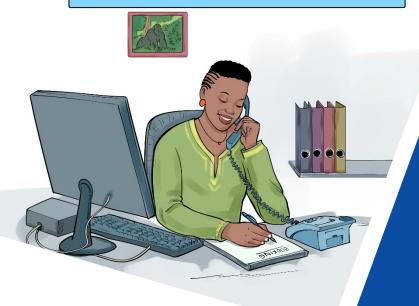




RQF LEVEL 4

GORILLA TREKKING TOURS BOOKING OFFICE

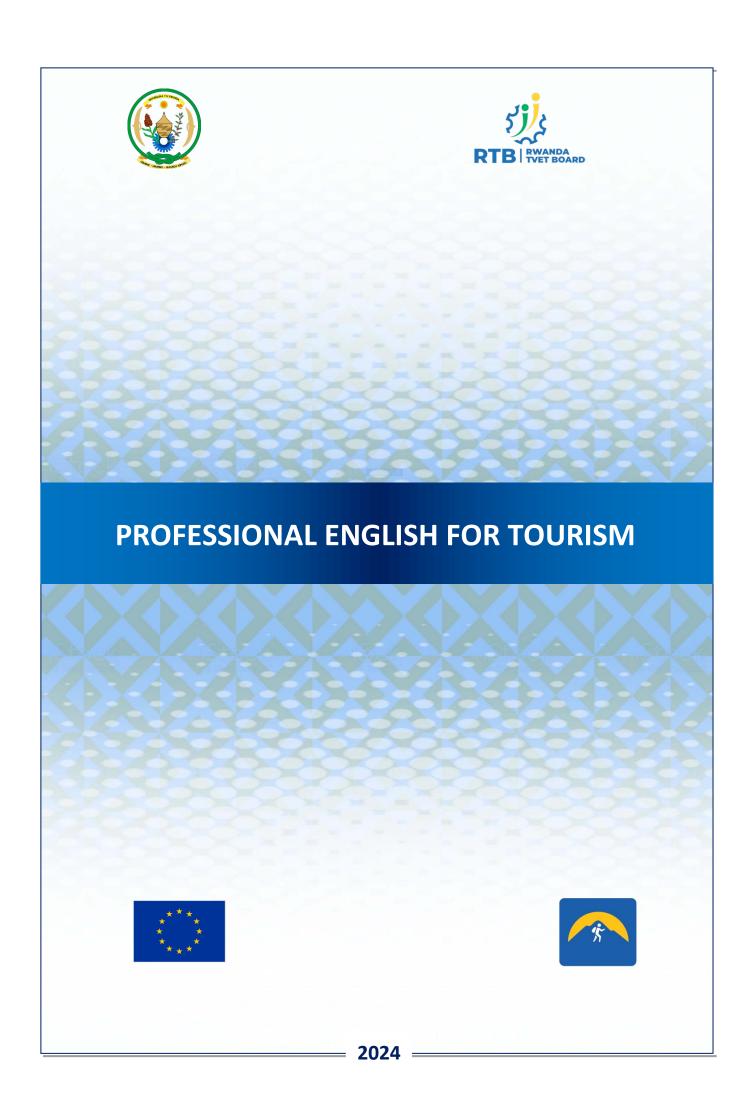


GENET401 TOURISM

Professional English for Tourism



TRAINEE'S MANUAL



AUTHOR'S NOTE PAGE (COPYRIGHT)

The competent development body of this manual is Rwanda TVET Board © reproduced with

permission.

All rights reserved.

This work was produced by the Rwanda TVET Board, with the support from the

European Union (EU).

This work has copyright but permission is given to all the Administrative and Academic

Staff of the RTB and TVET Schools to make copies by photocopying or other duplicating

processes for use at their workplaces.

This permission does not extend to making copies for use outside the immediate

environment for which they are made, nor making copies for hire or resale to third

parties.

The views expressed in this version of the work do not necessarily represent the views

of RTB. The competent body does not give a warranty nor accept any liability.

RTB owns the copyright to the trainee and trainer's manuals. The training providers

may reproduce these training manuals in part or in full for training purposes only.

Acknowledgment of RTB copyright must be included in any reproductions. Any other

use of the manuals must be referred to the RTB.

© Rwanda TVET Board

Copies available from:

HQs: Rwanda TVET Board-RTB

Web: www.rtb.gov.rw

KIGALI-RWANDA

Original published version: August 2024.

ACKNOWLEDGEMENTS

Rwanda TVET Board (RTB) would like to recognize all parties who contributed to the development of the trainer's and trainee's manuals for the TVET Certificate IV in Tourism for the module: "GENET401-Apply Professional English for Tourism."

Thanks to the EU for financial support and Ubukerarugendo Imbere Project for technical support on the implementation of this project.

We also wish to acknowledge all trainers, technicians and practitioners for their contribution to this project.

The management of Rwanda TVET Board appreciates the efforts of its staff who coordinated this project.

Finally, RTB would like to extend its profound gratitude to the MCT Global team that technically led the entire assignment.

This training manual was developed:



Under Rwanda TVET Board (RTB) guiding policies and directives



Under European Union financing



Under Ubukerarugendo Imbere project implementation, technical support and guidance

COORDINATION TEAM

Aimable Rwamasirabo Felix Ntahontuye

Production Team

Authoring and Review

Jean Baptiste Nzanana

Daniel Habiyambere

Jean d'Amour Jambo

Conception, Adaptation and Editorial works

Jean Marie Vianney Muhire

Vincent Havugimana

Kanyike John Paul

Formatting, Graphics, Illustrations and infographics

Asoka Niyonsaba Jean Claude

Mireille Cyiza

Theoneste Niringiyimana

Coordination and Technical support

Ubukerarugendo Imbere Project and RTB

Project Implementation

MCT Global Ltd

TABLE OF CONTENT

AUTHOR'S NOTE PAGE (COPYRIGHT)	ii
ACKNOWLEDGEMENTS	iii
LIST OF FIGURES	vii
LIST OF ABBREVIATIONS and ACRONYMS	viii
INTRODUCTION	9
UNIT 1: HANDLE BOOKING AND RESERVATION	11
Topic 1.1: Registering customers	15
Topic 1.2: Applying telephone etiquette	22
Topic 1.3: Asking for and giving directions	28
UNIT 2: INTERPRET TOURISM ATTRACTIONS.	38
Topic 2.1: Explaining safety, rules, and etiquette during debriefing	41
Topic 2.2: Showing places of interest	45
Topic 2.3: Requesting and giving travel advice	50
UNIT 3: DEAL WITH TOURISTS' FEEDBACK AND REPORT TOUR	58
Topic 3.1: Handling verbal Customer feedback	61
Topic 3.2: Responding to written complaints: Emails and letters	67
Topic 3.3: Writing a tour report	76
REFERENCES	87

LIST OF FIGURES

Figure 1: Picture indicating locations					
Figure 2: Volcano national park	Figure 3: Volcano national park	44			
Figure 4: Kigali Convention Centre					
Figure 5: Muhazi beach resort		54			
Figure 6: Rwanda cultural tour Fi	gure	54			

LIST OF ABBREVIATIONS AND ACRONYMS

CBET: Competence Base Education and Training

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 apply English for tourism. 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: Handle booking and reservation

Unit 2: Interpret tourism attractions

Unit 3: Deal with tourists' feedback and report tour.

