, destination, activity
- **Travel essentials:** First-aid kit, adapters, toiletries

Special Interest Tourism:

- **Cultural Tourism:** Immersion in local culture, traditions, and history
- **Eco-Tourism:** Sustainable travel, nature conservation, wildlife viewing
- **Medical Tourism:** Medical treatments, wellness retreats
- **Luxury Travel:** High-end experiences, exclusive resorts, private tours
- **Business Travel:** Conference & meeting facilities, business centers, corporate travel services
- **MICE Tourism:** Meetings, Incentives, Conferences, Exhibitions
- **Religious Tourism:** Pilgrimages, religious sites

Emerging Trends:

- **Sustainable Tourism:** Eco-friendly practices, responsible travel, community-based tourism
- **Digital Nomadism:** Remote work opportunities, co-working spaces, digital nomad-friendly destinations
- **Experiential Travel:** Unique and authentic experiences, off-the-beaten-path destinations
- **Space Tourism:** Future of travel, spaceflights, space stations
- **Virtual & Augmented Reality:** Enhanced travel experiences, virtual tours, interactive travel guides.

- **Forms of tourism**

Forms and types of tourism are distinct ways of categorizing travel, focusing on different aspects of the tourist experience. Think of it this way: **forms** are about *where* the travel happens in relation to the traveler's usual residence, while **types** are about *why* the travel happens.

Based on the movement of people, tourism is categorized into two kinds. These are the following:

- ✓ **International Tourism:** When people visit a foreign country, it is referred to as International Tourism. To travel to a foreign country, one needs a valid passport, visa, health documents, foreign exchange, etc.... International tourism is divided into two types: **Inbound Tourism** and **Outbound Tourism**.



Figure 1: International Tourism

- ✚ **Inbound Tourism:** This refers to tourists of outside origin entering a particular country. Traveling outside their host/native country to another country is called inbound tourism for the country where they are traveling. For example, when a tourist of Indian origin travels to Japan, it is inbound tourism for Japan because foreign tourists come to Japan.
- ✚ **Outbound Tourism:** This refers to tourists traveling from the country of their origin to another country. When tourists travel to a foreign region, it is outbound tourism for their own country because they are going outside their country. For example, when a tourist from India travels to Japan, it is outbound tourism for India and Inbound tourism for Japan.
- ✓ **Domestic Tourism**
The tourism activity of the people within their own country is known as **domestic tourism**. Traveling within the same country is easier because it does not require

formal travel documents and tedious formalities like compulsory health checks and foreign exchange.

A traveler generally does not face many language problems or currency exchange issues in domestic tourism.

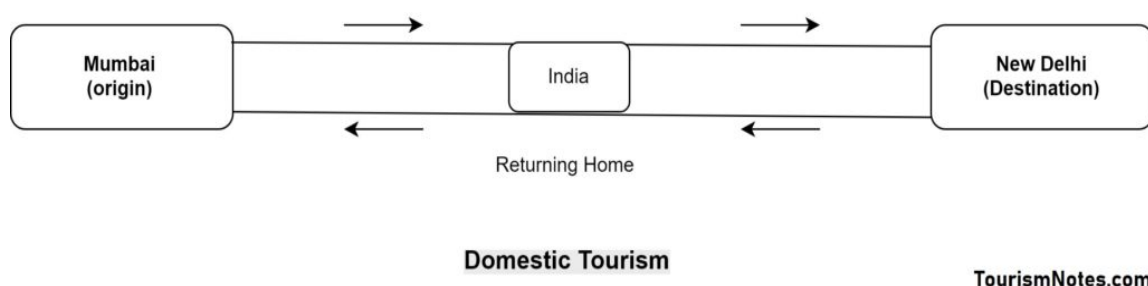
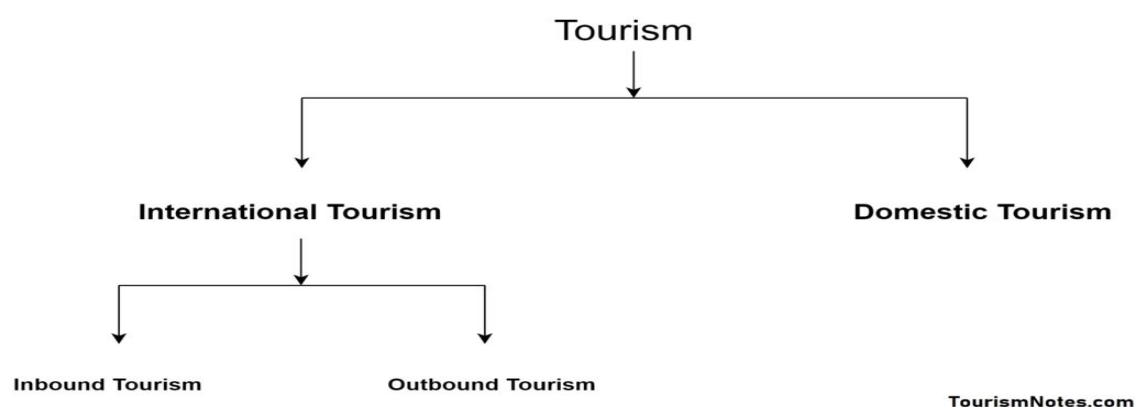


Figure 2: Domestic Tourism



- **Types of Tourism**

- ✓ **Types of Tourism:** This classification is based on the *purpose* and *motivation* of the trip, as well as the activities undertaken by tourists. These are further divided into many types according to their nature.

- ✚ **Adventure tourism:**

Adventure tourism is a type of tourism which usually takes place in destinations with specific geographic features and landscape and tends to be associated with a physical activity, cultural exchange, interaction and engagement with nature.

This experience may involve some kind of real or perceived risk and may require significant physical and/or mental effort.

Adventure tourism generally includes outdoor activities such as mountaineering, trekking, bungee jumping, rock climbing, rafting, canoeing,

kayaking, canyoning, mountain biking, bush walking, scuba diving. Likewise, some indoor adventure tourism activities may also be practiced.

Business tourism:

Business tourism is a type of tourism activity in which visitors travel for a specific professional and/or business purpose to a place outside their workplace and residence with the aim of attending a meeting, an activity or an event. The key components of business tourism are meetings, incentives, conventions and exhibitions.

The term "meetings industry" within the context of business tourism recognizes the industrial nature of such activities. Business tourism can be combined with any other tourism type during the same trip.

Cultural tourism:

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination.

These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions.

Ecotourism:

Ecotourism is a type of nature-based tourism activity in which the visitor's essential motivation is to observe, learn, discover, experience and appreciate biological and cultural diversity with a responsible attitude to protect the integrity of the ecosystem and enhance the well-being of the local community. Ecotourism increases awareness towards the conservation of biodiversity, natural environment and cultural assets both among locals and the visitors and requires special management processes to minimize the negative impact on the ecosystem.

 Education tourism:

Education tourism covers those types of tourism which have as a primary motivation the tourist's engagement and experience in learning, self-improvement, intellectual growth and skills development.

Education Tourism represents a broad range of products and services related to academic studies, skill enhancement holidays, school trips, sports training, career development courses and language courses, among others.

 Gastronomy tourism:

Gastronomy tourism is a type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling. Along with authentic, traditional, and/or innovative culinary experiences, Gastronomy Tourism may also involve other related activities such as visiting the local producers, participating in food festivals and attending cooking classes.

Eno-tourism (wine tourism), as a sub-type of gastronomy tourism, refers to tourism whose purpose is visiting vineyards, wineries, tasting, consuming and/or purchasing wine, often at or near the source.

 Health tourism:

Health tourism covers those types of tourism which have as a primary motivation, the contribution to physical, mental and/or spiritual health through medical and wellness-based activities which increase the capacity of individuals to satisfy their own needs and function better as individuals in their environment and society.

Health tourism is the umbrella term for the sub types wellness tourism and medical tourism.

 Medical tourism:

Medical tourism is a type of tourism activity which involves the use of evidence- based medical healing resources and services (both invasive and non-invasive). This may include diagnosis, treatment, cure, prevention and rehabilitation.

 Mountain tourism:

Mountain tourism is a type of tourism activity which takes place in a defined and limited geographical space such as hills or mountains with distinctive characteristics and attributes that are inherent to a specific landscape, topography, climate, biodiversity (flora and fauna) and local community. It encompasses a broad range of outdoor leisure and sports activities.

 Rural tourism:

Rural tourism is a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle / culture, angling and sightseeing.

Rural tourism activities take place in non-urban (rural) areas with the following characteristics:

Low population density; Landscape and land-use dominated by agriculture and forestry; and

Traditional social structure and lifestyle.

 Sports tourism:

Sports tourism is a type of tourism activity which refers to the travel experience of the tourist who either observes as a spectator or actively participates in a sporting event generally involving commercial and non-commercial activities of a competitive nature.

 Urban/city tourism:

Urban/city tourism is a type of tourism activity which takes place in an urban space with its inherent attributes characterized by Non-Agricultural based economy such as administration, manufacturing, trade and services and by being nodal points of transport.

Urban/city destinations offer a broad and heterogeneous range of cultural, architectural, technological, social and natural experiences and products for leisure and business.

 Wellness tourism:

Wellness tourism is a type of tourism activity which aims to improve and balance all of the main domains of human life including physical, mental,

emotional, occupational, intellectual and spiritual. The primary motivation for the wellness tourist is to engage in preventive, proactive, lifestyle-enhancing activities such as fitness, healthy eating, relaxation, pampering and healing treatments.

- **Types of tourists**

There are many different types of travelers, each with their own unique motivations, preferences, and travel styles.

- ✓ **Backpackers:**

Budget-conscious travelers who prioritize experiencing local culture and off-the-beaten-path destinations. They often travel for extended periods and rely on public transportation and budget accommodations.

- ✓ **Luxury Travelers:**

Seek the finest accommodations, amenities, and experiences, often splurging on private tours, high-end restaurants, and exclusive events.

- ✓ **Adventure Travelers:**

Thrill-seekers who crave adrenaline-pumping activities and off-the-beaten-path destinations. They may enjoy hiking, camping, extreme sports, and exploring remote locations.

- ✓ **Cultural Travelers:**

Interested in immersing themselves in the local culture, history, and traditions of their destinations. They may visit museums, historical sites, and attend cultural events.

- ✓ **Digital Nomads:**

Work remotely while traveling, often combining work and leisure. They typically stay in one place for a few weeks or months before moving on to a new destination.

- ✓ **Family Travelers:**

Prioritize fun and educational experiences for their children, often choosing destinations with family-friendly attractions and activities.

✓ **Solo Travelers:**

Travel independently, often seeking personal growth and self-discovery. They may enjoy the freedom and flexibility of traveling alone.

✓ **Business Travelers:**

Travel for work purposes, often attending conferences, meetings, or client visits. They may have limited free time but still enjoy exploring their destinations when possible.



Activity 2: Guided Practice



Task 3: Questions on tourism scope

With the support of your trainer, discuss the following questions:

Complete the following sentence related to types of travellers:

1. is the Travel independently, often seeking personal growth and self-discovery
2. A digital Nomad is.....
3. What forms of tourism to experience in the following places in Rwanda:
 - a. Kibeho
 - b. Umuganura day
 - c. Bugarama hotspring
4. Provide examples on each of the following form of tourism in Rwanda:
 - a. Adventure tourism
 - b. Business tourism
 - c. Culture tourism
 - d. Educational tourism
 - e. Gastronomic tourism
 - f. Educational tourism
 - g. Health tourism
 - h. Sport tourism
 - i. Wellness tourism
 - j. Rural tourism
 - k. Mountain tourism
 - l. Urban tourism



Activity 3: Application



Task 4: Determine the scope of tourism information in Rwanda

You're required to choose the scope of tourism information that you'll present in the class

Tour Companies in the tourism industry decide on their scopes of information to provide to the visitors who want to visit the Rwanda. You're tasked to act as a worker in one of these tour companies and identify the scope of information to provide to hikers.

Topic 1.2: Sources of tourism information



Activity 1: Problem Solving



Task 5: Determining the sources of information

1. Classify the types of tourism information basing on the context and purpose
2. Explain each class of source of tourism information in details
3. Describe the sources of tourism information with examples

Key Facts 1.2: Sources of information

- **Types of tourism information**

Information can be classified in various ways, depending on the context and purpose. Here are some common classifications:

- ✓ **By Source:**



Primary Sources: Original materials that provide firsthand information. Examples include research studies, eyewitness accounts, historical documents, and creative works.

- ✚ **Secondary Sources:** Interpretations and analyses of primary sources. Examples include textbooks, review articles, biographies, and documentaries.

- ✚ **Tertiary Sources:** Compilations and summaries of primary and secondary sources. Examples include encyclopedias, dictionaries, and almanacs.

✓ **By Content:**

- ✚ **Factual Information:** Objective data and verifiable facts. Examples include statistics, historical events, and scientific findings.

- ✚ **Conceptual Information:** Ideas and theories that explain phenomena. Examples include philosophical concepts, scientific theories, and mathematical models

- ✚ **Procedural Information:** Instructions and guidelines for completing tasks. Examples include recipes, operating manuals, and how-to guides.

- ✚ **Emotional Information:** Feelings and subjective experiences. Examples include personal stories, emotional expressions, and artistic works.

✓ **By Format:**

- ✚ **Text:** Written information, such as books, articles, and reports.

- ✚ **Visual:** Images, graphics, and videos.

- ✚ **Audio:** Spoken words and music.

✓ **By Purpose:**

- ✚ **Informational:** Provides knowledge and understanding.

- ✚ **Persuasive:** Influences attitudes and behaviors.

- ✚ **Entertaining:** Provides enjoyment and amusement.

It's important to note that these classifications are not mutually exclusive, and information can often fit into multiple categories. The specific classification used will depend on the context and the purpose for which the information is being analyzed.

- **Source of tourism information**

✓ **Government Tourism Offices:**

- ✚ **National Tourism Organizations (NTOs):** These government agencies are responsible for promoting tourism in their respective countries. They often have websites and visitor centers that provide information on attractions, accommodations, transportation, and events.

✚ Local Tourism Boards: These organizations promote specific regions or cities within a country. They can provide detailed information on local attractions, events, and accommodations.

✓ **Travel Agents and Tour Operators:**

✚ Travel Agents: These professionals can help you plan your trip, book flights, accommodations, and tours. They can also provide information on destinations and visa requirements.

✚ Tour Operators: These companies offer packaged tours that include flights, accommodations, transportation, and activities. They can be a good option for travelers who want to have their trip planned for them.

✓ **Hotel Industry**

There are many hotels in the country which sell package tours to both the domestic as well as international tourists. The information generated thus includes the following details of the area:

✚ Historical attractions,

✚ Craft attractions,

✚ Exotica,

✚ Cuisine,

✚ Room tariffs and services available, etc.

In many cases the information would appear to be just duplication of the one available in the brochures issued by the Department of Tourism or by tour operators but they have specific focus on features of hotel properties available in areas of tourist interest, e.g., closer to airport, on railway station, road or facing the lake, etc.

We, therefore, advice that for your area, try to scan through the information available from the hotel industry and keep safely the new, valuable information

✓ **Newspapers, Magazines and Advertisements**

The newspapers and magazines have today started publishing tourism related information in a big way. In almost all the national dailies important magazines and in th e regional language newspapers there is periodic reporting of special supplements on tourism.

They contain information on the general and specific destinations under the following heads:

- ✚ History,
- ✚ Geography and topography,
- ✚ Craft traditions,
- ✚ Accessibility and accommodation,
- ✚ Cuisine and catering,
- ✚ Shopping,
- ✚ Higher education opportunity, etc.

Most of these write ups are today done by reputed travellers/tourism experts and should, therefore, be preserved by you.

✓ **Specialized Publications**

With the promotion of tourism as an important industry there have begun appearing specialized monographs on various aspects of tourism. These can be categorized as under:

- ✚ Travel and Tourism Definitions,
- ✚ Tourism Management,
- ✚ Tourism Guiding,
- ✚ Cultural Tourism,
- ✚ Wildlife Tourism Studies,
- ✚ Island and Beach Tourism,
- ✚ Desert Safaris,
- ✚ Hill Resorts,
- ✚ Adventure Tourism,
- ✚ Convention Tourism, etc.

Some of these publications are a hotch-potch of information gathered from random sources. But the other books are a good source of information, as is evident from the categories mentioned above, on specialized themes pertaining to the tourism studies. You must select, from among several titles, the books you find as easy and intelligible reading. This will update your knowledge and help you in evolving new skills pertaining to your profession.

✓ **Non-Print Media**

Today TV serials, sponsored programmes, films, commercials, documentaries, promotional films, etc. are important sources of information on tourism. With the help of video films and CD ROMs one can show the tourists the type of services available or one can have a look at the quality and size of rooms in a hotel before packaging them in the tour and so on. It is a reported fact that ever-since our filmwalas have started marketing destinations like London, Mauritius, Switzerland and many more outbound travel movements have increased manifold in these destinations.

✓ **Social Media:**

✚ Travel Blogs and Vlogs: These websites and videos can provide personal insights into different destinations.

✚ Social Media Platforms: Platforms like Instagram, TikTok, and YouTube can be a great source of inspiration for travel. You can follow travel influencers and bloggers to get ideas for your next trip.

✓ **Online Travel Agencies (OTAs):**

✚ Websites like Booking.com, Expedia, and TripAdvisor: These websites allow you to book flights, hotels, and rental cars. They also provide reviews and ratings of hotels, restaurants, and attractions.

✓ **Other Sources:**

✚ Guidebooks: These books can provide detailed information on specific destinations.

✚ Travel Magazines: These magazines often feature articles on different destinations.

- Newspapers and Television: These media outlets can provide up-to-date information on current events and travel trends.



Activity 2: Guided Practice



Task 6: questions on sources of information

Refer to the key facts, discuss the following statements:

1. To find accurate information on Rwanda tourism you have to contact hotels only. True or false Explain your position
2. Official government records are the most credible sources of tourism information. Yes or no. Justify your position
3. The information got from the tourist can be classified as primary source. Explain.



Activity 3: Application



Task 7: students field visit

Visit the nearest travel agency or tour operator, observe and ask some questions about the sources of tourism information they use through the following questions:

1. What are the sources of information do you use?
2. Which do you prefer the most?
3. Why does this one is the most preferred?

Record the given information and interpret it by providing the following details on it:

- a. Class of tourism information used by the company
- b. Description of the sources of tourism information used by the company in details
- c. Interpretation of the preferences of the company

Topic 1.3: Tourism information gathering



Activity 1: Problem Solving



Task 8: Work on gathering tourism information

1. What are the steps of gathering tourism information?
2. What is it done in verification phase during data gathering steps
3. Give the techniques for gathering tourism information
4. What do you understand by interview
5. Explain the factors to consider when gathering tourism information

Key Facts 1.3: Gather tourism information

- **Steps of gathering tourism information**

- ✓ **Identifying specific research objectives.**

This means determining exactly what you need to know about a destination, whether it's accommodation options, transportation systems, attractions, cultural experiences, or seasonal considerations.

- ✓ **Selecting reliable information sources.**

This typically involves consulting official tourism board websites, reputable travel guides, recent traveler reviews, and local government resources. Travel blogs and social media can provide supplementary insights, though these should be cross-referenced with official sources.

- ✓ **Data collection follows:**

This is where the researcher systematically gathers information across several key categories: transportation options and accessibility, accommodation choices at different price points, main attractions and activities, local customs and cultural considerations, weather patterns and best times to visit, health and safety requirements, and current travel regulations or restrictions.

✓ **The verification phase**

Cross-reference information from multiple sources to ensure accuracy and timeliness. Pay special attention to recent changes in travel requirements, pricing, or operating hours. Contact local tourism offices or accommodation providers directly when necessary to confirm critical details.

✓ **Organization of the gathered information**

Create a structured format that makes the information easily accessible and useful for your specific needs. This might include creating detailed itineraries, cost breakdowns, or seasonal visiting guides.

✓ **Maintain and update the information regularly.**

Tourism details can change frequently, so establish a system for checking and updating key information, particularly regarding prices, operating hours, and travel requirements.

• **Techniques of gathering tourism information**

✓ **Interviews**

One-on-one interviews are one of the most commonly used data collection methods in qualitative research because they allow you to collect highly personalized information directly from the source. Interviews explore participants' opinions, motivations, beliefs, and experiences and are particularly beneficial in gathering data on sensitive topics because respondents are more likely to open up in a one-on-one setting than in a group environment.

Interviews can be conducted in person or by online video call. Typically, they are separated into three main categories:

✚ **Structured Interviews:** Structured interviews consist of predetermined (and usually closed) questions with little or no variation between interviewees. There is generally no scope for elaboration or follow-up questions, making them better suited to researching specific topics.

✚ **Unstructured Interviews:** Conversely, unstructured interviews have little to no organization or preconceived topics and include predominantly open questions.

✚ **Semi-Structured Interviews** – A combination of the two interviews

Whichever type of interview you utilize, participants must be fully briefed on the format, purpose, and what you hope to achieve. With that in mind, here are a few tips to follow: Give them an idea of how long the interview will last. If you plan to record the conversation, ask permission beforehand. Provide the opportunity to ask questions before you begin and again at the end.

✓ **Focus Groups**

Focus groups share much in common with less structured interviews, the key difference being that the goal is to collect data from several participants simultaneously. Focus groups are effective in gathering information based on collective views and are one of the most popular data collection instruments in qualitative research when a series of one-on-one interviews proves too time-consuming or difficult to schedule.

Focus groups are most helpful in gathering data from a specific group of people, such as donors or clients from a particular demographic. The discussion should be focused on a specific topic and carefully guided and moderated by the researcher to determine participant views and the reasoning behind them. Plus, input from one participant may spark insight from another that would not have come to light otherwise. However, here are a couple of potential downsides:

- ✚ If participants are uneasy with each other, they may not be at ease openly discussing their feelings or opinions.
- ✚ If the topic is not of interest or does not focus on something participants are willing to discuss, data will lack value.

✓ **Observation**

Observation is one of the ultimate data collection tools in qualitative research for gathering information through subjective methods. A technique used frequently by modern-day marketers, qualitative observation is also favored by psychologists, sociologists, behavior specialists, and product developers.

The primary purpose is to gather information that cannot be measured or easily quantified. It involves virtually no cognitive input from the participants themselves. Researchers simply observe subjects and their reactions during the course of their regular routines and take detailed field notes from which to draw information.

✓ **Open-Ended Surveys and Questionnaires**

Open-ended surveys and questionnaires allow organizations to collect views and opinions from respondents without meeting in person. They can be sent electronically and are considered one of the most cost-effective qualitative data collection tools. Unlike closed question surveys and questionnaires that limit responses, open-ended questions allow participants to provide lengthy and in-depth answers from which you can extrapolate large amounts of data.

The findings of open-ended surveys and questionnaires can be challenging to analyze because there are no uniform answers.

✓ **Case Studies**

Case studies are often a preferred method of qualitative research data collection for organizations looking to generate incredibly detailed and in-depth information on a specific topic. Case studies are usually a deep dive into one specific case or a small number of related cases. As a result, they work well for organizations that operate in niche markets.

Case studies typically involve several qualitative data collection methods, including interviews, focus groups, surveys, and observation. The idea is to cast a wide net to obtain a rich picture comprising multiple views and responses. When conducted correctly, case studies can generate vast bodies of data that can be used to improve processes at every client and donor touchpoint.

✓ **Text Analysis**

Text analysis has long been used in political and social science spheres to gain a deeper understanding of behaviors and motivations by gathering insights from human-written texts.

By analyzing the flow of text and word choices, relationships between other texts written by the same participant can be identified so that researchers can draw conclusions about the mindset of their target audience.

Though technically a qualitative data collection method, the process can involve some quantitative elements, as often, computer systems are used to scan, extract, and categorize information to identify patterns, sentiments, and other actionable information.

✓ **Audio and Video Recordings**

Similarly to how data is collected from a person's writing, you can draw valuable conclusions by observing someone's speech patterns, intonation, and body language when you watch or listen to them interact in a particular environment or within specific surroundings. Video and audio recordings are helpful in circumstances where researchers predict better results by having participants be in the moment rather than having them think about what to write down or how to formulate an answer to an email survey. You can collect audio and video materials for analysis from multiple sources, including:

- ✚ Previously filmed records of events
- ✚ Interview recordings
- ✚ Video diaries
- ✚ Hybrid Methodologies

It is often possible to utilize data collection methods in qualitative research that provide quantitative facts and figures. So if you're struggling to settle on an approach, a hybrid methodology may be a good starting point. For instance, a survey format that asks closed and open questions can collect and collate quantitative and qualitative data.

• **Factors considered when gathering tourism Information**

When gathering tourism information, it's crucial to consider several factors to ensure accuracy, relevance, and reliability.

These factors include:

✓ **Target Audience:**

Demographics: Age, gender, income level, education, occupation, and family size.

Psychographics: Interests, hobbies, values, lifestyle, and personality traits.

Travel Behaviors: Frequency of travel, preferred destinations, budget, and booking preferences.

✓ **Destination Attributes:**

Natural Attractions: Beaches, mountains, forests, wildlife, and natural parks.

Cultural Attractions: Historical sites, museums, art galleries, festivals, and cultural events.

Infrastructure: Transportation, accommodation, food and beverage, and shopping facilities.

Safety and Security: Crime rates, health risks, and emergency services.

Accessibility: Ease of access to the destination, including transportation options and visa requirements.

✓ **Competitive Analysis:**

Competitor Strengths and Weaknesses: Identifying unique selling points and areas for improvement.

Market Positioning: Understanding how competitors position themselves in the market.

Pricing Strategies: Analyzing pricing strategies to determine competitive pricing.

Marketing and Promotion: Evaluating marketing campaigns and promotional activities.

✓ **Economic Factors:**

Economic Indicators: GDP, inflation rates, and exchange rates.

Travel Costs: Airfares, accommodation costs, and food and beverage expenses.

Economic Seasons: Identifying peak and off-peak seasons for tourism.

✓ **Social and Cultural Factors:**

Cultural Norms and Values: Understanding local customs and traditions.

Language Barriers: Identifying language barriers and translation needs.

Religious Beliefs: Considering religious sensitivities and practices.

✓ **Technological Factors:**

Digital Marketing: Utilizing social media, email marketing, and online advertising.

Mobile Technology: Leveraging mobile apps and mobile-friendly websites.

E-commerce: Facilitating online bookings and payments.

✓ **Environmental Factors:**

Climate and Weather: Understanding seasonal variations and weather patterns.

Natural Disasters: Assessing the risk of natural disasters and developing contingency plans.

Environmental Sustainability: Promoting eco-friendly practices and sustainable tourism.



Activity 2: Guided Practice



Task 9: questions on gathering information

Refer to the key facts, respond to the following questions:

1. The steps at which gathering tourism information is done is:
 - a. Identification of sources
 - b. Data collection
2. Gender, age are important elements to know when gathering tourism information.
Which factor to consider when refer to these two elements?
3. How interview can be applied to gather tourism information?



Activity 3: Application



Task 10: Pair work on gathering tourism information

Go in the school workshop and use the available resources to gather information on accommodation in Kigali

In a group of two, sit together in the workshop, make research and produce a report containing the information gathered.

Topic 1.4: Analyse tourism information



Activity 1: Problem Solving



Task 11: Questions on analysing tourism information

1. What are the approaches to analyzing information systematically?
2. Explain the following approaches:
 - a. Verify the sources
 - b. Break down the core claims
 - c. Look for logical connections

- d. Consider alternative perspectives
 - e. Examine the quality of evidences
 - f. Draw tentative conclusions
3. Explain the steps of analyzing tourism information
 4. Give the key differentiations between quantitative method and qualitative method

Key Facts 1.4: Analyse Tourism information

- **Approach for analyzing information systematically**

Verify the source and evaluate its credibility by checking the author's expertise, potential biases, publication date, and supporting evidence. Break down the core claims or arguments into their key components. What are the main assertions being made? What evidence is presented? Look for logical connections and relationships between different pieces of information. How do they fit together? Are there gaps in the reasoning? Consider alternative perspectives and explanations. What other interpretations might be possible? What counterarguments exist? Examine the quality of evidence, including:

- ✓ Sample sizes and methodology in studies
- ✓ Primary vs secondary sources
- ✓ Statistical significance of findings
- ✓ Potential confounding variables

Place the information in broader context by connecting it to existing research, historical events, or related developments in the field. Draw tentative conclusions while maintaining appropriate uncertainty based on the strength of evidence.

- **Steps of analyzing tourism information**

Data analysis is the process of collecting and examining statistical information and drawing conclusions from it. When conducting this process, professionals evaluate large amounts of information from various sources to find patterns and trends.

- ✓ **Establish a goal**

First, determine the purpose and key objectives of your data analysis. Think about the questions or concerns you have and the goal you want to achieve by conducting this analysis. For example, your goal may be to increase your customer base.

✓ **Determine the type of data analytics to use**

Identify the type of data that can answer your questions. If a simple overview is all you want, a descriptive analysis could be useful. You may already have access to data from a previous project. If these numbers are still relevant, you may want to consider using this information.

✓ **Determine a plan to produce the data**

It can take varying amounts of time, effort and resources to collect data, depending on the type of information you're trying to gather. Before investing in this type of project, consider factors like budgetary and schedule needs. Planning these aspects in advance can ensure you have the capacity to complete the data analysis project.

✓ **Collect the data**

Set up the necessary data collection processes and assemble a team of people who can accumulate and manage the information. To save time, you may choose to buy access to a data set such as demographic information for a specific segment of consumers. You can also use data analytics software to implement, streamline and track processes with ease.

✓ **Clean the data**

Once you've built a large data set, the next step is to clean or process the data to ensure it's accurate and free of errors. Check for duplicates and other issues and standardize the data to make it easier to assess later. You can also confirm there are no typographical or format problems.

✓ **Evaluate the data**

Investigate the data you've gathered carefully. Use various mathematical interventions to look for connections between points. Interpret what the data could mean and why it could be important for the organization.