UNIT 1: HANDLE BOOKING AND RESERVATION



Unit summary

This unit provides you with the knowledge, skills and attitudes required to handle booking and reservation required to apply professional English for Tourism. It covers three topics, namely, registering customers, applying telephoning etiquettes, and asking for and giving directions.

Self-Assessment: Unit 1

- 1. Look at the unit illustration in your Trainee's Manuals and discuss the following questions:
 - a. What does the illustration show?
 - b. What do you think will be topics to be covered under this unit based on the illustration?
- 2. Fill in the self-assessment below.
 - 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 column that best represents your level of knowledge, skills and attitudes.
 - d. At the end of this unit, you will assess yourself again.

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify words and					
expressions used to					
address guests /					
customers					
Identify expressions					
used to record					
guests' /customers'					
details and requests					
Address guests /					
customers					

My 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.
Record guests' /					
customers' details					
and requests					
Be polite to the					
guests					
Identify useful					
expressions used to					
take and make					
phone calls					
Deal with incoming					
and outgoing calls					
Be responsible					
Be considerate					
Identify words and					
phrases used to give					
directions					
Give appropriate					
directions					
Be communicative					



Kn	owledge	Sk	kills	At	titudes
1.	A. Identify words and	1.	A. Address guests	1.	Be polite to
	expressions used to address		/customers;		customers
	customers;		B. Record customers'		
	B. Identify expressions used		details and requests		
	to record /customers' details				
	and requests				
2.	Identify useful expressions	2.	Deal with incoming	2.	A. Be responsible
	used to take and make phone		and outgoing calls		B. Be considerate
	calls				
3.	Identify words and phrases	3.	Give appropriate	3.	Be communicative
	used to give directions		directions		



Task 1: Read the following prompt and answer the questions that follow.

Have you ever had to handle reservation-related issues in English, including addressing guests, recording guests' details and requests, handling incoming and outgoing calls, and giving direction?

If your answer is 'yes', how did you go about it? What challenges did you face? How did you overcome them?

If your answer is 'no', what language functions (e.g. asking, explaining, describing, requesting, etc.) do you think you need to address guests, record their details and requests, take and make call, and give directions?

Topic 1.1: Registering customers

Scenario 1:

Read the scenario below carefully and answer the questions that follow.

As a reservationist at Gorilla Trekking Tours and Adventures, Mutesi needs to be prepared to handle booking requests effectively. When customers inquire about making a reservation, she is expected to be ready to provide information about the hotel's services and suggest suitable packages based on the customers' preferences. It is crucial to obtain the following details from customers: their desired travel dates, preferred tour timing, the number of guests in their group, and any special requests they may have, such as a helicopter for a more exclusive experience. Additionally, she must record the customers' name and contact information accurately to facilitate future communication. After confirming all the details, she has to provide a summary of the reservation and assure the customers that their special requests will be accommodated to the best of her abilities, and end the conversation politely.

Activity 1: Problem Solving

Answer the following questions about scenario 1

1. How should Mutesi introduce herself to customers?

2. What language forms will she use to share the information about Gorilla Trekking Tours

and Adventures services?

3. What language forms will she use to obtain information details from customers?

4. How will she address the customers' preferences?

5. What language forms will she use to check if she got the customers' requests right?

6. How will she politely end her conversation with customers?

Key Facts 1.1a: Registering customers

- Useful phrases used to handle reservations
 - ✓ Introducing oneself on the phone
 - Hello, this is [You name] calling from [add company/department/]
 - Good Mr./Mrs./Ms. [add last name]. I am calling from [add company/department] about [add reason]
 - ♣ Good afternoon, Sir/Madam. My name is [add name]. I am calling to [add purpose]

Expressions used to address a guest:

- ✓ Forms of address
 - Name without title: If you know the caller personally
 - Titles for males: Mr./Sir
 - ♣ Titles for females: Mrs./ Ms./Madam
 - ♣ Professional titles: Doctor/ Professor, etc.
- Expressions used to explain the company's services:
 - ✓ Accommodation
 - Our hotel/tour company offers [list of amenities/services]
 - Our room rates include [e.g. complimentary amenities]
 - Our tour package includes [list services offered]
 - We have various room types available, such as [standard, deluxe, suite, etc.]
 - Additional services we offer are [spa, fitness center, swimming pool, etc.]

✓ Meals

- Expressions used to present menu options:
 - Would you be interested in learning about our dining options?
 - Our on-site dining options include [restaurant names and types of cuisine]
 - We offer several dining experiences.
 - The [restaurant name] serves [cuisine type] for [meals served: lunch, dinner, etc.].
 - We also have a [bar/lounge name] that offers [drinks/small plates/etc.].
 - Our menus feature a variety of [dietary need] options, including [examples].
 - We offer a [vegan/gluten-free/etc.] menu for guests with [dietary need].

- If you enjoy [cuisine type], you might like our [restaurant name] which specializes in [description].
- For a more [casual/upscale] dining experience, our [restaurant name] offers [type of cuisine].
- Many guests with [dietary restriction] preferences have enjoyed our [restaurant's specialty dishes].
- The [restaurant name] is popular among guests who prefer [type of ambiance/setting]

Expressions used to highlight dietary accommodations:

- Many of our dishes can be modified to accommodate [e.g. dietary restriction(s)].
- Our chefs can create custom meals tailored to your specific dietary requirements
- o Our chefs can accommodate various dietary needs and restrictions.
- Please let me know if you or your guests have any specific dietary requirements.
- We can provide [vegan/gluten-free, etc.] options upon request.
- Our menus feature a variety of [dietary accommodation] dishes.
- Do you or any of your guests have any dietary restrictions we should be aware of?
- o Please let us know if you have any food allergies or intolerances.
- We would be happy to accommodate any special dietary needs you may have.
- o Can you provide us with information about your dietary requirements?
- Our culinary team can prepare meals that are [vegan/vegetarian/gluten-free/nut-free/etc.].
- We can ensure that your meals are prepared without [specific allergen or ingredient].
- Your dietary needs will be communicated to our chefs.
- We have a dedicated [allergen-free] kitchen to prepare meals for guests with [allergies/restrictions].

- We can certainly accommodate your request for [dietary restriction/allergy].
- Our chefs would be delighted to prepare [specific dish] for you.
- We will make sure to note your preference for [add the preference].
- o Let me highlight some menu items that align with your preferences.

Expressions used to describe dining experiences:

- o The [restaurant name] offers a [casual /romantic] dining experience.
- You can enjoy [type of cuisine] in a [description of ambiance] setting.
- The [bar/lounge name] is perfect for [drinks] with [description of atmosphere].
- Our dining venues are known for their [unique features, e.g., seasonal menus, locally sourced ingredients, etc.].