✓ **Visualize the data**

Once you have collected, cleaned and analyzed the data, you can use a method like data visualization to summarize the information and ensure it's meaningful.

Visualization tools can help you understand the data and present it to others in an engaging manner. Colorful charts and graphs can represent hundreds of points that demonstrate a trend or a powerful narrative.

A sales data run tied to a geographic region, for example, may help you decide to reallocate marketing funds.

- **Methods of analyzing tourism information**

- ✓ **Quantitative Methods**

Focus: Measuring and quantifying phenomena to identify patterns and trends.

Data Type: Numerical data like numbers, statistics, and measurements.

Analysis: Uses statistical techniques to analyze data and draw conclusions.

Common Techniques: Surveys, experiments, statistical analysis (e.g., t-tests, correlations, regression analysis).

Examples: Measuring customer satisfaction with a numerical scale, analyzing sales data to identify trends, comparing the effectiveness of different marketing campaigns.

- ✓ **Qualitative Methods**

Focus: Understanding the subjective experience, opinions, and motivations behind behaviors.

Data Type: Non-numerical data like words, images, observations, and narratives.

Analysis: Identifies patterns, themes, and meanings within the data.

Common Techniques: Interviews, focus groups, observations, content analysis, and thematic analysis.

Examples: Analyzing customer feedback for recurring themes, understanding cultural nuances through observations, studying historical documents for underlying narratives



Activity 2: Guided Practice



Task 12: Answer the following questions

1. What do you do to ensure the information gathered is true?
2. The methods that deal with statistical number is called.....?
3. Qualitative methods focus on opinions and motivations. True or false. Justify



Activity 3: Application



Task 13: role play on analysing information

In a class presentation, you'll analyse the information collected after research following the steps and using methods of analysing information.



Formative Assessment

1. Differentiate the various: :
 - a. Types of tourism
 - b. Forms of tourism
2. Explain the following types of tourism:
 - a. International tourism
 - b. Domestic tourism
3. Differentiate between inbound and. Outbound tourism
4. Identify the source to which RDB classified:
 - a. Online travel agency
 - b. Magazines
 - c. Travel agency and tour operator
 - d. Government tourism offices
 - e. No correct answer
5. True or false qualitative method is based on opinions and motivations



Points to Remember

When collecting tourism information, it's crucial to gather data that provides a comprehensive overview of the destination.

The following are the guidelines;

- Define goals,
- Identify relevant data sources,

- data quality and accuracy,
- data Analysis and interpretation.

By following these guidelines, you can collect valuable tourism information that will help you make informed decisions and improve your destination's appeal to visitors.



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	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 tourism Scope					
Determine the source of tourism information					
Determine the sources of					

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.
tourism information					
Gather tourism information					
Analyze tourism information					
Ability to describe the scope of tourism					
Distinguish determine source of information					
Describe tourism Scope					
Determine the source of tourism information					
Determine the sources of tourism information					
Gather tourism information					

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.

UNIT 2: DELIVER TOURISM INFORMATION



Unit summary

This unit provides you with the knowledge, skills and attitudes required to deliver tourism information which includes selecting informational resources/materials, the selecting channels of delivering information and interpreting tourism information.

Self-Assessment: Unit 2

- Referring to the unit illustration above, answer the following questions:
 - What does the illustration show?
 - What are the tools you identify in the illustration?
 - Why is the use of the identified tools?
 - Based on the illustration, what do you think this unit is about?
- Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
- 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.
- Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
- Read the statements across the top, put a check in a curriculum that best represents your level of knowledge, skills, and attitudes.
- 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 informational resources					
Determine channels of delivering information					
Describe tourism information					
Select informational resources					
Determine channels of delivering information					
Interpret tourism information					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe informational resources	1. Select informational resources	1. Be clear when describing informational details
2. Determine channels of delivering information	2. Determine channels of delivering information	2. Be open minded when determining the channels of delivering information
3. Describe tourism information	3. Interpret tourism information	3. Be professional when interpreting tourism information



Discovery activity



Task 14:



Referring to the above picture respond to the following questions:

1. Define the concepts related to tourism information delivery
2. Describe the factors to consider when selecting Informational
3. Describe the types of informational resources/materials
4. Describe channels of delivering information
5. Identify tools used to deliver tourism information

6. Explain the techniques used to deliver a tourism information
7. Explain the techniques to interpret tourism information
8. Explain the tips for a successful interpretation of tourism information

Topic 2.1: informational resources/material



Activity 1: Problem Solving



Task 15: questions on selection of informational resources

Read and answer the questions below:

1. Define the term “**Informational resources or materials**”
2. Explain the following factors to consider while selecting informational resources:
 - a. Purpose of the material
 - b. Target audience
 - c. Content accuracy and credibility
 - d. Visual appeal and design
 - e. Relevance to destination or activity
 - f. Language and communication styles
 - g. Medium of delivery
 - h. Cost and budget
 - i. Sustainability considerations
 - j. Feedback and updates
3. Describe the following types of informational resources/materials:
 - a. Print materials
 - b. Digital materials
 - c. Multimedia materials
 - d. Promotional merchandise
 - e. Exhibition and event materials

- f. Specialized publications
- g. Interactive and Experiential materials

4. Refer to the key fact 2.1 below for more clarification:

Key Facts 2.1: informational resources/ materials

- **Introduction and concepts**

- ✓ Definition of informational **resources**

Informational resources are the tools and materials used to gather information. They can be anything from books and articles to websites and databases. Tourism informational resources can be broadly categorized into the following:

- ✚ **Government Tourism Boards:**

- **National Tourism Organizations (NTOs):** These are government agencies responsible for promoting tourism within a country. They provide comprehensive information on destinations, attractions, events, travel advisories, and visa requirements. Examples include the United States Travel Association (USA), Visit Britain, and Tourism Australia.
- **Regional Tourism Organizations (RTOs):** These organizations focus on promoting specific regions or states within a country. They offer detailed information on local attractions, events, and accommodations. Examples include Visit California, Visit Florida, and Visit Scotland.

- ✚ **Online Travel Agencies (OTAs):**

- **Booking.com:** A popular OTA that offers a wide range of travel options, including flights, hotels, rental cars, and activities. They provide detailed information on destinations, attractions, and reviews from other travelers.
- **Expedia:** Another major OTA that offers similar services to Booking.com. They also have a comprehensive travel guide section with information on destinations, attractions, and travel tips.
- **Skyscanner:** Primarily a flight search engine, but they also offer hotel and car rental options. They provide information on flight prices, schedules, and travel inspiration.

Travel Blogs and Websites:

- **The Travel Blogs:** These blogs offer personal travel experiences, tips, and recommendations from travel enthusiasts. They often provide unique insights into destinations and hidden gems. Examples include The Nomadic Matt, The Points Guy, and The Blonde Abroad.
- **Destination-Specific Websites:** These websites focus on specific destinations and provide detailed information on attractions, events, and local tips. Examples include Romeing.Rome for Rome, Time Out London for London, and Japan Guide for Japan.

Social Media:

- **Instagram:** A visual platform where travelers share photos and videos of their experiences. It's a great way to discover new destinations and get inspiration for your next trip.
- **Pinterest:** A visual bookmarking tool that allows users to save and organize travel ideas. It's a great resource for finding inspiration for specific destinations and activities.
- **Facebook:** A social networking site where travelers can connect with others, share travel experiences, and join travel groups. It's also a platform for businesses to promote their services.

Travel Guides and Books:

- **Lonely Planet:** A popular travel guide series that provides comprehensive information on destinations, attractions, and practical tips.
- **Rough Guides:** Another popular travel guide series that offers similar information to Lonely Planet.
- **Rick Steves:** A travel writer and television host who provides detailed information on European destinations.

Travel Magazines:

- **National Geographic Traveler:** A magazine that features stunning photography and in-depth articles on destinations around the world.
- **Condé Nast Traveler:** A luxury travel magazine that provides information on high-end destinations and travel experiences.

- **Travel + Leisure:** A popular travel magazine that offers a mix of destination information, travel tips, and luxury travel experiences.

 Travel Forums and Communities:

- **TripAdvisor:** A website where travelers can share reviews, ask questions, and get recommendations from other travelers.
- **Reddit's r/travel:** A subreddit dedicated to travel where users can share tips, ask questions, and find travel inspiration.

- **Factors to Consider in Selecting Information Materials or Resources**

When selecting information materials or resources, it's essential to consider several factors to ensure their relevance, quality, and suitability for your specific needs. Here are some key factors to keep in mind:

- ✓ **Relevance and Purpose:**

-  **Alignment with Goals:** Does the material directly support your research, learning, or project objectives?
-  **Target Audience:** Is the material appropriate for your specific audience's knowledge level and interests?
-  **Scope and Depth:** Does the material cover the breadth and depth of information you require?

- ✓ **Quality and Accuracy:**

-  **Credibility of Source:** Is the information from a reputable source, such as a well-established organization, academic institution, or government agency?
-  **Authoritative Authors:** Are the authors experts in the field? Do they have relevant qualifications and experience?
-  **Accuracy of Information:** Is the information factually correct and free from biases?
-  **Objectivity:** Does the material present a balanced view or is it biased towards a particular viewpoint?
-  **Timeliness:** Is the information up-to-date and relevant to current issues?

- ✓ **Accessibility and Format:**

-  **Availability:** Is the material easily accessible through libraries, databases, or online platforms?

-  **Format Compatibility:** Is the format compatible with your devices and software (e.g., PDF, Word, video, audio)?
-  **User-Friendliness:** Is the material well-organized, easy to navigate, and visually appealing?
- ✓ **Cost and Licensing:**
 -  **Budget Constraints:** Does the cost of the material fit within your budget?
 -  **Licensing Restrictions:** Are there any restrictions on how the material can be used, shared, or reproduced?
- ✓ **Additional Considerations:**
 -  **Diversity and Inclusion:** Does the material represent diverse perspectives and experiences?
 -  **Ethical Considerations:** Does the material adhere to ethical guidelines, such as avoiding plagiarism and respecting copyright laws?
 -  **Future Reference:** Will the material be valuable for future reference or research?
- **Types of informational resources/materials**

Here are some common types of informational materials or resources:

 - ✓ **Traditional Resources:**
 -  **Books: Comprehensive** coverage of a topic, often with in-depth analysis and scholarly references.
 -  **Encyclopedias:** Factual overviews of various subjects, useful for quick reference and background information.
 -  **Dictionaries:** Definitions and etymologies of words, essential for understanding vocabulary and language nuances.
 -  **Newspapers:** Current events and news articles, providing up-to-date information on local, national, and international happenings.
 -  **Magazines:** Articles on a variety of topics, often with a specific focus or target audience.
 -  **Journals:** Scholarly articles on specific academic subjects, typically peer-reviewed and highly credible.

✓ **Digital Resources:**

- ✚ **Websites:** Online sources of information, ranging from personal blogs to institutional websites.
- ✚ **Databases:** Organized collections of information, often accessible through libraries or subscription services.
- ✚ **Ebooks:** Digital versions of books, accessible on various devices.
- ✚ **Online articles:** Articles published on the internet, often available through news websites, academic journals, or blogs
- ✚ **Social media:** Platforms for sharing information and connecting with others, offering a wide range of content and perspectives.
- ✚ **Online forums and discussion boards:** Communities where people can discuss topics of interest and share information.

✓ **Other Resources:**

- ✚ **Government documents:** Official publications from government agencies, providing reliable information on public policy and statistics.
- ✚ **Primary sources:** Original materials created during a historical period, such as letters, diaries, photographs, or artifacts.
- ✚ **Secondary sources:** Interpretations and analyses of primary sources, often found in books, articles, or documentaries.
- ✚ **Reference materials:** Tools for finding information, such as bibliographies, indexes, and directories.



Activity 2: Guided Practice



Task 16: work on information resources in Rwanda

Based on the key fact, answer the following questions:

1. Choose the necessary resources to develop information for Rubavu tourism information center
2. Explain two factors that can affect the selection of resources
3. Explain how relevance and purpose can affect the selection of informational resources
4. Provide one example per each type of traditional resources



Activity 3: Application



Task 17: Selection of informational resources

Scenario:

Alex is settling into his new role of tourism informational and advise officer. Their primary responsibility is to provide accurate and up-to-date information to tourists visiting Rwanda the next year. The tourists are interested in community activities and history. As he begins to delve into his duties, he realizes the importance of reliable and comprehensive resources. As the sheer volume of tourism information available can be overwhelming. Alex needs to efficiently sift through various sources to identify the most relevant and accurate data. Tourists come from all walks of life, with varying interests and needs. Alex must be able to cater to a wide range of inquiries, from budget travelers to luxury seekers.

Read carefully the scenario above and present your views on it in front of the class:

1. Tell the factors that affect the selection of informational resources for this new information center
2. Explain the the resources that will be needed for this work.
3. Diferentiate the resources according to their role and contribution to the work.

Topic 2.2: Channels of delivering information



Activity 1: Problem Solving



Task 18: questions on channels of delivering information

Answer the following questions:

1. Describe the following ways of delivering information:
 - a. Offline channel
 - b. Online channel
 - c. Emerging channel

2. Which channels to use for delivering information?
3. Explain the following techniques of delivering information:
 - a. Verbal techniques
 - b. Written techniques
 - c. Visual techniques
 - d. Digital techniques

Key Facts 2.2: Channels of delivering of information

- **Introduction**

Channels of delivering information are the pathways through which messages or data are transmitted from a sender to a receiver. These channels can be classified into various categories, each with its unique characteristics and advantages.

- **Channels of delivering information**

- ✓ **Off line channel :**

An offline channel refers to a method of communication or distribution that does not rely on the internet or digital technologies.

Examples include:

- ✚ **Retail Stores:** Physical shops where customers can buy products in person.
- ✚ **Print Media:** Newspapers, magazines, brochures, and flyers.
- ✚ **Direct Mail:** Postal services for sending letters, catalogs, and promotional materials.
- ✚ **Events:** In-person events such as conferences, trade shows, and seminars.
- ✚ **Television and Radio:** Broadcast media that delivers information and advertisements through traditional channels.
- ✚ **Face-to-Face Meetings:** Personal interactions, such as meetings or consultations.

- ✓ **Online channel**

An online channel refers to a method of communication or distribution that relies on the internet and digital technologies. It encompasses various digital platforms and tools used to reach and engage with audiences. Examples of online channels include:

- ✚ **Websites:** Platforms that provide information, services, or products online.

- ✚ **Email:** Sending messages, newsletters, and promotional content via electronic mail.
- ✚ **Social Media:** Platforms like Facebook, Twitter, Instagram, and LinkedIn used for communication, marketing, and engagement.
- ✚ **Blogs:** Online journals or informational websites where content is regularly published.
- ✚ **Online Advertising:** Digital ads displayed on search engines, websites, and social media.
- ✚ **E-commerce Sites:** Online stores where products and services can be purchased.
- ✚ **Streaming Services:** Platforms like YouTube, Netflix, and Spotify that deliver video or audio content.
- ✚ **Webinars and Virtual Events:** Online seminars, workshops, and conferences conducted over the internet.

✓ **Emerging channels:**

An emerging channel refers to a new or developing method of communication or distribution that is gaining prominence and adoption. These channels often leverage innovative technologies or trends and are becoming increasingly important in various fields. Examples include:

- ✚ **Social Media Platforms:** New or niche platforms that offer fresh ways for engagement (e.g., TikTok).
- ✚ **Messaging Apps:** Emerging tools for communication and customer service, such as chatbots and apps like WhatsApp and Telegram.
- ✚ **Augmented Reality (AR) and Virtual Reality (VR):** Technologies providing immersive experiences for marketing, training, and entertainment.
- ✚ **Voice Assistants:** Devices like Amazon Alexa or Google Assistant used for voice-activated commands and interactions.
- ✚ **Influencer Platforms:** New platforms or networks where influencers engage with their audiences.

✓ **Other Channels**

- ✚ **Word of Mouth:** Informal communication between people
- ✚ **Public Relations:** Strategic communication with the public

✚ Advertising: Paid promotion of products or services

✚ Marketing: **Promotion** and selling of products or services

- **Mediums for delivering tourism information**

- ✓ **Tourism Offices:** Physical locations staffed by professionals who provide information about attractions, accommodations, transportation, and activities.
- ✓ **Brochures and Pamphlets:** Printed materials that offer detailed information about destinations, events, and services.
- ✓ **Maps:** Essential for navigation and understanding the layout of a destination.
- ✓ **Travel Guides:** Books and magazines that provide comprehensive information about destinations, including history, culture, and recommendations.
- ✓ **Websites:** Official tourism websites provide a wealth of information, including destination guides, event calendars, and booking options.
- ✓ **Mobile Apps:** User-friendly apps offer personalized recommendations, interactive maps, and real-time updates.
- ✓ **Social Media:** Platforms like Facebook, Instagram, and Twitter are used to share photos, videos, and stories about destinations.
- ✓ **Virtual Reality (VR) and Augmented Reality (AR):** Immersive technologies that allow users to experience destinations virtually.
- ✓ **Online Travel Agencies (OTAs):** Websites like Booking.com and Expedia offer a wide range of travel services, including accommodations, flights, and tours.
- ✓ **Review Platforms:** Websites like TripAdvisor and Google Reviews allow users to share their experiences and recommendations.

- **Techniques for delivering information**

Here are some of the most common techniques:

- ✓ **Verbal techniques:**

✚ **Speaking clearly and concisely:** This is essential for ensuring that the audience understands the information being presented.

✚ **Using appropriate language:** The language used should be appropriate for the audience and the topic.

✚ **Varying tone and pace:** This can help to keep the audience engaged.

✚ **Using humor:** Humor can be a great way to make information more memorable.

✚ **Telling stories:** Stories can help to illustrate points and make information more relatable.

✓ **Visual techniques:**

✚ **Using visuals:** Visuals such as slides, charts, and graphs can help to make information more understandable.

✚ **Using body language:** Body language can help to emphasize points and convey emotion.

✚ **Using props:** Props can be used to illustrate points or make information more engaging.

✓ **Written techniques:**

✚ **Writing clearly and concisely:** This is essential for ensuring that the audience understands the information being presented.

✚ **Using appropriate language:** The language used should be appropriate for the audience and the topic.

✚ **Using headings and subheadings:** This can help to organize information and make it easier to read.

✚ **Using bullet points:** Bullet points can be used to highlight key points.

✚ **Using visuals:** Visuals such as charts and graphs can help to make information more understandable.

✓ **Digital techniques:**

✚ **Using multimedia:** Multimedia presentations can be a great way to deliver information in an engaging way.

✚ **Using social media:** Social media can be used to share information and engage with the audience.

✚ **Using email:** Email can be used to send information directly to individuals or groups.

✚ **Using websites and blogs:** Websites and blogs can be used to share information and provide updates.

✓ **Additional tips:**

✚ **Know your audience:** It is important to understand the needs and interests of your audience.

-  **Practice:** Practice makes perfect! The more you practice, the more confident you will be in delivering your information.
-  **Get feedback:** Ask for feedback from others on your delivery techniques.
-  **Be flexible:** Be prepared to adapt your delivery techniques to the situation.



Activity 2: Guided Practice



Task 19: work on channels of delivering information in Rwanda

Answer the following questions based on the key facts:

1. Explain the tools used to deliver information by tour companies in Rwanda
2. Determine the social media that can be used to deliver information
3. What is the channel that can be used for delivering information to a big number of people in Rwanda.



Activity3: Application:



Task 20: work on selection of channels of delivering information

Scenario: the role of tourism information officer in channels selection

Alex is settling into his new role of tourism informational and advise officer. Their primary responsibility is to provide accurate and up-to-date information to tourists from Asia, America joined with some Rwandan who intend to visit Rwanda the next year. The tourists are interested in community activities and history. As he begins to delve into his duties, he realizes the importance of reliable and comprehensive resources. As the sheer volume of tourism information available can be overwhelming. Alex needs to efficiently sift through various sources to identify the most relevant and accurate data. Tourists come from all walks of life, with varying interests and needs. Alex must be able to cater to this inquiry.

Read carefully the scenario above and perform the following tasks in pairs:

1. Select the efficient channel to provide information to tourist
2. Use social media tools to deliver the information?
3. Apply verbal techniques to deliver information to your colleagues?

Topic 2.3: interpret tourism information



Activity 1: Problem Solving



Task 21: questions on interpretaion of tourism information

Answer the following questions:

1. Explain the following techniques to interpret tourism information:
 - a. Personal interpretation
 - b. Thematic interpretation
 - c. Verbal interpretation
 - d. Media based interpretation
2. Describe the tips for a successful interpretation

Refer to the key fact 2.3 below for more clarifications:

Key Facts 2.3: interpret tourism information

- **Techniques to interpret tourism information**

- ✓ **Personal Interpretation:**

Face-to-face communication: Guides or interpreters provide direct explanations and lectures to visitors. Adaptability: Communication is tailored to the audience's language, understanding level, and interests. Accessibility: Modifications are made for visitors with disabilities (e.g., sign language, braille)

- ✓ **Thematic Interpretation:**

- ✚ Contextual understanding: Interpreters help visitors grasp the deeper meaning and significance of a place or event.

- ✚ Relevant information: Avoids overwhelming visitors with unnecessary details.

- ✚ Cultural sensitivity: Respects diverse perspectives and avoids biased interpretations.

✓ **Verbal Interpretation:**

- ✚ Effective communication: Clear and concise language, appropriate volume, and good eye contact.
- ✚ Engaging storytelling: Uses narratives, anecdotes, and metaphors to captivate the audience.
- ✚ Audience engagement: Encourages questions, discussions, and active participation.

✓ **Media-Based Interpretation:**

- ✚ Visual aids: **Uses** images, maps, diagrams, and videos to enhance understanding.
- ✚ Interactive exhibits: Allows visitors to explore information at their own pace.
- ✚ Multimedia presentations: Combines audio, visual, and text elements for a dynamic experience.

• **Tips for successful interpretation of tourism information**

Here are some tips to help you achieve this:

✓ **Know Your Audience:**

- ✚ **Understand** their **needs**: What are their interests, knowledge level, and cultural background? Tailor your interpretation to their specific needs.
- ✚ **Anticipate** questions: Think about the common questions visitors might have and be prepared to answer them clearly and concisely.
- ✚ **Adapt your** style: Adjust your language, tone, and pace to suit your audience. Use simple language and avoid jargon.

✓ **Focus on the Story:**

- ✚ **Develop a** narrative: Create a compelling story that engages your audience. Use a clear beginning, middle, and end.
- ✚ **Highlight the unique**: What sets this place apart? What makes it special?
- ✚ **Connect with** emotions: Appeal to your audience's emotions by sharing personal stories, anecdotes, or vivid descriptions.

✓ **Use Effective Communication Techniques:**

- ✚ **Active listening:** Pay attention to your audience's questions and feedback.
- ✚ **Clear and concise language:** Avoid using complex language or technical terms.
- ✚ **Visual aids:** Use maps, photos, and diagrams to enhance understanding.
- ✚ **Non-verbal cues:** Use body language, gestures, and facial expressions to reinforce your message.

✓ **Engage Your Audience:**

- ✚ **Ask questions:** Encourage your audience to participate in the conversation.
- ✚ **Use interactive elements:** Incorporate hands-on activities, games, or quizzes.
- ✚ **Create a memorable experience:** Make your interpretation a unique and unforgettable experience.

✓ **Evaluate and Improve:**

- ✚ **Gather feedback:** Ask your audience for feedback on your interpretation.
- ✚ **Analyze your performance:** Identify areas for improvement and make adjustments.
- ✚ **Stay updated: Keep** up with the latest information and trends in tourism interpretation.

✓ **Additional Tips:**

- ✚ **Be passionate:** Your enthusiasm will be contagious.
- ✚ **Be respectful: Treat** your audience with respect and courtesy.
- ✚ **Be flexible:** Be prepared to adapt your interpretation to unexpected circumstances.
- ✚ **Be yourself:** Let your personality shine through.



Activity 2: Guided Practice



Task 22: questions on interpret tourism information

Answer the following questions about interpreting tourism information in Rwanda:

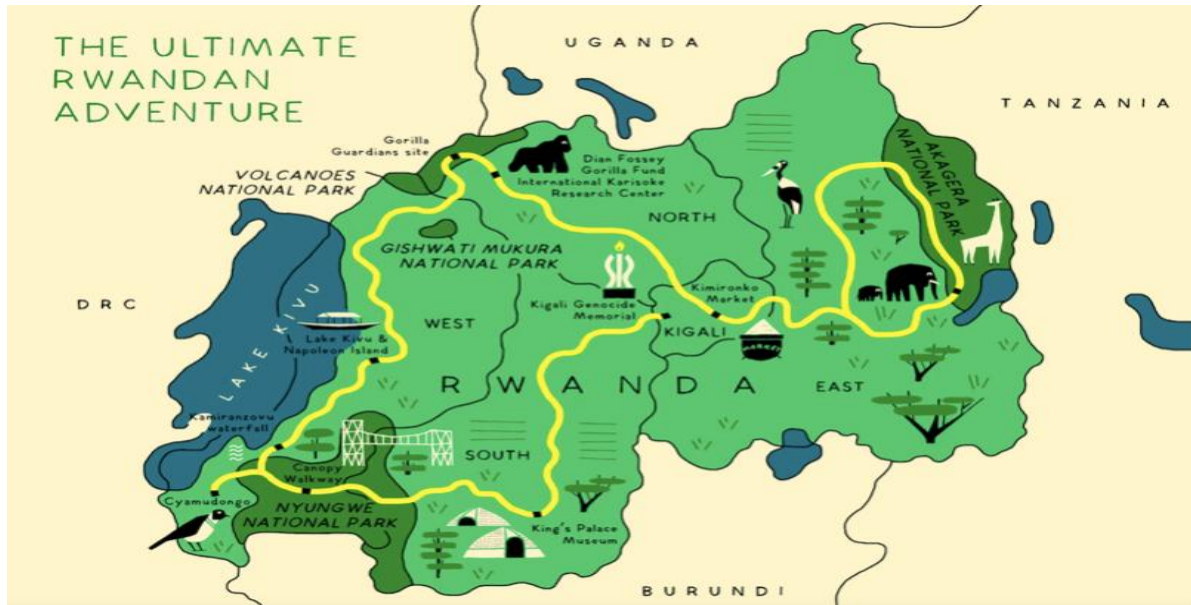
1. Differentiate thematic interpretation and verbal interpretation
2. Explain media based interpretation in Rwanda
3. Provide some tips for better interpretation of tourism information in Rwanda.



Activity3: Application



Task 23: interpret the tourism information



Source: <https://www.nationalgeographic.com/travel/article/partner>

Observe the picture above and interpret the tourism information you find in it to your classmates:

1. Use the appropriate techniques used to interpret the information in the picture
2. Apply the tips for better tourism information interpretation



Formative Assessment

1. What are the tourism information interpretation techniques you know?
2. Select the efficient channel to provide them information
3. What are the tools to deliver tourism information?
4. Choose the correct answer:
 - a. Offline channel is a technique to deliver information
 - b. Travel agency is not a source of tourism information
 - c. Target audience is a factor to consider when selecting informational resources
 - d. No correct answer

5. Differentiate between offline channel and online channel
6. True or false campaign is among tools used to deliver tourism information



Points to Remember

To deliver exceptional tourism information, you must:

- **Know your destination:** Understand its history, culture, attractions, and practicalities.
- **Communicate effectively:** Speak clearly, listen actively, and adapt your communication style to different audiences.



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.
4. 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.
5. Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?
6. 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 informational resources					
Determine channels of delivering information					
Describe tourism information					
Select informational resources					
Determine channels of delivering information					
Interpret tourism information					

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.

UNIT 3: PROVIDE PERSONALISED ADVICE



Unit summary

This unit provides you with the knowledge, skills and attitudes required to provide personalized advice, which includes identifying traveller's interests, selecting the tour package components, determining tour components suppliers, the tailoring of tour package, advising the traveller about the tour, confirming the tour package, assisting traveller with booking and gathering traveller's feedback.

Self-Assessment: Unit 3

Referring to the unit illustration above, answer the following questions:

1. What does the illustration show?
2. What is the difference between the two illustration?
3. Basing on the illustration, what do you think this unit is about?

Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.

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.

Think about yourself; do you think you have the knowledge, skills, or attitudes to do the task? How well?

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

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 travellers' interests					
Describe the tour package components					
Determine tour components suppliers					
Tailor the tour package					
Advertise tour package					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe travellers' interests	1. Determine traveller's interests	1. Be Curious in determining traveller's interests
2. Describe the tour package components	2. Establish the tour package components	2. Be knowledgeable in describing the tour package components
3. Determine tour components suppliers	3. Select the tour components suppliers	3. Be professional in determining tour components suppliers
4. Tailor the tour package	4. Combine the tour package	4. Have a Keen eye to details when tailoring tour package
5. Advertise tour package	5. Advertise the tour package	5. Be honest when advertising tour package



Discovery activity



Task 24:

Answer the following questions.

1. What do you understand by traveller's interests?
2. What are the tour package components?
3. Who are the suppliers of tour package components?
4. How do you tailor a tour package?
5. How do you advise the traveller about the package?
6. How do you confirm a tour package?
7. How do you assist the traveller in booking arrangements?
8. How do you gather travellers feedback?

Topic 3.1: Traveller's interests



Activity 1: Problem Solving



Task 25: questions on identification of travellers interests

Answer the questions below:

1. What do you understand by travellers interest?
2. Explain the following types of traveller:
 - a. Holidaymakers
 - b. Business travelers
 - c. Backpackers
 - d. Adventure seekers
 - e. Expedition members
 - f. Long term travelers
 - g. Foodies or gastronomy tourists
 - h. Culture tourists
 - i. Eco-tourists
 - j. Religious or pilgrimage travelers
 - k. Medical travelers
 - l. Group travelers
 - m. Event travelers
 - n. Education travelers
3. What are the techniques to identify travellers interests?
 - a. questionnaires
 - b. Customer interviews
 - c. Social media channels
 - d. Feedback and review

Key Facts 3.1: Traveller's interests

- **Definition of Traveller's interests**

Travellers' interests are the specific activities, experiences, or destinations that motivate them to travel.