✓ Expressions used to ask for the customer's details:

- May I have your name/phone number, please?
- Can I see your passport/credit card, please?
- Could you provide me with your contact information?
- What are your preferred check-in and check-out dates?
- How many guests will be staying in the room?
- ♣ Do you have a room preference or any special requests?
- When will you be arriving?
- How will you be paying, sir?
- How would you like to pay?

✓ Expressions used to address the customer's special requests:

- We would be happy to accommodate [special request]
- Certainly, we can arrange for [e.g. dietary restriction, early check-in, late checkout, etc.]
- ♣ Please let me know if you have any additional requirements or preferences.
- We will make sure to note your request for [Example of requests: amenity, service, etc.]

✓ Expressions used to confirm reservation details:

Let me confirm the details of your reservation.

- ♣ You have booked a [room type] for [number of guests] from [check-in date] to [check-out date].
- Your reservation includes [list of amenities/services requested].
- Please review the details to ensure everything is correct.
- Once I have your payment information, I will send you a confirmation email.





Study the telephone conversation between a reservationist and a customer, and fill in the blanks with appropriate and polite expressions.

Reservationist: Welcome to Moonshine Hotel.
Customer: Thank you.
Reservationist:?
Customer: Hi, I would like to book a room for two nights.
Reservationist:
Customer: Tomorrow afternoon, around 3 PM.
Reservationist:
Customer: On the day after tomorrow, around noon.
Reservationist:
Customer: Just me.
Reservationist:?
Customer: A single bed will do.
Reservationist:
Customer: It is Sarah Smith.
Reservationist:
Customer: Sure, it's 555-1234.
Reservationist: [Ask the customer if he/she needs anything else]
?
Customer: Actually, do you have any restaurant recommendations nearby?

Reservationist:	?
Customer: Something vegetarian-friendly would be great.	
Reservationist:	.?
Customer: Yes, please. A table for two for tomorrow evening around 7 PM.	
Reservationist:	?
Customer: No, that is all. Thank you!	
Reservationist: You are welcome! Have a pleasant stay and enjoy your meal, Sarah.	

Key Facts 1.1b: Registering customers

- More expressions used to register the customer
 - ✓ Expressions used to invite reservations:
 - Would you like me to make dining reservations for you during your stay?
 - I would be happy to book a table at [restaurant name] for your preferred date and time.
 - ♣ Please let me know if you would like to reserve a table at any of our dining establishments.
 - ✓ Expressions used to inquire about dining preferences:
 - Do you have any specific dining preferences I should note?
 - ♣ Is there a particular cuisine or type of restaurant you prefer?
 - Would you like recommendations for dining options based on your preferences?
 - ♣ Are there any dishes or ingredients you would like us to keep in mind?
 - ✓ Expressions used to confirm dining preferences/needs/restrictions:
 - To confirm, you would like us to make a reservation at [restaurant name] with [specific preferences noted].
 - Let me reiterate your dining preferences: [list preferences such as cuisine, dietary needs, seating area, etc.].
 - Please let me know if I have accurately captured your dining preferences.
 - Let me confirm your dietary needs: [list restrictions or requirements].
 - We will ensure that all meals served to you are [free of specific allergens/meet dietary requirements].
 - Please feel free to notify us if there are any other dietary considerations we should be aware of.

- ♣ Our staff will be briefed on your dietary needs to ensure a safe and enjoyable dining experience.
- ✓ Expressions used to end the call politely
 - Is there anything else I can help with?
 - Thank you for calling [add company/department]
 - Thank you for your call. Have a nice day.
 - Thank you for your time.
 - We look forward to receiving you.



Activity 3: Application



Assume you are a reservationist at Icon Hotel. Imagine you receive a call from a potential guest inquiring about making a reservation. Consider how you could approach this interaction professionally and use appropriate language to address the various aspects of the reservation process.

Create a short skit that showcases your skills in:

- 1. Warmly greeting and addressing the guest
- 2. Explaining the hotel's accommodations and services in an informative yet inviting manner
- 3. Requesting necessary information (name, contact details, payment method) politely
- 4. Asking relevant questions to understand the guest's needs and preferences
- 5. Presenting room options and dining facilities while highlighting key features
- 6. Addressing any special requests or dietary requirements with assurance
- 7. Confirming the reservation details clearly and accurately
- 8. Expressing appreciation for their booking and ensuring a pleasant experience

Topic 1.2: Applying telephone etiquette





Scenario 2:

As a receptionist at a hotel, Muhire is expected to demonstrate exceptional telephone etiquette. He must promptly answer calls, handle inquiries and initiate calls professionally, maintain a friendly yet formal attitude throughout conversations, actively listen and use courteous phrases to facilitate a smooth experience. If she needs to put someone on hold, she should do it politely and let them know. When she gets back to them, she should greet them again and remind them of the important things they talked about. Muhire should thank them for calling and say something nice to end the call, showing how much the hotel values their business. She has to make sure every call reflects the hotel's great hospitality.

Read the scenario above and answer these that follow.

In relation to scenario 1.2, what expressions do you think Muhire could use to:

- 1. Answer the phone call?
- 2. Maintain a phone conversation in a professional manner?
- 3. End a phone conversation politely?

Key Facts 1.2: Applying Telephoning Etiquette

- Useful Phrases for Telephoning Etiquette
 - ✓ Starting a phone call¹
 - Hello [Title and name], this is [Your Name] from [Your Company, if applicable].
 - Example: Hello Mr. Mugisha. This is Muhire from Volcano Trekking Company.
 - ♣ Good [morning/afternoon/evening], [Recipient's title and name Name]. It's [Your Name] here.

¹ https://preply.com/en/blog/business-calls-in-english/

- o Example: Good afternoon Mrs. Ingabire. It is Rugwiro here.
- Good afternoon, [Recipient's title and name Name], This is [Your Name and position].
 - Example: Good afternoon Dr. Rukundo. This is Uwineza. I am a receptionist at Volcano Trekking Company. I am calling about [Add reason]
- Hello [Recipient's Name], thank you for taking the time to speak with me today.

 This is [you name]. I am calling about [specific topic or issue].
- Hello, Ms. Uwera. Thank you for taking you time to speak with me today. I am calling to give you updates about your reservation for a trekking tour.

✓ Answering a phone call²

- Hello, you have reached [Your Company Name], this is [Your Name] speaking.
 How can I assist you?
- [Your Name] speaking. How may I help you today? [If the caller asks for you]
- Thank you for calling [Your Company Name]. This is [Your Name and position].

 How can I be of service?
- ♣ Good [morning/afternoon/evening], [caller's name and title]. This is [Your Company Name]. [Your Name and title]. How can I help you?
- Hello, you have reached [Your Name/Company name]. What can I do for you?
- Good morning/afternoon/evening, [Company/Department Name], [Your Name] speaking.

Expressions used to maintain a phone conversation:

✓ Expressions used to ask for someone:

- May I ask who is calling?
- Could I inquire who is speaking, please?
- Can I get your name, please?
- Expressions used to make special requests:
- Would it be possible to make a special request?
- Is there any chance we could accommodate a special request?
- Could we arrange for [specific request], please?