These interests can be broad or niche, and they often shape the entire travel experience.

- **Types of travellers**

In the travel industry, tourists are identified by psychographic and demographic definitions. The demographics are, of course, the standard ones: age, income, occupation, location, and family status. The five psychographic types of tourists as identified by Stanley C. Plog are allocentric traveller, near allocentric, mid-centric, near psychocentric, and psychocentric.

- ✓ **Allocentric** tourists are extroverted in their travel choices. They prefer travelling alone and are adventurous.
- ✓ The **psychocentric** traveller, on the opposite, will choose something familiar instead of something new. These are the types of tourists who go to the same destinations every vacation and prefer the all-inclusive options. If they do some activities, they'll stick to what is included in the itinerary of the events.
- ✓ The **mid-centric** type of tourist is, as the name suggests, somewhere between allocentric and psychocentric. They are not exactly adventurous, but occasionally they'll try something new.
- ✓ The **near-allocentric** falls somewhere between allocentric and mid-centric
- ✓ **near-psychocentric** types of tourists fall somewhere between mid-centric and psychocentric.

The following are other different types of travellers:

- **Types of travellers grouped by travel budget**

Here are the most popular types of tourists based on how much money they spend on their trips.

- ✓ **Budget travellers** : As the name suggests, budget travellers spend as little as possible when they go travelling. They don't have a lot of money to spend, so they try to find the cheapest flights (don't we all generally?), the cheapest accommodation, and activities. Staying in hostels, which budget travellers often do, is one of the best ways

to make friends while travelling. A hostel doesn't mean staying in a dorm, though! There are many that have private rooms with private bathrooms.

- ✓ **Backpackers:** Backpackers are a part of the budget travellers, with the difference that they have so little stuff with them that it can fit in a backpack. Backpackers, just like budget travellers, spend as little as possible.
- ✓ **Luxury travellers:** On the opposite end of the spectrum, luxury travellers don't care how much money they spend on their vacation. They'll stay in the most luxury of accommodations, go to expensive restaurants, and if they fly, probably do so in the business or first class.
- ✓ **Mid-budget:** This is where we fall when we travel. We don't really stay in luxury accommodations (with some exceptions, such as a ryokan in Japan), travel economy on the plane, but at the same time won't stay in hostels even if it would make the trip more reasonably priced, such as Patagonia for example. We don't go overboard with spending on the trips but still like our comfort.

- **Activity-based types of travellers**

Different people like different activities, so it makes sense that there are travellers that prefer something more adrenaline-inducing than other things. So it makes sense that one of the most popular ways of defining types of travellers is based on activities!

- ✓ **Active travellers:** Active travellers, such as we are, will look for *active* activities in the destination they are going to. An interesting hike, ziplining, canyoning and so on. Some of their activities are adventurous, but mostly they'll be nothing *crazy*.
- ✓ **Adventure travellers:** The next level of active travellers, the adventure seekers will try and do any adventure activity they can find. The biggest adventures, include hiking over a lava field before sunrise to photograph lava flowing into the ocean and canyoning down a waterfall.
- ✓ **Foodies:** Basically, food might not be the *main* reason a foody travels, but he definitely will try the best and most original – food a place has to offer.
- ✓ **Experience seekers:** Wherever these guys go, they want to *experience* at least something that's typical or special for the destination. These types of travellers don't have specific types of activities that they love, just that they want to experience the best the destination has to offer.

- ✓ **Cultural travellers:** Cultural travellers love to enjoy everything cultural the place they go to offers, such as museums, galleries, and historical sites. But not just that – they love to learn everything about the culture of the people of the place that they visit. They love engaging with locals to learn more about the history and everything else about the location.
- ✓ **Religious travellers or pilgrims:** These types of travellers enjoy checking out everything religious the location has, such as churches, cathedrals, mosques, and others. Generally, religious tourists like to visit places connected to their own religion, but it doesn't necessarily have to be like that.
- ✓ **Relaxation-lovers:** Is there a spa available at the destination? No? So what's the point of going there? Exaggerated, of course, but relaxation-lovers prefer places where they can just, well, relax. Lounge by the pool or by the beach, just walk around the place slowly without making any extra effort. Go for dinner and repeat. These types of travellers are most likely to go to all-inclusive hotels and just *relax*. **Where they generally go makes different types of tourists** Whether the traveller goes, there's a name for it.
- ✓ **Domestic travellers:** Domestic travellers like to explore their own country. Instead of going to that incredible tropical island, they'll go to an ice cave that is just a few hours' drive from their home. Obviously, some countries have more options to explore and enjoy.
- ✓ **International travellers:** As opposed to the domestic traveller, international travellers are a type of travellers that will first and foremost go abroad for their trips. They either don't care about their home country or leave its exploration for those times when they can't go abroad.
- ✓ **Nature goers :** These types of travellers spend most or even all of their vacation time in nature. They don't care about cities, museums, or architecture. Give them mountains, forests, or the sea! In this way, we're definitely nature goes – we spend as much time as possible in the nature.
- ✓ **City explorers:** And again, as opposed to those who prefer nature, city explorers rather immerse themselves in the myriad of metropolitan attractions instead of going hiking in the mountains.

- **Types of travellers based on reasons to travel**

What is the main reason for the trip or the main thing that the person will do during their travels? And I don't mean the main activities, but like the very *reason* this trip is happening.

- ✓ **Au Pair:** An Au Pair is a young adult who lives in a family and provides childcare in exchange for a weekly allowance, room, and food. Basically, the aupairer is like a live-in nanny – so that's the main reason they even are on the trip. They get time off as well to explore the country that they've gone to. Quite a good way how to immerse themselves properly in the culture.
- ✓ **Business travellers:** Business travellers travel because they need to do, well, business in another place. They can be going for a meeting, just spending time at another location the company has, or pretty much any other work-related reason.
- ✓ **Volunteer travellers:** Disaster relief, helping build a school in Africa or working on a farm somewhere in a jungle in South America so that they can stay there in exchange for the work and explore in their free time. Volunteer travel is another way to immerse yourself deeply in the environment and see it from the inside.
- ✓ **Missionary:** Missionaries go to different places to promote religion. Well, that pretty much describes these types of travellers. Missionaries go into a community to teach about religion and convert them or sometimes provide services, such as education, literacy, social justice, health care, and economic development.
- ✓ **Tourists:** Yes, I'm putting tourists as a type of traveller. Look at it which way you'd like, but whichever way we travel, we're still tourists. A tourist has no other reason to explore a destination besides the fact that they *want* to – whether it be learning more about the culture, seeing nature, exploring the cities, or having some adventures. A tourist is a person who is travelling for pleasure, so pretty much, we're all tourists.

- **Types of travellers – who they travel with**

We used to be solo travellers, then – a travelling couple, and now family travellers.

Alone or not alone, the number of people you travel with will change your travel style.

- ✓ **Group travellers:** The group types of travellers prefer to go on a trip in a bigger group, even using organized tours instead of planning their own trips. These are the loud friend groups you find, well, everywhere, tour groups, and a bus full of seniors. And,

actually, I count couples as group travellers, because even as a couple you still have to count with another person's choices and moods unlike when travelling alone.

- ✓ **Solo travellers:** As opposed to group travellers, these are people who prefer travelling alone. They don't like being tied to someone else and their wishes but prefer being in complete control of their journeys. These types of travellers are completely happy enjoying the place alone and equally as happy to meet friends on the way. It's quite liberating to just be on your own in a new place, take your time exploring or just do nothing for the day.
- ✓ **Family travellers:** Similar to group travellers, family travellers go everywhere just with their family. They often cater their trips to what the children will like and enjoy, but many people manage to put some grown-up stuff on their itineraries as well. Still, family trips will most likely include a theme park or a museum instead of a bar crawl.

- **How much time do the travellers spend on a trip?**

Generally, we managed to do quite a lot on our 2-week vacations while still having time to enjoy things.

- ✓ **Slow travellers:** Slow tourists are those who spend a long time in one destination. A lot of the travel bloggers are slow travellers, as they have quit their traditional jobs and are now travelling the world to enjoy it all. These types of tourists like to explore every nook and cranny of the place, enjoying both popular attractions and off-the-beaten-path things.
- ✓ **Vacationers or frequent travellers or weekenders**

Frequent travellers are the types of tourists that spend every opportunity they have to go on some trips. It may be only twice a year or so when they have their annual vacation – hence the vacationers. They use many of their weekends to go and see something new.

Generally, vacationers are financially stable – hence they have opportunities to spend a lot of time travelling. count us in this same group, although, obviously, lately we can't just go wherever and whenever.
- ✓ **Digital nomads:** Digital nomads are people who are not tied to one location. They often don't have a *home*, instead, they change the place they stay from time to time.

These types of travellers usually work online (hello laptops) or find short-term jobs along the way to fund their travels.

- **Techniques of identifying Traveller's interests and needs**

- ✓ **Surveys and Questionnaires:**

- ✚ **Purpose:** Directly gather information about travelers' preferences, expectations, and motivations.

- ✚ **Methods:**

- Online surveys: Easy to distribute and analyze.
 - In-person surveys: Allows for deeper insights and clarification of responses.
 - Mail surveys: Can reach a wider audience but may have lower response rates.

- ✚ **Key questions:**

- Preferred destinations and activities
 - Budget constraints
 - Travel style (adventurous, relaxing, cultural, etc.)
 - Accommodation preferences
 - Special requirements (accessibility, dietary restrictions)

- ✓ **Social Media Listening:**

- ✚ **Purpose:** Monitor online conversations and identify trends, preferences, and pain points.

- ✚ **Methods:**

- Track relevant hashtags and keywords
 - Analyze traveler reviews and comments on social media platforms
 - Engage with travelers through comments and direct messages

- ✚ **Key insights:**

- Popular destinations and activities
 - Traveler sentiment and feedback
 - Emerging trends and preferences

- ✓ **Data Analytics:**

- ✚ **Purpose:** Analyze historical data to identify patterns and trends in traveler behavior.

 Methods:

- Utilize booking data, website analytics, and CRM data
- Segment travelers based on demographics, interests, and booking behavior
- Identify popular packages, destinations, and activities

 Key benefits:

- Personalized recommendations
- Predictive analytics for future trends
- Improved marketing campaigns

✓ **Focus Groups and Interviews:**

 **Purpose:** Gain deeper insights into traveler motivations, preferences, and experiences.

 Methods:

- Conduct in-depth interviews with individual travelers
- Facilitate focus group discussions with groups of travelers

 Key benefits:

- Uncover hidden needs and desires
- Generate new ideas and concepts
- Identify potential pain points and areas for improvement

✓ **Observation and Ethnographic Research:**

 **Purpose:** Observe travelers in their natural environment to understand their behavior and preferences.

 Methods:

- Shadow travelers during their trip
- Observe traveler behavior in airports, hotels, and attractions
- Conduct interviews with travelers in informal settings

 Key benefits:

- Gain firsthand insights into traveler experiences
- Identify opportunities for improvement in service delivery
- Understand the impact of cultural factors on travel behavior



Activity 2: Guided Practice



Task 26: work on identification of travellers interests in Rwanda

Get out of your class, observe the school surroundings and answer the following questions:

1. What can interests visitors to come to visits your area?
2. What kind of travelers can mostly be interested with your place?
3. What helps you to identify the traveller's interests?



Activity 3: Application



Task 27: work on travelllers interests interests

Scenario1: work as a travel advisor in Musanze tourism information center

Musanze Tourism information Center is an organisation located in Musanze district Northern Province, Rwanda. Last time it received a request from a couple from USA who would like to visit Rwanda after their marriage. The couple was informed about Rwanda through PSG football club but they are not aware of what may make their stay mamorable.

The center announced a consultancy vacancy in order to find a specialized travel advisor to identify the couple's interests.

You were recruited to put together the necessary elements for personalized advise to the couple.

Refer to the scenario1, answer the following questions:

1. What kind of travellers are the couple in the scenario?
2. Which techniques can you apply to know theirs interests?
3. Use some types to identify their interests in Rwanda
4. What are the common interests of these kind of visitors?

Topic 3.2: Select. Tour package components



Activity 1: Problem Solving



Task 28: questions on tour package components selection

Refer to the scenario 3, answer the following questions:

1. Describe transportation requirements to be used
2. Explain accommodation requirements to be used by tourists
3. Describe visitor attractions and activities
4. Determine the additional services of a package
5. Explain the factors to consider in selection of tour package components:
 - a. Target market and demography
 - b. Destination and attraction
 - c. Itinerary and activities
 - d. Accommodation
 - e. Transportation
 - f. Meals
 - g. Guides and services
 - h. Pricing

Key Facts 3.2: Select tour package components

- **Introduction on tour package components**

A tour package is a pre-arranged travel itinerary that combines various travel components into a single, all-inclusive product.

These components are carefully selected and organized to provide a seamless and enjoyable travel experience for tourists

- **Components of a tour package**

- ✓ **Transportation:**



Airfare: Tickets for flights to and from the destination.



Ground Transportation: Includes transfers between airports, hotels, and attractions, which can be via buses, trains, or private cars.

-  **Optional: Car Rentals:** If the package allows for independent travel, car rentals can be included.
- ✓ **Accommodation:**
 -  **Hotels/Resorts:** Reservation for accommodation in hotels, resorts, or other lodging options.
 -  **Optional: Homestays or Guest Houses:** For a more immersive cultural experience.
- ✓ **Meals:**
 -  **Included Meals:** Specified meals, such as breakfast, lunch, or dinner, can be part of the package.
 -  **Optional: Meal Plans:** Some packages offer meal plans like half-board (breakfast and dinner) or full board (all meals).
- ✓ **Activities and Excursions:**
 -  **Sightseeing Tours:** Guided tours to popular attractions and landmarks.
 -  **Cultural Activities:** Opportunities to experience local culture through performances, workshops, or visits to cultural sites.
 -  **Adventure Activities:** Outdoor activities like hiking, trekking, water sports, or adventure sports.
 -  **Optional Excursions:** Additional activities that can be booked at an extra cost.
- ✓ **Additional Components**
 -  **Travel Insurance:** Coverage for medical emergencies, trip cancellations, lost luggage, and other unforeseen events.
 -  **Visas and Permits:** Assistance with obtaining necessary travel documents.
 -  **Guides and Tour Leaders:** Experienced guides to provide information and support throughout the trip.
 -  **Luggage Handling:** Assistance with baggage check-in and transfers.
 -  **Souvenirs and Shopping:** Recommendations or discounts on shopping opportunities.

- **Types of traveler's request**

- ✓ **Accommodation:**

-  **Hotel/Lodging:** Requests for specific hotel chains, room types (e.g., single, double, suite), amenities (e.g., Wi-Fi, pool, breakfast), and price ranges.
-  **Homestays/Vacation Rentals:** Requests for local accommodations, often with specific preferences for location, amenities, and host interactions.
-  **Camping/Glamping:** Requests for campsites, RV parks, or glamping accommodations, often with preferences for specific amenities (e.g., showers, electricity) and proximity to attractions.

- ✓ **Transportation:**

-  **Flight:** Requests for specific airlines, departure/arrival times, layovers, baggage allowances, and seat preferences.
-  **Train:** Requests for train routes, departure/arrival times, seat classes, and specific train companies.
-  **Bus/Coach:** Requests for bus routes, departure/arrival times, seat types, and luggage allowances.
-  **Car Rental:** Requests for car rental companies, car types (e.g., economy, SUV), insurance coverage, and additional driver options.

- ✓ **Activities and Experiences:**

-  **Sightseeing:** Requests for specific attractions, guided tours, or self-guided itineraries.
-  **Adventure Activities:** Requests for outdoor activities like hiking, biking, rafting, or climbing, often with specific difficulty levels and group sizes.
-  **Cultural Experiences:** Requests for cultural activities like cooking classes, language lessons, or traditional performances.
-  **Food and Drink:** Requests for specific restaurants, food tours, or wine tastings.
-  **Shopping:** Requests for specific shopping destinations, markets, or shopping tours.

- ✓ **Special Requests and Preferences:**

-  **Accessibility:** Requests for accommodations for travelers with disabilities, including wheelchair accessibility, accessible rooms, and assistive devices.

- ✚ **Dietary Restrictions:** Requests for vegetarian, vegan, gluten-free, or other dietary options.
- ✚ **Religious Accommodations:** Requests for accommodations for religious practices, such as halal food, prayer spaces, or specific dress codes.
- ✚ **Family Travel:** Requests for family-friendly accommodations, activities, and transportation options.
- ✚ **Budget:** Requests for specific budget ranges for accommodations, transportation, and activities.

- **Factors to consider when selecting the components of the tour package**

The key factors to consider when selecting the components of a tour package:

- ✓ **Target Market and Demographics:**

- ✚ **Age:** Are you targeting families, couples, or solo travelers? This influences the activities and accommodation choices.
- ✚ **Interests:** Consider their hobbies and preferences. For example, nature enthusiasts might prefer hiking tours and eco-friendly accommodations.
- ✚ **Budget:** Determine the price range to attract your target market.
- ✚ **Cultural Preferences:** Tailor the package to their cultural sensitivities and expectations.

- ✓ **Destination and Attractions:**

- ✚ **Unique Selling Points:** Highlight what makes the destination special, such as historical sites, natural wonders, or cultural experiences.
- ✚ **Accessibility:** Ensure the destination is easily accessible and has suitable infrastructure for your target market.
- ✚ **Safety:** Research the safety and security measures in place at the destination.

- ✓ **Itinerary and Activities:**

- ✚ **Balance:** Create a well-balanced itinerary that includes a mix of relaxation, sightseeing, and activities.
- ✚ **Interests:** Align the activities with the interests of your target market.
- ✚ **Pace:** Consider the pace of the itinerary and whether it suits the preferences of your target market.

-  **Local Experiences:** Incorporate authentic local experiences to immerse travelers in the culture.
- ✓ **Accommodation:**
 -  **Budget:** Choose accommodations that fit within your target market's budget.
 -  **Comfort:** Ensure the accommodations meet the comfort standards expected by your target market.
 -  **Location:** Consider the proximity to attractions and transportation options.
 -  **Amenities:** Offer amenities that appeal to your target market, such as family-friendly facilities or spa services.
- ✓ **Transportation:**
 -  **Comfort:** Choose comfortable and reliable transportation options.
 -  **Efficiency:** Optimize the transportation routes to minimize travel time.
 -  **Sustainability:** Consider eco-friendly transportation options if possible.
- ✓ **Meals:**
 -  **Dietary Restrictions:** Cater to dietary restrictions and preferences of your target market.
 -  **Local Cuisine:** Highlight local cuisine to provide an authentic cultural experience.
 -  **Budget:** Offer meal options that fit within different budget ranges.
- ✓ **Guides and Services:**
 -  **Language:** Types of traveler's request. Ensure guides are fluent in the languages of your target market.
 -  **Expertise:** Choose knowledgeable and experienced guides.
 -  **Customer Service:** Provide excellent customer service throughout the tour.
- ✓ **Pricing:**
 -  **Value:** Ensure the price reflects the value of the package.
 -  **Competitiveness:** Research competitive pricing in the market.
 -  **Profitability:** Consider the costs involved and set a price that ensures profitability.



Activity 2: Guided Practice



Task 29: Work on selection tour package componets in Rwanda

1. Associate the following tour package components:
 - a. Homestay
 - b. Airfare
 - c. Adventure
 - d. Transportation
 - e. Accommodation
 - f. Experience
2. Homestay in not a component of tour package. Yes or no. justify your answer.
3. Choose the correct answer:
 - a. The tour guige must not be fluent in the language of the company's target market
 - b. Tour can be the supplier of components of a tour package



Activity 3: Application



Task 30: Two days akagera national park field trip

Select the tour package components for your field trip camping to Akagera;

1. What will you include in this package?
2. What are the main components of your package?
3. What cannot miss in a tour package?

Topic 3.3: Tour components suppliers



Activity 1: Problem Solving



Task 31: Questions on determining tour components suppliers

Answer the following questions:

1. What do you understand tour package suppliers?
2. Describe attractions and entertainment suppliers
3. Explain adventure and recreation providers
4. Describe travel technology companies
5. Describe accommodation providers
6. Explain transportation providers
7. Describe food and beverages providers
8. Explain additional services providers
9. Describe criteria to determine tour components suppliers

Key Facts 3.3: Tour components suppliers

- **Introduction**

Tour components suppliers are the unsung heroes of the travel industry. They provide the essential building blocks that tour operators use to create and deliver unforgettable travel experiences. From flights and hotels to car rentals and attractions, these suppliers play a crucial role in shaping the tourism landscape.

- **Definition**

Tour components suppliers are businesses that offer a wide range of travel-related products and services to tour operators.

- **Tourism suppliers**

Tourism suppliers are any type of organization that provides products or services related to tourism.

- ✓ **Attractions and Entertainment**



Historical Sites: Ancient ruins, castles, and cultural landmarks.

- ✚ **Natural Attractions:** National parks, beaches, mountains, and wildlife sanctuaries.
- ✚ **Theme Parks:** Amusement parks and water parks.
- ✚ **Museums and Art Galleries:** Showcasing art, history, and culture.
- ✚ **Zoos and Aquariums:** Featuring a variety of animals and marine life.
- ✚ **Live Performances:** Concerts, theater, and dance performances.
- ✚ **Festivals and Events:** Cultural celebrations, sporting events, and music festivals.
- ✓ **Adventure and Recreation Providers:**
 - ✚ **Outdoor Activities:** Hiking, camping, rock climbing, and white-water rafting.
 - ✚ **Water Sports:** Scuba diving, snorkeling, surfing, and kayaking.
 - ✚ **Winter Sports:** Skiing, snowboarding, and ice skating.
 - ✚ **Adventure Tourism Companies:** Offering guided tours and expeditions.
 - ✚ **Sports Facilities:** Golf courses, tennis courts, and fitness centers.
- ✓ **Travel Technology Companies:**
 - ✚ **Online Travel Agencies (OTAs):** Platforms for booking flights, hotels, and car rentals.
 - ✚ **Global Distribution Systems (GDS):** Networks that connect travel agencies with suppliers.
 - ✚ **Travel Management Companies (TMCs):** Managing corporate travel arrangements.
 - ✚ **Travel Technology Solutions Providers:** Offering software and tools for travel businesses.
- ✓ **Accommodation Providers:**
 - ✚ **Hotels:** Ranging from budget to luxury.
 - ✚ **Motels:** Offering basic accommodations for travelers.
 - ✚ **Hostels:** Affordable lodging for budget travelers.
 - ✚ **Vacation Rentals:** Homes, apartments, and villas for short-term stays.
 - ✚ **Bed and Breakfasts (B&Bs):** Offering personalized accommodations and breakfast.

✓ **Transportation Services Providers:**

- ✚ **Airlines:** Providing air travel to destinations around the world.
- ✚ **Railways:** Offering train services for domestic and international travel.
- ✚ **Bus Companies:** Providing bus services for both short and long distances.
- ✚ **Car Rental Companies:** Renting cars for self-drive travel.
- ✚ **Cruise Lines:** Offering cruises to various destinations.

✓ **Food and Beverage Providers:**

- ✚ **Restaurants:** Offering a variety of cuisines and dining experiences.
- ✚ **Cafés and Bars:** Providing coffee, tea, and alcoholic beverages.
- ✚ **Food Trucks and Street Vendors:** Offering quick and affordable food options.

✓ **Support Service Providers:**

- ✚ **Travel Insurance Companies:** Providing insurance coverage for travel-related risks.
- ✚ **Currency Exchange Services:** Exchanging currencies for travelers.
- ✚ **Luggage Storage Services:** Storing luggage for travelers.
- ✚ **Wi-Fi Providers:** Offering internet access for travelers.
- ✚ **Visa and Passport Services:** Assisting with visa and passport applications.

● **Criteria for Determining Tourism Suppliers**

When choosing tourism suppliers, it's essential to consider various factors to ensure a positive experience for both you and your clients.

Here are some key criteria to keep in mind:

✓ **Quality and Reliability**

- ✚ **Product or Service Quality:** The supplier should offer high-quality products or services that meet or exceed your expectations and client demands.
- ✚ **Reliability:** The supplier should be dependable and deliver on their promises consistently. This includes timely responses, accurate information, and fulfilling bookings.

✓ **Value and Pricing**

- ✚ **Competitive Pricing:** The supplier should offer competitive prices that align with your budget and client expectations.

-  **Value for Money:** Consider the overall value proposition, not just the price. Does the supplier offer exceptional service, unique experiences, or added benefits that justify the cost?
- ✓ **Customer Service**
 -  **Responsiveness and Communication:** The supplier should be responsive to your inquiries and maintain clear communication throughout the booking and travel process.
 -  **Problem Resolution:** The supplier should have a system in place for handling complaints or issues effectively.
- ✓ **Sustainability and Ethics**
 -  **Environmental Practices:** Consider suppliers who prioritize sustainable practices and minimize their environmental impact.
 -  **Social Responsibility:** Choose suppliers who support local communities and fair labor practices.
- ✓ **Reputation and Reviews**
 -  **Online Reviews:** Research online reviews and testimonials from other travelers to get a sense of the supplier's reputation.
 -  **Industry Recognition:** Look for awards or certifications that indicate the supplier's quality and commitment to excellence.
- ✓ **Specific Needs and Preferences**
 -  **Target Audience:** Consider your target audience's interests and preferences when selecting suppliers. For example, if you cater to luxury travelers, you'll need to choose high-end suppliers.
 -  **Unique Selling Points:** Look for suppliers that offer unique experiences or niche products that differentiate your offerings.
- ✓ **Contractual Terms**
 -  **Clear Agreements: Hotels:** Ensure that all agreements with suppliers are clearly defined and include details such as cancellation policies, payment terms, and liability clauses.
 -  **Legal Compliance:** Ensure that the supplier complies with all relevant laws and regulations.



Activity 2: Guided Practice



Task 32: work on the tour package components suppliers in Rwanda

Answer the following questions:

1. Match the following activities to their suppliers in Rwanda.

	ColumnA	Column B
1.	1. Hotels	a. Mountain
2.	2. Restaurants	b. Cultural landmark
3.	3. Theme park	c. Concert
4.	4. Festivals	d. Food and beverages
5.	5. Live performance	e. Events

2. For the visitors who need to experience street food; where are you going to advise them?



Activity 3: Application



Task 33: Read carefully this scenario below.

Scenario:

A group of 20 catholic believers from Tanzania has planned a 7-day pilgrimage tour to Kibeho Holy Land, but they need also to enjoy their one-month holiday in Rwanda. Though they will use their own means of transport and that Kibeho is their key destination site, they need also your support as a professional tour operator to plan for them other different tourism activities to perform in Rwanda during their free time. Therefore, below are your tasks to perform, and you may ask your trainer for any support if the need be.

Refer to the scenario 3, answer the following questions:

1. Determine the tour package components
2. Give the tour package components suppliers and confirm them

Topic 3.4: Tailor a tour package



Activity 1: Problem Solving



Task 34: Questions on tailoring a tour package

answer the following questions:

1. What do you understand by tailored tour package?
2. Explain the Tips to tailor a tour package:
 - a. Understand the client's profile
 - b. Research the destination
 - c. Incorporate flexibility
 - d. Balance cost and value
 - e. Focus on Authentic experiences
 - f. Consider logistics
 - g. Gather feedback and adjust
 - h. Add optional upgrade
 - i. Promote and market effectively
3. Describe the following characteristics of a tailored tour package:
 - a. Personalized itinerary
 - b. Flexible options

Key Facts 3.4: Tailor a Tour package

- **Introduction on tailoring a tour package**

In today's dynamic travel landscape, the one-size-fits-all approach is rapidly fading. Travelers are increasingly seeking personalized experiences that cater to their individual interests, preferences, and budgets. This is where the art of tailoring tour packages comes into play.

Tailored tour packages go beyond simply booking flights and accommodation. They involve a meticulous process of understanding the traveler's unique needs and desires, and then crafting an itinerary that seamlessly integrates their interests with the destination's offerings.

- ✓ **A tailor-made tour package** is a customized travel itinerary designed specifically to meet the unique preferences, interests, and budget of an individual or group. Unlike pre-packaged tours, which offer a fixed itinerary and set activities, tailor-made packages provide flexibility and personalization.

- **Tips for tailoring a tour package**

- ✓ **Understand Your Clients:**

- ✚ **Demographics:** Age, gender, family status, etc.
- ✚ **Interests:** History, culture, nature, adventure, food, etc.
- ✚ **Budget:** Determine their spending limits.
- ✚ **Travel Style:** Luxury, budget, backpacker, etc.
- ✚ **Physical Abilities:** Consider accessibility needs.
- ✚ **Dietary Restrictions:** Cater to specific dietary needs.

- ✓ **Customize the Itinerary:**

- ✚ **Flexibility:** Allow for adjustments based on client preferences.
- ✚ **Pacing:** Balance activities with downtime.
- ✚ **Unique Experiences:** Offer off-the-beaten-path activities.
- ✚ **Local Insights:** Incorporate local knowledge and recommendations.
- ✚ **Personal Touches:** Add special requests or surprises.

- ✓ **Choose the Right Accommodations:**

- ✚ **Match Preferences:** Select accommodations that align with their budget and style.
- ✚ **Location:** Consider proximity to attractions and transportation.
- ✚ **Amenities:** Ensure they have the desired amenities (e.g., pool, spa, Wi-Fi).

- ✓ **Curate Transportation Options:**

- ✚ **Comfort and Convenience:** Choose suitable transportation modes (e.g., private car, bus, train).
- ✚ **Efficiency:** Optimize travel times and minimize transfers.
- ✚ **Scenic Routes:** Consider scenic routes for added enjoyment.