² https://preply.com/en/blog/business-calls-in-english/

✓ Expressions used to put someone through:

- I will connect you to [person's name/department] now.
- Allow me to transfer your call to [person's name/department].
- I will put you through to [person's name/department].

✓ Expressions used to put someone on hold:

- Could you please hold for a moment?
- ♣ I will just place you on a brief hold.
- One moment, please, while I check that information for you.

✓ Expressions used to ask someone to call back:

- Would it be possible for you to call back later?
- Could I ask you to call back at a more convenient time?
- Is there a better time for you to call back?

✓ Expressions used to take a message:

- **↓** I will make sure [person's name] gets your message.
- I will pass along your message to [person's name].
- **↓** I will make a note of your message and ensure it is delivered promptly.

✓ Expressions used to leave a message with someone:

- ♣ Please let [person's name] know that [caller's name] called and left a message regarding [brief message content].
- Could you please relay a message to [person's name]? It is from [caller's name] regarding [brief message content].
- When [person's name] returns, could you inform them that [caller's name] called and left a message about [brief message content]?

✓ Expressions used to finish a conversation:

- Thank you for calling, have a great day.
- If you need any further assistance, feel free to call back.
- I appreciate your time, goodbye and take care.
- Thank you so much for your help.
- We are looking forward to...
- It is my pleasure.
- Have a great day!
- Goodbye!



Activity 2: Guided Practice



Read the following dialogue and identify useful expressions that you can use to handle a phone conversation in a professional manner.

Ring, ring...

Restaurant Receptionist: Good morning, [Restaurant Name], how may I assist you?

Caller: Good morning, this is [Your Name] from [Your Company]. May I speak with the person in charge of reservations, please?

Restaurant Receptionist: Of course, may I ask who's calling?

Caller: This is [Your Name] from [Your Company].

Restaurant Receptionist: Thank you, Mr./Ms. [Your Name]. One moment please, I will connect you to our reservations manager.

Putting the caller on hold

Restaurant Receptionist: Thank you for your patience, Mr./Ms. [Your Name]. I am connecting you now.

Ring, ring...

Reservations Manager: Good morning, this is [Reservations Manager's Name]. How may I assist you?

Caller: Good morning, [Reservations Manager's Name]. This is [Your Name] from [Your Company]. I'm calling to inquire about booking a table for a business lunch tomorrow.

Reservations Manager: Good morning, Mr./Ms. [Your Name]. Certainly, I'll be happy to assist you. How many guests will be joining you?

Caller: We'll have a total of six guests attending.

Reservations Manager: Understood. And what time would you like to reserve the table for? **Caller**: We would prefer a reservation for 12:30 PM, if that's possible.

Reservations Manager: Of course, 12:30 PM for six guests. Do you have any dining preferences or dietary restrictions we should be aware of?

Caller: Yes, please. We prefer a private dining area, if available, and if it's possible, we would like a variety of vegetarian and non-vegetarian options on the menu.

Reservations Manager: Absolutely, we can arrange for a private dining area and ensure a diverse menu selection for your group. Could I have a contact number to confirm the reservation?

Caller: Certainly, you can reach me at [Your Phone Number].

Reservations Manager: Thank you, Mr./Ms. [Your Name]. Your reservation for six guests at 12:30 PM in our private dining area is confirmed. Just to confirm, that's for [Your Company] at 12:30 PM, six guests in the private dining area with both vegetarian and non-vegetarian options available. Is there anything else I can assist you with?

Caller: That's all for now, thank you very much for your help.

Reservations Manager: You're welcome, Mr./Ms. [Your Name]. We look forward to welcoming you and your guests tomorrow. Have a great day.

Caller: You too, goodbye.

Reservations Manager: Goodbye.





In pairs, practice a role play based on the scenario.

Student A:

You want to book a table for four people. Telephone students B and book a table using the following information about your requirements and preferences:

Instructions:

- 1. Greet the receptionist and state your purpose for calling.
- 2. Provide the date and time you would like to reserve a table (e.g., Saturday, June 8th, at 7:30 PM).
- 3. Request a table for 4 people.
- 4. Mention that 2 people in your group are vegetarians, and the other 2 prefer non-vegetarian dishes.
- 5. Ask about the vegetarian and non-vegetarian options available on the menu.
- 6. Listen to the receptionist's suggestions and confirm the reservation details.

N.B:

- a. Use expressions learnt in key facts
- b. Do not share your role-specific information with students B

Student B:

Student A (Receptionist):

You work at a restaurant called "Delicious Bites." You have a table availability chart and a menu (without prices). Your job is to find a suitable table for the customer based on their requirements and inform them about the vegetarian and non-vegetarian options available on the menu.

N.B:

- a. Use expressions learnt in key facts.
- b. Do not share your role-specific information with students A.
- c. You and your classmate will practice your conversation in from of the class

Topic 1.3: Asking for and giving directions





Observe the following map and answer the questions in Task 9.

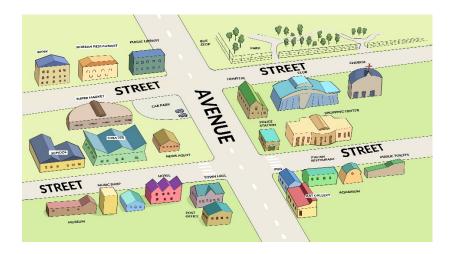


Figure 1: Picture indicating locations

Picture indicating locations³

Answer the following questions.

You are at the church building with Mrs. Mahoro, who needs you to direct her. How will you direct her to?

- 1. The phone box
- 2. The Italian restaurant
- 3. The shopping center
- 4. The art gallery

³ http://ge.vru.ac.th/gevru/wp-content/uploads/2017/06/Unit-5.pdf

Key Facts 1.3: Asking for and giving directions

- Some expressions used to ask for and give directions.
 - ✓ Expressions used to ask for direction

Casual

- o Do you know how to get to the nearest [landmark] from here?
- O Which way should I go to reach [destination]?
- o Is there a [restaurant/market/shop] nearby? How do I get there?
- o Can you show me on the map how to get to [destination]?
- o I'm a bit lost. Can you help me find my way to [destination]?
- O Where is the nearest [bus stop/train station]?

Formal

- Could you please give me directions to [place]?
- Could you tell me how to get to [location]?
- o Excuse me, could you please help me find...
- o I am trying to get to [destination], could you point me in the right direction?
- o Excuse me, could you kindly assist me in finding my way to [destination]?
- Hello, I'm seeking guidance to reach [destination], would you be able to help me?
- Sir/Madam, I wonder if you could direct me to [destination]?
- Good morning/afternoon/evening, might I trouble you for directions to [destination]?
- Excuse me, I am a bit disoriented. Could you point me in the direction of [destination]?
- Excuse me, Sir/Madam. Could you spare a moment to assist me in locating [destination]?

✓ Expressions used to give direction

- ♣ To get to [destination], you will want to...
- Head down this street for about [number] blocks.
- Take a left/right at the next intersection.
- Continue straight ahead until you reach [landmark].
- Once you reach [landmark], turn left/right.

- You will pass by [landmark] on your left/right.
- After [landmark], it is just a short walk to [destination].
- When you see [landmark], you are almost there.
- ♣ It is just around the corner from [landmark].
- You can't miss it; it is right across from [landmark].
- If you proceed down this street for approximately [distance], you will come to...
- ♣ Turn left/right at the upcoming intersection, and continue until you reach [landmark]
- After passing [landmark], turn left, and the [landmark] is on your right.
- ♣ You will find [destination] located adjacent to/on the opposite side of [landmark].
- Continue along this route until you encounter [landmark], where you'll need to turn...
- Please follow these directions precisely to ensure a smooth journey to your destination.

Prepositions Used in Giving Direction⁴

✓ Preposition of location

Across refers to movement from one side of something to another.

Examples:

- The tour company is across the street.
- Walk across Umuganda Road, and you will see the recreation centre on your left.
- Opposite describes a position directly across from something.

Examples:

- The historical museum is opposite the gas station.
- o Rwanda Forensic Institute is opposite Rwanda National Police headquarters.
- Near indicates proximity, but not immediately adjacent.

Examples:

- The cultural centre is near the school.
- There is a great picnic spot near the recreation centre.

⁴ https://www.uobabylon.edu.iq/eprints/publication 3 18270 1009.pdf

♣ Next to indicates immediate adjacency.

Examples:

- The restaurant is next to the movie theater.
- o The ethnographic museum is next to Huye Bus Station.
- **Between** refers to a place in the middle of two things, people, etc.

Examples:

- The bus station is between the district office and the bank.
- o The art gallery is between the bus stop and the book store.
- On the corner of specifies a location at the intersection of two streets
 Examples
 - o The cafe is on the corner of Urugwiro Street and Ubutwari Avenue.
 - There is a new booking station on the corner of Umahoro Avenue and Ubumwe Street.
- **At the end of** specifies a location at the furthest point of something.

Examples

- o The cultural centre is at the end of Ubumwe Street.
- o There is a jewelry shop at the end of Moonshine Motel.
- Behind indicates a position at the back of something.

Examples:

- o Rwanda National Police headquarters are behind the American Embassy.
- You will see the museum behind the gym.
- 'In front of' indicates a position directly ahead of something.

Examples

- o You will see a swimming pool in front of a green building.
- The tourist van is parked in front of a grocery store.

✓ Preposition of direction

Along describes movement / position parallel to the length of something.

Examples:

- We walked along the river.
- There are beautiful wildflowers along the hiking trail.

- **♣ Down** indicates movement from a higher to a lower position Examples
 - Walk down Umucyo Street for about 50 meters and you will see the handicraft shop on your right.
 - o Drive down KN3 Road, and you will see RSSB headquarters on your left.
- Past describes movement beyond or to the other side of something.
 Examples:
 - o Drive past the supermarket, and you will see the hotel on your left.
 - o To get to the art gallery, walk past Total Gas Station and take the first right.
- Towards shows movement in the direction of something.
 - We are walking towards the park.
 - o Walk towards the shoe shop for about 100 meters.
 - o Drive towards the bakery, and you will see the gym on your right.



Activity 2: Guided Practice



Study the script of a conversation between a tourist and a guide and fill in the gaps with expression from the box provided in task 10. Match letters with relevant numbers.

- a. Until you reach the intersection
- b. Take the second exit onto
- c. Understand the directions
- d. Take the first right turn
- e. Need to get to
- f. On my right
- g. Will be right there
- h. Turn right onto
- i. To the roundabout
- j. Not too far from

Tourist: Excuse me, hello!

Guide: Hello! How can I help you?

Tourist: I'm a tourist visiting Kigali, and I (1) Ivuka Arts Park from my hotel. I'm

staying at the Kigali Marriott Hotel on KG 7 Avenue.

Guide: Ah, no problem, I can guide you there. The Kigali Marriott is (2) Ivuka Arts Park.

Tourist: Great, thank you.

Guide: Okay, here are the directions. First, you'll want to exit the hotel and (3) KG 7 Avenue. Walk straight for about 500 meters (4) with KN 3 Road. There's a large roundabout at that corner.

Tourist: Got it, go right on KG 7 Avenue, then straight for 500 meters (5) at KN 3 Road. Guide: Exactly. Once you're at that roundabout, you'll want to (6) KN 3 Road. Walk along KN 3 Road for about 1 kilometer, and you'll see the Kigali Convention Centre on your left.

Tourist: Second exit at the roundabout onto KN 3 Road, walk 1 kilometer, then the Convention Centre on the left.

Guide: Correct. After you pass the Convention Centre, (7) That's KG 624 Street. Follow KG 624 Street for about 800 meters, and you'll see Ivuka Arts Park on your right.

Tourist: I see, so right on KG 624 Street after the Convention Centre, follow that for 800 meters, and Ivuka Arts Park will be (8)

Guide: You got it! The entrance to Ivuka Arts Park (9) Let me know if you need any other details or have additional questions.

Tourist: No, I think I (10) now. Thank you so much for your help!

Guide: You are very welcome. Enjoy your visit to Ivuka Arts Park!





Practice asking for and giving directions by using the information from the map below:

- 1. **Students A:** You are at Gorillas and Wildlife Tours and want to get to Coffee Roaster. Ask Student B to give you directions.
- 2. **Students B:** You are at Amata n'Ubuki Hotel and want to get to Rwanda Travel. Ask student A to give you directions.

Use appropriate prepositions and expressions from Key Facts and relevant landmark from the map in task 11

Observe the map of Kigali below and create a skit following information from Activity 3.

After creating the dialogue, you will take turns acting out your roles.



⁵ https://cirht.med.umich.edu/kigali-siteseeing/



Read the following scenario about a reservationist called Ntamwete and advise him on how to properly handle reservations and interact with people on the phone. / 5 marks

Ntamwete is an employee at Volcano Trekking Tours in Rwanda. His job is to take reservations for people wanting to hike Mount Buranga. However, Ntamwete does not do his job well. He is disorganized, losing important paperwork and failing to properly record customer requests. When people call with questions, he is rude to them. If they ask follow-up questions, he often ignores them or hangs up. Ntamwete's poor work ethic has caused Volcano Trekking Company to lose many potential customers. Numerous people have cancelled reservations and filed complaints about his unprofessional behavior.

Tools needed for self-assessment: Pen and paper



Points to Remember

These are the key learning points from all activities in this learning outcome.

Recording the customer:

To record the customer effectively, a reservationist is expected to

- ✓ address guests in English using words and phrases related to reservation/booking
- ✓ provide the guest with relevant information about the company in English
- ✓ record the customer's details accurately
- ✓ respond to the customer's special requests by using polite language
- ✓ confirm the recorded information with the customer

• Applying telephoning etiquette:

A reservationist handling phone calls in English needs skills in

- √ initiating calls
- ✓ responding to calls with courtesy
- ✓ maintaining calls using appropriate expressions
- ✓ ending calls by using polite language

• Giving directions:

To give effective directions, a guide needs accurate words and phrases.