- ✓ **Provide Comprehensive Information:**

- ✚ **Detailed Itinerary:** Provide a clear day-by-day itinerary.

- ✚ **Essential Information:** Include visa requirements, currency exchange rates, and local customs.
- ✚ **Emergency Contacts:** Share emergency contact information.
- ✚ **Travel Tips:** Offer practical advice on packing, tipping, and safety.
- ✓ **Offer Add-On Options:**
 - ✚ **Optional Activities:** Provide a list of optional activities for customization.
 - ✚ **Upgrades:** Offer upgrades for accommodations, transportation, or experiences.
 - ✚ **Personalized Services:** Consider concierge services or private guides.
- ✓ **Consider Sustainability:**
 - ✚ **Eco-Friendly Practices:** Choose sustainable accommodations and transportation.
 - ✚ **Support Local Communities:** Encourage visits to local markets and businesses.
 - ✚ **Minimize Environmental Impact:** Promote responsible tourism practices.
- ✓ **Effective Communication:**
 - ✚ **Clear and Timely Communication:** Respond promptly to client inquiries.
 - ✚ **Personalized Touch:** Use their names and address them personally.
 - ✚ **Regular Updates:** Keep clients informed about any changes or updates.
- ✓ **Post-Tour Feedback:**
 - ✚ **Gather Feedback:** Collect feedback to improve future packages.
 - ✚ **Personalized Thank-You Notes:** Express gratitude and offer future travel suggestions.
- **Characteristics of a tailored tour package**

The following are the key characteristics of a tailored tour package:

 - ✓ **Customization:** The itinerary, accommodations, activities, and transportation are all designed specifically to match the traveler's preferences, interests, and budget.
 - ✚ **Flexibility:** The traveler has the freedom to choose their travel dates, the length of their stay, and the pace of their trip.
 - ✚ **Personalized Service:** A dedicated travel expert will work with the traveler to understand their needs and create a unique experience.
 - ✚ **Exclusive Access:** Tailored tours often offer access to unique experiences, hidden gems, and off-the-beaten-path destinations.

✚ **Peace of Mind:** All the details of the trip are taken care of, from booking flights and accommodations to arranging transportation and activities.

✚ **Unforgettable Experiences:** Tailored tours create memories that last a lifetime.

- **Factors to Consider When Tailoring Personalized Tour Packages**

When creating personalized tour packages, it's essential to prioritize the individual traveler's preferences and needs.

The following are some key factors to consider:

- ✓ **Traveler's Interests and Preferences**

✚ **Travel Style:** Do they prefer adventurous activities, cultural immersion, relaxation, or a mix of everything?

✚ **Interests:** What are their specific interests? History, nature, food, art, music, etc.

✚ **Pace:** Do they prefer a fast-paced itinerary or a more relaxed pace with ample free time?

✚ **Budget:** What is their budget for the trip?

- ✓ **Destination and Activities**

✚ **Destination:** Where do they want to go? What are their must-see destinations?

✚ **Activities:** What activities do they want to do? Hiking, sightseeing, water sports, cultural performances, etc.

✚ **Accommodation:** What type of accommodation do they prefer? Hotels, resorts, guesthouses, etc.

✚ **Transportation:** How do they want to travel? Flights, trains, rental cars, etc.

- ✓ **Group Composition and Dynamics**

✚ **Group Size:** Are they traveling solo, as a couple, with family, or in a group?

✚ **Age and Physical Abilities:** This will influence the choice of activities and accommodation.

✚ **Special Needs:** Do any members of the group have any special needs or dietary restrictions?

- ✓ **Timeframe and Seasonality**

✚ **Travel Dates:** When do they want to travel? This will affect the availability of flights, accommodation, and activities.

✚ **Seasonality:** What is the weather like at the destination during their travel dates?

-  **Peak vs. Off-Season:** Are they willing to travel during peak season or would they prefer the off-season for better deals and fewer crowds?
- ✓ **Budget and Value**
 -  **Overall Budget:** What is their total budget for the trip?
 -  **Value:** How can you offer them the best value for their money?
 -  **Inclusions:** What should be included in the package (flights, accommodation, activities, meals, etc.)?
 -  **Optional Extras:** What optional extras can you offer to enhance their experience?
- ✓ **Sustainability and Ethical Considerations**
 -  **Eco-friendly Options:** Are there any eco-friendly accommodations or activities available?
 -  **Supporting Local Communities:** How can the tour support local communities and businesses?
 -  **Responsible Tourism Practices:** How can you minimize the impact of tourism on the environment and local culture?
- ✓ **Technology and Innovation**
 -  **Mobile Apps:** Can you provide a mobile app with itinerary details, maps, and local information?
 -  **Virtual Reality:** Can you use virtual reality to give them a preview of the destination?
 -  **Personalized Recommendations:** Can you use data analytics to provide personalized recommendations for activities and experiences?



Activity 2: Guided Practice



Task 35: Work on tailor a tour package in Rwanda

Scenario: Read carefully this scenario below.

A group of 20 catholic believers from Tanzania has planned a 7-day pilgrimage tour to Kibeho Holly Land, but they need also to enjoy their one-month holiday in Rwanda. Though they will use their own means of transport and that Kibeho is their key destination site, they need also your support as a professional tour operator to plan for them other different tourism activities to perform in Rwanda during their free time. Therefore, below are your tasks to perform, and you may ask your trainer for any support if the need be.

Answer the following questions:

- a. List and explain the tips for tailoring a such tour package
- b. How a comprehensive information must be?
- c. Explain “**add-on options**”
- d. What is the characteristics of well-tailored tour package
- e. Describe the factors to consider when tailoring a tour package



Activity3.Application



Task 36:

Refer to the scenario, answer the following questions:

1. What helps your to understand your clients?
2. When customizing the itinerary what elements to consider?
3. Explain “personalised services”
4. The term “flexibility” is very important in itinerary customization. What does it mean?
5. What should you keep in mind when tailoring a tour package?

Topic 3.5: Advise the traveller about the tour package



Activity 1: Problem Solving



Task37:

Refer to the scenario 3, answer the following questions:

1. Do Describe what to advise on:
 - a. A tour Itinerary
 - b. Accommodation
 - c. Transportation
 - d. Meals
 - e. Activities
 - f. Tour guides
 - g. Travel insurances
 - h. Visa requirements
 - i. Health and safety
2. Explain the following techniques to advise travellers on tour package
 - a. Active listening and Empathy
 - b. Thorough Research
 - c. Tailored recommendations
 - d. Clear and Concise Communication:
 - e. Build trust and confidence

Key Facts 3.5: Advise the traveller about the tour package

- **Basics to advise travellers**

Once you understand their needs, you can provide detailed advice on the following aspects of the tour package:

- ✓ **Itinerary:**

- ✚ **Highlights:** Highlight the key attractions and experiences included in the package.

✚ **Pace:** Discuss the pace of the itinerary and whether it aligns with the traveler's preferences.

✚ **Flexibility:** Explain if there are opportunities for customization or free time.

✓ **Accommodations:**

✚ **Hotel Ratings:** Provide information about the star ratings and amenities of the hotels.

✚ **Location:** Discuss the location of the hotels in relation to attractions and transportation.

✚ **Room Type:** Explain the different room types available and their amenities.

✓ **Transportation:**

✚ **Modes of Transport:** Detail the modes of transportation used (e.g., flights, trains, buses, private transfers).

✚ **Luggage Restrictions:** Clarify any baggage restrictions or fees.

✚ **Comfort Level:** Discuss the comfort level of the transportation options.

✓ **Meals:**

✚ **Meal Plans:** Explain the different meal plans available (e.g., breakfast only, half-board, full board).

✚ **Dietary Restrictions:** Discuss how dietary restrictions can be accommodated.

✚ **Local Cuisine:** Highlight opportunities to experience local cuisine.

✓ **Activities and Excursions:**

✚ **Optional Excursions:** Explain any optional excursions and their costs.

✚ **Group Size:** Discuss the size of the tour groups for activities and excursions.

✚ **Physical Requirements:** Highlight any physical requirements for activities.

✓ **Tour Guides:**

✚ **Language:** Indicate the languages spoken by the tour guides.

✚ **Knowledge:** Discuss the knowledge and expertise of the tour guides.

✚ **Group Size:** Explain the size of the tour groups and how it might affect the experience.

✓ **Travel Insurance:**

✚ **Coverage:** Explain the types of coverage included in the package.

- ✚ **Additional Coverage:** Recommend additional coverage based on the traveler's needs (e.g., medical, cancellation, baggage).

✓ **Visa Requirements:**

- ✚ **Visa Process:** Explain the visa application process and any necessary documentation.
- ✚ **Visa Fees:** Provide information about visa fees and processing times.

✓ **Health and Safety:**

- ✚ **Vaccinations:** Recommend necessary vaccinations and health precautions.
- ✚ **Local Customs:** Discuss local customs and etiquette.
- ✚ **Emergency Procedures:** Explain emergency procedures and contact information.

✓ **Additional Tips:**

- ✚ **Be Honest and Transparent:** Disclose any potential drawbacks or limitations of the package.
- ✚ **Personalize Your Advice:** Tailor your advice to the individual traveler's needs and preferences.
- ✚ **Provide Clear and Concise Information:** Avoid overwhelming the traveler with too much information.
- ✚ **Use Visual Aids:** Use maps, photos, and videos to illustrate your points.
- ✚ **Be Patient and Answer Questions:** Take the time to answer all of the traveler's questions.

• **Techniques to advise Travellers**

✓ **Active Listening and Empathy:**

- ✚ **Listen attentively:** Pay close attention to the traveller's needs, preferences, and concerns. Ask clarifying questions to gain a deeper understanding.
- ✚ **Empathize:** Put yourself in their shoes and try to see things from their perspective. This will help you provide more tailored and relevant advice.

✓ **Thorough Research:**

- ✚ **Destination knowledge:** Be well-versed in the traveller's destination, including attractions, transportation, accommodation options, and local customs.

- ✚ **Up-to-date information:** Keep abreast of any travel advisories, safety concerns, or recent changes in regulations.
- ✓ **Tailored Recommendations:**
 - ✚ **Travel style:** Consider the traveller's budget, interests, and desired pace of travel.
 - ✚ **Personalization:** Offer suggestions that align with their specific needs and preferences.
 - ✚ **Alternatives:** Provide a range of options to allow for flexibility and customization.
- ✓ **Clear and Concise Communication:**
 - ✚ **Organized information:** Present information in a clear and structured manner.
 - ✚ **Visual aids:** Use maps, brochures, or online resources to enhance understanding.
 - ✚ **Summarize key points:** Recap the advice provided to ensure the traveller understands and remembers the key takeaways.
- ✓ **Building Trust and Confidence:**
 - ✚ **Honesty and transparency:** Be upfront about any potential risks or challenges.
 - ✚ **Confidentiality:** Respect the traveller's privacy and maintain confidentiality.
 - ✚ **Follow-up:** Check in with the traveller after their trip to see how it went and offer any additional support.
- ✓ **Continuous Learning:**
 - ✚ **Industry trends:** Stay updated on travel industry trends, emerging destinations, and new technologies.
 - ✚ **Feedback:** Seek feedback from travellers to identify areas for improvement and refine your advice.
 - ✚ **Professional development:** Consider pursuing relevant certifications or training to enhance your expertise.



Activity 2: Guided Practice



Task 38: Work on advising travellers

Answer the following questions:

1. What techniques do you apply to inform visitors about the presence of new tourism products in Rwanda
2. Chose the element on which you should keep do a continuous learning:
 - a. Industry trends, Feedback and professional development
 - b. Honesty, confidentiality and follow up
 - c. Travel style, personalisation and alternatives



Activity 3: Application



Task 39:

In a pair group play the role of advising your classmate on the package to choose for your next term field trip:

- a. Provide advice to you friend about the activities to include in the tour package
- b. Explain to the group the important elements of accommodation

Topic 3.6: Confirm the tour package



Activity 1: Problem Solving



Task 40: questions on confirming the tour package

answer the following questions:

1. Describe the following steps of confirming the tour package:
 - a. Review the itinerary
 - b. Verify dates and details
 - c. Check Accommodation Availability
 - d. Confirm transportation means
 - e. Confirm payments modes
 - f. Review terms and conditions
 - g. Provide confirmation documents
2. Explain the tips to confirm tour packages

Key Facts 3.6: Confirm the tour package

- **Steps to confirm tour package**

The steps to confirm a tour package are the following:

- ✓ **Review the Itinerary:**

- ✚ Thoroughly examine the itinerary: Ensure it aligns with your travel preferences, interests, and pace.
- ✚ Check for activities, destinations, and durations: Verify if they match your expectations.
- ✚ Inquire about any optional activities or add-ons: If interested, confirm availability and pricing.

- ✓ **Verify Dates and Details:**

- ✚ Confirm travel dates: Double-check the start and end dates of the tour.

-  Verify the number of travelers: Ensure it's accurate for the package.
-  Check for any specific requirements or restrictions: For example, age limits, health conditions, or visa needs.
- ✓ **Check Accommodation Availability:**
 -  Confirm the type of accommodation: Hotel, resort, or other lodging options.
 -  Verify room type and occupancy: Ensure it meets your needs (single, double, family, etc.).
 -  Inquire about any special requests or preferences: For example, room location, view, or accessibility needs.
- ✓ **Confirm Transportation Means:**
 -  Determine the mode of transportation: Flights, trains, buses, or other options.
 -  Verify departure and arrival times: Ensure they align with your itinerary.
 -  Check for any additional transportation costs or transfers: Confirm if they're included in the package.
- ✓ **Confirm Payment Modes:**
 -  Discuss payment options: Credit card, debit card, bank transfer, or other methods.
 -  Clarify the payment schedule: Understand any deposit requirements or installment plans.
 -  Inquire about any additional fees or taxes: Confirm if they're included in the total cost.
- ✓ **Review Terms and Conditions:**
 -  Carefully read the terms and conditions: Pay attention to cancellation policies, refund procedures, and liability waivers.
 -  Ask any questions about unclear terms or policies: Seek clarification from the tour operator.
 -  Understand the responsibilities of both parties: Be aware of your obligations as a traveler and the tour operator's commitments.
- ✓ **Provide Confirmation Documents:**
 -  Sign a booking confirmation form: This document outlines the agreed-upon terms and conditions.

✚ Provide necessary identification and contact information: Passport details, emergency contacts, etc.

✚ Pay any required deposit or full payment: Depending on the payment schedule.

- **Tips to confirm tour package**

- ✓ **Communicate clearly with the tour operator:** Ask any questions or concerns you may have.
- ✓ **Review all documentation carefully:** Ensure accuracy and completeness.
- ✓ **Keep copies of all documents:** Both physical and digital copies.
- ✓ **Consider travel insurance:** Protect yourself against unforeseen circumstances.
- ✓ **Pack accordingly:** Prepare for the climate, activities, and any specific requirements.



Activity 2: Guided Practice



Task 41: work on confirming tour package by discussing o the following questions:

1. Who makes the confirmation of the tour package?
 - a. What to do in confirming the tour package?
 - b. What to be confirmed in the tour package?