- 1. Fill in and complete the self-reflection table below to assess your level of knowledge, skills and attitudes after covering this unit.
- 2. There are no right or wrong ways to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
- 3. Think about yourself:
 - a. Do you think you have the knowledge, skills or attitudes to do the task?
 - b. How well?
 - c. Read the statements across the top. Put a check (**v**) in a column that best represents your level of knowledge, skills and attitudes.

My 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.
Useful expressions used to handle bookings and reservations					
Useful expressions used to take and make phone calls					
Words and phrases used to give directions					
Handle bookings and reservations					
Deal with incoming and outgoing calls					
Ask for directions properly					

My 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.
Give directions using appropriate language					
Be communicative					
Be polite to the guests					

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

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

UNIT 2: INTERPRET TOURISM ATTRACTIONS.



Unit summary

This unit provides you with the knowledge, skills and attitudes required to interpret tourism attractions, a skill needed in Professional English for Tourism. It covers the explanation of safety, rules, and etiquette during debriefing, showing places of interest, and requesting and giving travel advice.

Self-Assessment: Unit 2

- 1. Observe the illustration above and answer the following questions
 - a. What does the illustration show?
 - b. How many people do you see in the illustration?
 - c. Who do you think they are?
 - d. What do you think they are doing?
 - e. What do you think will be topics to be covered under this unit based on the illustration?
 - 2. Fill in the self-assessment below.
 - 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 column that best represents your level of knowledge, skills and attitudes.
 - d. At the end of this unit, you will assess yourself again.

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify the language					
used to explain safety,					
rules, and etiquette					
Explain safety, rules,					
and etiquette by using					
formal language					
Address guests politely					
Identify words and					
phrases used to show					
places of interest					
Show places of interest					
by using formal					
language					

My 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.
Be professional					
Identify the language					
used to give travel					
advice					
Give appropriate travel					
advice depending on					
the situation					
Be courteous					



Key Competencies

K	Knowledge		cills	Attitudes		
1.	Identify the language used to explain safety, rules, and etiquette	1.	Explaining safety, rules, and etiquette by using formal language	1.	Address guests politely	
2.	Identify words and phrases used to show places of interest	2.	Show places of interest by using formal language	2.	Be professional	
3.	Identify the language used to give travel advice	3.	Give appropriate travel advice depending on the situation	3.	Be courteous	





Discuss the qualities that a good tour guide should have. After the discussion, share your findings with the rest of the class.

Topic 2.1: Explaining safety, rules, and etiquette during debriefing



Activity 1: Problem-Solving



Scenario

Rugwiro is a tour guide at Explore Rwanda Tours. In his job, he is expected to prioritize the safety and enjoyment of a group of tourists during an excursion to Volcanoes National Park while following established safety procedures, rules, and etiquette. Before departure, Marc must conduct a comprehensive safety briefing, ensuring that all participants are aware of emergency procedures and equipped with necessary information regarding park regulations and etiquette, such as staying on designated trails and respecting wildlife. Marc is further tasked with effectively communicating these safety procedures, rules, and etiquette guidelines using appropriate language that is clear and understandable to all participants, including those with varying levels of language proficiency. Throughout the tour, Marc is responsible for maintaining clear communication with the group, constantly monitoring weather conditions, and being prepared to make timely adjustments to the itinerary to ensure the safety of his guests. Additionally, Marc must enforce park rules and etiquette, reminding participants to refrain from littering, maintain appropriate distances from wildlife, and adhere to any restrictions imposed by park authorities. With his expertise and professionalism, Marc is expected to provide a memorable and secure experience for all participants while upholding the highest standards of safety, respect, and etiquette in Volcanoes National Park.

Discuss the following question and be prepared to share your answers with the rest of the class

Propose the appropriate expressions that Rugwiro should use while doing the following:

- 1. Communicate rules governing the tour (2 examples)
- 2. Explain safety procedures (2 examples)
- 3. Explain etiquette and custom (2 examples)

Key Facts 2.1a: Explaining safety, rules, and etiquette during debriefing

• Useful phrases for safety, rules and etiquette

√ Key vocabulary⁶

- **Etiquette**: the code of ethical behavior regarding professional practice or action among the members of a profession in their dealings with each other.
- **Custom**: a habitual practice; the usual way of acting in given circumstances

Safety procedures

- ✓ In case of an emergency, please remain calm and follow my instructions.
- ✓ If we encounter inclement weather, we'll seek shelter and wait until conditions improve.
- ✓ It is important to stay together as a group to ensure everyone's safety.
- ✓ Please be mindful of your surroundings and watch out for any potential hazards.
- ✓ When hiking, stay on designated trails to avoid getting lost or injured.
- ✓ If you need assistance or have any concerns, don't hesitate to let me know.
- ✓ Make sure to drink plenty of water and stay hydrated throughout the tour.
- ✓ When interacting with wildlife, maintain a safe distance and avoid feeding or approaching them.
- ✓ Always wear appropriate footwear and clothing for the terrain and weather conditions.
- ✓ Remember to listen carefully to any safety instructions and follow them accordingly.
- ✓ Remember to stay hydrated and take breaks as needed during the tour.

• Etiquette

- ✓ Please refrain from littering and dispose of any trash in designated bins.
- ✓ Respect the local culture and customs by dressing modestly and appropriately.
- ✓ Be mindful of noise levels to avoid disturbing other visitors or wildlife.
- ✓ Ask for permission before taking photographs of locals or culturally sensitive areas.
- ✓ Keep your group size manageable and avoid overcrowding at popular attractions.
- ✓ Respect personal space and be considerate of others' privacy.
- ✓ Avoid using flash photography in dimly lit areas or where it may disturb wildlife.
- ✓ Remember to leave only footprints and take only memories as you explore.

⁶ <u>https://www.dictionary.com/</u>

Rule for tourists

- ✓ It is important to adhere to the designated trails and paths at all times.
- ✓ Please refrain from touching or disturbing any wildlife you encounter.
- ✓ Respect the boundaries and restrictions set by park authorities.
- ✓ Stay within designated areas and avoid straying off the designated route.
- ✓ Follow any posted signs or instructions provided by park staff.
- ✓ Keep noise levels to a minimum to avoid disturbing wildlife and other visitors.
- ✓ No smoking or littering is permitted within the park premises.
- ✓ Please be mindful of your belongings and secure them properly at all times.
- ✓ When interacting with locals, greet them politely and show appreciation for their hospitality.

Language focus

Study the following rules and regulations by Akagera national park, ⁷with a focus on the words in bold.

- ✓ You must present all necessary travel documents at Akagera National Park entry point
- ✓ Firearms are prohibited in the park
- ✓ Pets are not allowed in the park
- ✓ The park opens for day visitors at 6 a.m. and closes at 6 p.m.
- ✓ Avoid making motor horns in the park
- ✓ **Drivers are strictly ordered** to drive below 40km/h
- ✓ **Visitors are cautioned** to remain in a vehicle while in the park
- ✓ Littering in the park is now allowed
- ✓ Please avoid feeding animals
- ✓ You are cautioned from plucking leaves, or flowers or uprooting plants in the park
- Some of the structures used to communicate safety procedures, rules and custom
 - ✓ Modal verbs: You must present all necessary travel documents.
 - ✓ Passive voice:
 - Firearms are prohibited.
 - ♣ Visitors are cautioned to remain in a vehicle ...
 - ✓ Gerund: Littering in the park is now allowed.
 - ✓ **Imperative**: **Avoid** making motor horns in the park.
 - ✓ Polite request: Please avoid feeding animals.

⁷ https://www.akageranationalpark.net/information/akagera-national-park-rules-and-regulations/





Observe these images and do activities in task 13



Figure 2: Volcano national park

Figure 3: Volcano national park

- a. After observing the first image, propose 3 safety procedure that people in the image should follow.
- b. Based on the second image, write 3 rules that tourists are expected to comply with. Include what tourists should when interacting with people near the park as well as do's and don'ts about the environment around and in the park.





Decide on a tourism attraction apart from well-known national parks in Rwanda. Develop a set of safety procedure, (5), etiquette (5), and rules (5) that tourists are expected to follow. Use expressions and language structure presents in key facts. Focus on the following:

- a. Do's and don'ts
- b. What to carry
- c. What to wear
- d. When to enter and exit the park

You can use expressions and structure presented in key facts.

⁸ https://www.nyungweforestnationalpark.org/nyungwe-national-park-fees-residents/

Topic 2.2: Showing places of interest



Activity 1: Problem Solving



Rwema, an experienced guide with Explore Rwanda Tours, is tasked with leading a group of travelers through its captivating trails. Rwema's responsibilities entail not only providing insightful commentary on the park's biodiversity but also using appropriate descriptive language to paint vivid images of the beautiful landscapes and rare species of birds they encounter. He must navigate dense undergrowth and challenging terrain, ensuring the group's safety while fostering an appreciation for Nyungwe's natural wonders through captivating storytelling. He is expected to lead tourists to interesting places in the forest to make their tour memorable.

Propose examples of words and phrases that Mark should use to ...

- 1. describe tourist attractions in Nyungwe;
- 2. suggest interesting places to visit; and
- 3. guide the tourists to interesting places.

Key Facts 2.2: Showing Places of Interest

- Showing places and interest using various expressions
 - ✓ Useful expressions used to introduce and describe tourist attractions
 - Welcome to [attraction], a captivating destination renowned for...
 - Discover the hidden treasures of [attraction], where...
 - Embark on an unforgettable journey through the iconic landmarks of...
 - immerse yourself in the rich cultural heritage of...
 - Experience the vibrant atmosphere and lively energy of...
 - Contemplate the natural wonders and awe-inspiring
 - Prepare to be impressed by the...
 - Let your senses come alive as you behold the majestic sight of...
 - Marvel at the natural beauty that unfolds before your eyes.
 - As we approach, take in the breathtaking view of...

- Notice the serene atmosphere surrounding this hidden gem.
- **♣** Take a moment to appreciate the landscape of...
- Witness the awe-inspiring spectacle of...
- **Experience** the vibrant colors of....
- You will be amazed by the...
- You will not want to miss the opportunity to see...

✓ Useful expressions used to provide explanations about a of interest

- This place is renowned for its...
- One of the highlights here is...
- This spot offers breathtaking views of...
- It is known for its unique...
- It is famous for its...
- Visitors are often amazed/ captivated by the...
- ♣ You will find plenty of [attraction] here, including...
- This place is a must-see because of its...
- ♣ This attraction is a must-see for anyone visiting... because ...
- One of the highlights of [destination] is...
- You will find plenty to see and do at...

✓ Some useful phrases that can be used to ask tourist questions:

- Could you please provide some more information about...?
- I am curious to learn more about...
- Would you mind sharing your thoughts on...?
- Can you tell me a bit about...?
- ♣ I would love to hear your perspective on...
- Could you elaborate on...?
- Do you have any insights into...?
- I am interested in knowing more about...
- Could you shed some light on...?
- Would you be willing to share your experiences with...?

✓ Useful phrase that can be used to respond to tourist questions:

Of course, let me provide you with that information...

- ♣ I would be happy to answer any questions you have about...
- Absolutely, feel free to ask me anything regarding...
- ♣ I am here to help! What would you like to know about...?
- **♣** Sure, I can provide some insights into...
- ♣ That is a great question! Here is what I can tell you about...
- Let me give you some details on that...
- ♣ I am more than happy to assist you with your inquiry about...

✓ Introducing/describing a tourist attraction

Imperative:

- Welcome to ...
- o **Discover** the hidden treasures of ...

Statements

- o You will be amazed by the...
- o You will not want to miss the opportunity to see...

✓ Polite request for information about a tourism attraction

Modal verbs

- o Could you please give me some information about ...?
- O Would you mind sharing your thoughts on...?
- o Can you tell me a bit about...?

✓ Indirect questions:

- I wanted to ask you if you have some information about the appropriate outfit.
- I was wondering if you could have some advice concerning travel options.

✓ Reply to a request

Adverbs

- Absolutely
- Sure
- Of course

Complete statements

- I will be happy to help.
- I am here to help.
- I would be happy to answer any queries.





Study the dialogue between a tourist and a guide in task 13 and fill in missing information. Use vivid descriptive words and phrases to arouse the tourist interest and make him/her eager to visit Rwanda's national parks.

Tourist: Excuse me, could you please tell me a bit about the major national parks here in Rwanda? I am very interested in visiting them on my trip. Guide: Absolutely, Rwanda has some truly spectacular national parks that showcase the country's incredible biodiversity. Let me start with Akagera National Park in the east. **Tourist**: That sounds marvelous. And what about Nyungwe National Park? **Guide**: Ah, Nyungwe is an old, thick rainforest high up in the mountains that will enchant you. Tourist: I would love to see the mountain gorillas! And what can you tell me about Volcano National Park? **Guide**: Volcanoes National Park is truly a once-in-a-lifetime experience.

Tourist: Those all sound like such incredible destinations. I can't wait to explore the diversity
of Rwanda's natural wonders! Please let me know if you can recommend any tour packages.
Guide: Certainly,





Thank about a place that you think might be interesting to visit. Write on paragraph about it. Use specific words and expressions that make readers interested in that place. You can use examples from "Key Facts" but you are free to use any other words and expressions that makes your description appealing. Your description should include aspects such as the following:

- a. Its geographical location
- b. Its historical background (If applicable)
- c. Its spatial description
- d. Its unique qualities

Topic 2.3: Requesting and giving travel advice



Activity 1: Problem Solving



Read the following conversation between tourists and tour guide and do the activity proposed in task 18

Sophie: Good morning, everyone! I'm Sophie, and I'll be your tour guide for today's exploration of Kigali. Before we begin our adventure, I'd like to understand your interests and preferences a bit better, as well as any specific travel, hotel or tourism needs you may have. That way, I can tailor our itinerary and provide recommendations to ensure you have the most enriching experience possible.