Activity 3: Application



Task 42: Role play on confrming a tour package

Observe your friend practicing and answer the following questions on confirming a tour package to traveller.

1. In which step of tour package confirmation do you review the responsibilities of each part?
2. During the review of the itinerary what are the most inmortant elements to confirm?
3. Communicate clearly with the tour operator in not a tip for confirming the tour package. True or false

Topic 3.7: Assist traveller with booking arrangements



Activity 1: Problem Solving



Task 43: Questions on assisting travellers with booking arrangements

1. Describe the following ways of assisting travellers with booking
 - a. Online booking platforms
 - b. Mobile apps
 - c. Travel agencies and Tour operators
 - d. Visitor information centers
 - e. Local partnerships
 - f. Multilingual supports
 - g. Social media and online reviews
2. Describe the bellow steps involved in booking:
 - a. Understanding the needs
 - b. Research
 - c. Compare suppliers
 - d. Confirmation and documentation
 - e. Follow-up

Key Facts 3.7: Assist travellers with booking arrangements

- **Ways to assist tourists in reserving services**

- ✓ **Online Booking Platforms:**

- ✚ Develop a user-friendly website with a clear booking system for various services (accommodations, tours, transportation, etc.).
- ✚ Ensure the platform is mobile-friendly for easy access on the go.
- ✚ Offer secure online payment options for convenient transactions.
- ✚ Provide real-time availability and pricing information.

- ✓ **Mobile Apps:**

- ✚ Create a dedicated app for your destination or business to offer a seamless booking experience.

- ✚ Include features like personalized recommendations, offline maps, and push notifications for updates.
- ✚ Allow users to book services on the go, even without an internet connection.
- ✓ **Travel Agencies and Tour Operators:**
 - ✚ Partner with reputable travel agencies and tour operators to offer package deals and customized itineraries.
 - ✚ Provide them with training on your services and booking systems to ensure efficient assistance.
 - ✚ Offer commission-based incentives to encourage them to promote your services.
- ✓ **Visitor Information Centers:**
 - ✚ Establish well-staffed visitor information centers at strategic locations.
 - ✚ Train staff to provide accurate information about available services and booking procedures.
 - ✚ Offer brochures, maps, and other informative materials.
 - ✚ Provide free Wi-Fi access for online bookings.
- ✓ **Local Partnerships:**
 - ✚ Collaborate with local businesses (hotels, restaurants, transportation providers) to offer joint packages and discounts.
 - ✚ Create a network of trusted partners to refer tourists to and from.
- ✓ **Multilingual Support:**
 - ✚ Offer multilingual customer support to cater to international tourists.
 - ✚ Provide information and booking assistance in various languages.
 - ✚ Use translation tools and hire multilingual staff if necessary.
- ✓ **Clear Communication and Confirmation:**
 - ✚ Send clear booking confirmations with all relevant details (dates, times, locations, contact information).
 - ✚ Provide emergency contact numbers for any issues or changes.
 - ✚ Offer flexible cancellation and modification policies to accommodate unexpected changes.

✓ **Personalized Assistance:**

- ✚ Offer personalized recommendations based on tourists' interests and preferences.
- ✚ Provide concierge services to assist with special requests or arrangements.

✓ **Social Media and Online Reviews:**

- ✚ Actively engage with tourists on social media platforms to answer questions and provide assistance.
- ✚ Encourage positive reviews and testimonials to build trust and attract more visitors.

✓ **Continuous Improvement:**

- ✚ Regularly monitor feedback and reviews to identify areas for improvement.
- ✚ Update your booking systems and processes to ensure they are efficient and user-friendly.
- ✚ Stay updated on the latest technology and trends in the tourism industry.

• **Steps involved in booking/reservation**

✓ **Understanding the Needs:**

- ✓ **Identify the Purpose:** Determine the reason for the booking (e.g., business trip, vacation, event).

✓ **Define the Requirements:**

- ✚ **Destination:** Specify the desired location.
- ✚ **Dates:** Set the start and end dates of the booking.
- ✚ **Accommodation:** Choose the type of accommodation (e.g., hotel, hostel, vacation rental).
- ✚ **Transportation:** Select the preferred mode of transport (e.g., flight, train, car rental).
- ✚ **Budget:** Establish a budget for the entire trip or specific components.
- ✚ **Special Requests:** Note any special requirements, such as accessibility needs or dietary restrictions.

✓ **Research:**

- ✚ **Online Booking Platforms:** Utilize travel websites and apps to compare prices, availability, and reviews.

-  **Travel Agents:** Consult with a travel agent for personalized assistance and expertise.
-  **Direct Booking:** Contact hotels, airlines, and car rental companies directly for special deals or loyalty program benefits.
- ✓ **Compare Suppliers:**
 -  **Price Comparison:** Evaluate the costs of different options, including accommodation, transportation, and activities.
 -  **Service Comparison:** Consider factors such as customer reviews, amenities, and cancellation policies.
 -  **Flexibility:** Assess the flexibility of booking options, including changes and cancellations.
- ✓ **Confirmation and Documentation:**
 -  **Booking Confirmation:** Receive and review the booking confirmation, including details of the reservation.
 -  **Payment:** Make the necessary payments, using credit cards, debit cards, or other accepted methods.
 -  **Documentation:** Gather essential travel documents, such as passports, visas, and travel insurance.
 -  **Itinerary:** Create a detailed itinerary, including flight schedules, hotel addresses, and activity plans.
- ✓ **Follow-up:**
 -  **Pre-trip Check-in:** Contact the accommodation provider or airline to confirm the booking and address any concerns.
 -  **Post-trip Feedback:** Provide feedback on the services received to improve future experiences.



Activity 2: Guided Practice



Task 44: Work on assisting travellers

Answer the following questions:

1. Differentiate between pre-trip check-in and post trip check-in
2. A personalized assistance refer to recommendations based on tourists' interests and preferences. True or false? Justify
3. A document that include details of the reservation is called.....



Activity 3: Application



Task 45: Role play on assisting travellers with booking arrangements

In a pair of two, assist your colleague in booking arrangements:

Topic 3.8: Traveller's feedback



Activity 1: Problem Solving



Task 46: questions on gathering travellers feedback

answer the following questions:

1. Explain the following steps for gathering travellers' feedback
 - a. Plan the feedback process
 - b. Design feedback tools
 - c. Collect feedback during the trip
 - d. Collect feedback after the trip

- e. Use social media
 - f. Incentive participation
 - g. Analyze feedback
 - h. Act on feedback
 - i. Create a continuous loop
2. Describe the bellow techniques of gathering travellers feedback:
- a. Active Listening
 - b. Empathy
 - c. Ask Questions
 - d. Take Action
 - e. Go the Extra Mile
 - f. Follow Up

Key Facts 3.8: Traveller's feedback

- **Introduction and definition of travellers feedback**

- ✓ **Introduction**

In the dynamic world of tourism, traveler feedback serves as an invaluable compass, guiding businesses and destinations towards a more fulfilling and enriching experience for visitors. By understanding the perspectives, preferences, and expectations of travelers, stakeholders can make informed decisions to enhance their offerings and foster long-term growth.

- ✓ **Definition**

Traveler feedback encompasses the opinions, comments, and evaluations expressed by tourists regarding their travel experiences. This feedback can be collected through various channels, including surveys, reviews, social media interactions, and direct communication with service providers.

- **Steps of Gathering traveller feedback**

- ✓ **Plan the Feedback Process:**

- ✚ Define your goals and objectives for gathering feedback.
 - ✚ Identify the target audience and key areas to focus on.
 - ✚ Determine the appropriate feedback channels and tools.
 - ✚ Set a timeline for collecting and analyzing feedback.

✓ **Design Feedback Tools:**

- ✚ Create surveys, questionnaires, or comment cards.
- ✚ Use a mix of open-ended and closed-ended questions.
- ✚ Keep the feedback process simple and easy to complete.
- ✚ Consider using digital tools for efficient data collection and analysis.

✓ **Collect Feedback During the Trip:**

- ✚ Use in-person surveys, comment cards, or digital feedback forms at key locations.
- ✚ Train staff to engage with travelers and encourage feedback.
- ✚ Offer incentives or rewards for participation.

✓ **Request Feedback After the Trip:**

- ✚ Send post-trip surveys via email or social media.
- ✚ Use personalized messages to increase response rates.
- ✚ Offer incentives or rewards for completing the survey.

✓ **Use Social Media:**

- ✚ Monitor social media platforms for mentions of your brand or destination.
- ✚ Engage with travelers and respond to their comments and reviews.
- ✚ Encourage travelers to share their experiences on social media.

✓ **Incentivize Participation:**

- ✚ Offer rewards or discounts to encourage feedback.
- ✚ Make the feedback process quick and easy.
- ✚ Personalize the feedback experience to increase engagement.

✓ **Analyze the Feedback:**

- ✚ Organize and categorize the feedback data.
- ✚ Identify key themes and trends.
- ✚ Use data analysis tools to gain deeper insights.
- ✚ Prioritize actionable feedback.

✓ **Act on Feedback:**

- ✚ Share feedback with relevant teams and stakeholders.
- ✚ Develop action plans to address identified issues.
- ✚ Implement changes and improvements.

- ✚ Measure the impact of changes.
- ✓ **Create a Continuous Loop:**
 - ✚ Regularly collect and analyze feedback.
 - ✚ Use feedback to inform future decisions and strategies.
 - ✚ Continuously improve the feedback process.
- ✓ **Additional Tips:**
 - ✚ **Personalize the Experience:** Tailor feedback channels and questions to specific demographics or segments.
 - ✚ **Be Proactive:** Reach out to travelers directly to solicit feedback.
 - ✚ **Respond Promptly:** Acknowledge feedback and address concerns in a timely manner.
 - ✚ **Use Feedback for Marketing:** Highlight positive feedback in your marketing materials.
- **Techniques to handle complaints**
 - ✓ **Active Listening:**
 - ✚ **Give your full attention:** Maintain eye contact, avoid distractions, and use verbal and nonverbal cues to show you're engaged.
 - ✚ **Let the customer speak:** Allow them to express their concerns without interruption.
 - ✚ **Paraphrase and clarify:** Repeat their key points to ensure understanding.
 - ✓ **Empathy:**
 - ✚ **Put yourself in their shoes:** Try to understand their perspective and feelings.
 - ✚ **Validate their feelings:** Acknowledge their emotions and let them know you understand.
 - ✚ **Use empathetic language:** Phrases like "I understand how frustrating that must be" or "I'm sorry to hear that" can help.
 - ✓ **Apologize Sincerely:**
 - ✚ **Take responsibility:** Even if it's not your fault, a sincere apology can go a long way.
 - ✚ **Avoid excuses:** Focus on resolving the issue, not justifying the mistake.
 - ✚ **Be specific:** If possible, apologize for a specific action or inaction.

✓ **Ask Questions:**

- ✚ **Gather information:** Ask open-ended questions to understand the details of the complaint.
- ✚ **Clarify expectations:** Ask what the customer wants as a resolution.
- ✚ **Show interest:** This demonstrates that you care about their experience.

✓ **Take Action:**

- ✚ **Resolve the issue promptly:** Take immediate steps to address the problem.
- ✚ **Communicate the plan:** Keep the customer informed about the progress of the resolution.
- ✚ **Follow through on promises:** Ensure that the solution is implemented as promised.

✓ **Go the Extra Mile:**

- ✚ **Offer additional compensation:** Consider a refund, discount, or other gesture of goodwill.
- ✚ **Provide exceptional service:** Exceed expectations to turn a negative experience into a positive one.
- ✚ **Learn from the experience:** Use the feedback to improve your products or services.

✓ **Follow Up:**

- ✚ **Contact the customer again:** Check in to ensure the issue is resolved and the customer is satisfied.
- ✚ **Thank them for their feedback:** Show appreciation for their willingness to share their concerns.
- ✚ **Document the complaint and resolution:** This can help identify recurring issues and improve future service.



Activity 2: Guided Practice



Task 47: work on gathering travellers feedback

Scenario: A group of 5 tourists passed 7-days tour to Kibeho Holly Land, and their stay ended and they want to leave. Therefore, below are your tasks to perform, and you may ask your trainer for any support if the need be.

Simulate this in a role play and perform the following tasks:

1. Conduct the travellers' feedback follow up
3. Use Empathetic language to gather travellers' feedback
4. Apply the active listening step to start gathering traveller's feedback



Activity3: Application



Task 48: Field trip for gathering travellers feedback

Visit the nearest hotel or travel agency, observe how they gather travellers feedback and assist in the following tasks:

1. Plan for feedback gathering process
2. Follow the steps to gather the feedback from visitors



Formative Assessment

1. List down the types of travelers by:
 - i. Their budget
 - ii. Activity
2. What do you understand by:
 - i. Digital nomads
 - ii. Ethnographic research
3. True or false travel insurance is a component of tour package

4. Choose the correct answer:
 - a. Map is a visual aids that may be used while advising visitors
 - b. A tour package comprises only intangible products
 - c. A tour package comprises only tangible products
 - d. tour package does not comprise intangible products
5. Give the 3 tips you can use to assist travellers in booking arrangements
6. In which step of tour package confirmation do you review the responsibilities of each part?
7. During the review of the itinerary what are the most inmortant elements to confirm?
8. Match the items in Column A with their correct descriptions in Column B.

Correct Matching Answer Key:	Column A	Column B
1 →	1. Credit card	a. Daily plan of activities and travel
2 →	2. Cancellation policy	b. Interests and needs of the traveler
3 →	3. Tour itinerary	c. Terms and conditions
4 →....	4. Travel insurance	d. Total cost of the tour including services
5 →	5. Package price	e. Payment mode
6 →	6. Customer preferences	f. Protection against travel risks



Points to Remember

To provide personalized advice the following points should be considered:

- **Local Knowledge and Expertise:**
 - Stay up-to-date on local attractions, events, and current conditions.
 - Share insider tips and hidden gems.
 - Be knowledgeable about transportation options, safety precautions, and emergency procedures.
- **Tailored Recommendations:**
 - Use the information gathered to provide specific and relevant suggestions.
 - Consider factors like interests, budget, time constraints, and desired pace.
 - Offer a variety of options to cater to different preferences.



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?
 - c. 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 travellers' interests					
Describe the tour package components					
Determine tour components suppliers					
Tailor the tour package					
Advertise tour package					

2. 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.

Integrated situation	
Integrated/Summative assessment	
Read the situation below and perform the tasks required Kabuye is a tourism information centre located in Gisenyi sector, Rubavu district of Rwanda. The centre has received a group of 12 travellers from Kenya, who want to know about the tourism products and services offered to tourists as they don't have a piece of information about the features of Rwanda tourism industry while they are interested in getting tourism experience of the destination. The centre hires you as a competent person to provide tourism information and advice. you are required to: 1. Collect tourism information 2. Deliver tourism information 3. Provide personalised advice Resources	
Tools	▪ Websites, Tourism software, Google maps
Equipment	▪ Binocular, Computer, Radio call, Telescope, Recorder
Materials/ Consumables	▪ Laser pointer, Guide books , Maps, Magazines, Flipchart, Pen and paper

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