Tourist 1: Good morning, Sophie. I'm really interested in trying local Rwandan cuisine. Could you recommend a good place for that, as well as any special food tours or cooking classes? Sophie: Certainly! For an authentic taste of Rwandan flavors, I highly recommend joining the Kimironko Market food tour, where you can sample a variety of delicious foods from local vendors. They also offer hands-on cooking classes to learn how to prepare traditional dishes like isambaza and brochette.

Tourist 2: That sounds delicious! I'm also keen on learning more about Rwanda's history, particularly the genocide. Do you have any recommendations for museums or memorials focused on that? And are there any special guided tours available?

Sophie: Of course. The Kigali Genocide Memorial is a must-visit destination for understanding this tragic chapter of Rwandan history. They offer powerful exhibits and guided tours that provide in-depth historical context and insights. I would be happy to arrange for a knowledgeable local guide to accompany us and share their personal perspectives.

Tourist 3: I'm always eager to immerse myself in local cultures. Can you suggest an area where we can experience the vibrant Rwandan way of life? And are there any specific cultural experiences or home visits we could arrange?

Sophie: Absolutely! The Nyamirambo neighborhood is the perfect place to explore the rich cultural variety of Kigali. You'll find colorful street art, lively markets, and friendly locals going about their daily routines. We can arrange for a local guide to take us on a walking tour, and even coordinate a home visit or homestay with a traditional Rwandan family.

Tourist 4: Those all sound like amazing experiences. We're also looking for hotel recommendations in safe areas convenient for sightseeing. Any suggestions for nice, midrange hotels?

Sophie: Certainly! The Kigali Serena Hotel is an excellent mid-range option. It's centrally located in a safe area, with great amenities and close proximity to top sites like the Kigali City Tower Pele Stadium. They offer comfortable rooms and helpful staff to ensure a pleasant stay.

Re-read the conversation in activity 1, and identify the following information:

- 1. Words. Phrases and sentences used to request for advice
- 2. Words, phrases and sentence used to give advice, make recommendations/suggestions

Key Facts 2.3: requesting and giving travel advice

Some useful expressions used to ask for travel advice

- ✓ Can you recommend…?
- ✓ Do you have any tips for...?
- ✓ Could you advise me on...?
- ✓ What would you suggest for...?
- ✓ Could you help me decide...?
- ✓ Could you give me some tips for traveling to...?
- ✓ What are the must-see attractions in...?
- ✓ Do you know of any good restaurants/hotels/activities in...?
- ✓ I am interested in exploring [specific interest]. Any recommendations?
- ✓ Can you help me plan my itinerary for...?
- ✓ Do you have any recommendations for...?
- ✓ I am planning a trip to [destination]. Can you offer any advice on...?
- ✓ Do you know any good places for...?
- ✓ Can you give me some guidance on...?
- ✓ I would appreciate some advice about...
- ✓ I am wondering where to find...
- ✓ I am looking for suggestions on things to do in...

✓ I would appreciate any advice you have for traveling to...

• Giving travel Advice

- ✓ I highly recommend...
- ✓ For a taste of local culture, I suggest...
- ✓ If you are interested in..., I suggest...
- ✓ If you are interested in..., I'd recommend...
- ✓ A must-see attraction is...
- ✓ You will be captivated by...
- ✓ You do not want to miss ...
- ✓ To learn more about..., I recommend visiting...
- ✓ For a memorable experience, consider visiting...
- ✓ For a unique experience, try...
- ✓ If you are looking for..., I would suggest...
- ✓ Do not forget to explore...
- ✓ You might want to consider...
- ✓ It is worth checking out...
- ✓ Have you thought about...?
- ✓ One option could be...
- ✓ I recommend exploring...
- ✓ You could also visit...





Study the following skit of a conversation between two tourists and tour guide and do the activity under task 19

Tourists: Hi, we are excited to be visiting Rwanda and would love your suggestions on the best places to see and experience the culture.

best places to see and experience the culture.
Tour Guide : Absolutely, Rwanda has so much to offer. Let me start with the La Palisse
Nyamata Hotel in Bugesera District.
Tourist 1 : Yes, we definitely want to go there. We are wondering where to find a historical
museum.
Tour Guide:
Tourist 2: That sounds fascinating. Are there any opportunities to see some of Rwanda's
renowned wildlife?
Tour Guide:
Tourist 1: Wonderful! We are also very interested in trying authentic Rwandan cuisine
during our stay.
Tour Guide:
Tourist 2: Those sound delicious. Any fun recreation spots you would suggest?
Tour Guide:
Tourists: This is all such great information. We're so excited to explore all these places
during our Rwandan adventure. Thank you!
Complete the conversation above with missing information in groups of three and act it ou
in front of the class





Study the following landmarks and do the activity in task 20.







10

Figure 5: Muhazi beach resort



Figure 6: Rwanda cultural tour Figure

Create a skit about the pictures above. One member will be a tourist and the other a tour guide. The tourist will request for travel and tourism advice, and the tour guide will provide answers and make recommendations about places to visit with supporting reasons where necessary. Use expressions proposed in Key Facts above. You can also come up with your own expressions.

⁹ https://www.safarisrwandasafari.com/information/tourist-attractions-and-activities-in-kigali-city/

¹⁰ https://en.wikipedia.org/wiki/Eastern Province, Rwanda#/media/File:Muhazi beach Resort.jpg

¹¹ https://www.dekstours.com/rwanda-safaris/kings-palace-museum/



In groups of 5 people, find a tourism attraction that you think tourists should visit. Produce a brief document comprising the following information (15 marks in total)

- safety procedures (3) , etiquette and custom rules (3) that tourists should abide by. /5
 marks
- 2. A brief description of the tourist attraction / 5 marks
- Guidance on where tourist can find restaurants, accommodation, leisure activities / 5
 marks

N.B:

- You can use picture and maps if you need to.
- Use works and expressions from relevant Key Facts.
- You will submit a written copy of your work and present it to the class for feedback.



Points to Remember

Skills needed to interpret tourism attraction include ...

- explaining safety, rules, and etiquette using appropriate English expressions;
- explaining tourism attractions by using accurate and descriptive words and phrases;
- giving appropriate advice depending on the situation; and
- demonstrating empathy and courtesy while dealing with tourists



- 1. Fill in and complete the self-reflection table below to assess your level of knowledge, skills and attitudes after covering this unit.
- 2. There are no right or wrong ways to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
- 3. Think about yourself:
 - a. Do you think you have the knowledge, skills or attitudes to do the task?
 - b. How well?
 - c. Read the statements across the top. Put a check (**v**) in a column that best represents your level of knowledge, skills and attitudes.

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify the language used to explain safety, rules, and etiquette					
Explain safety, rules, and etiquette by using formal language					
Address guests politely					
Identify words and phrases used to show places of interest					

My 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.
Show places of interest by using formal language Be professional					
Identify the language used to give travel advice					
Give appropriate travel advice depending on the situation					
Be courteous					

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

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

UNIT 3: DEAL WITH TOURISTS' FEEDBACK AND REPORT TOUR.



Unit summary

This unit provides you with the knowledge, skills and attitudes required to Deal with tourists' feedback and report tour in order to Apply professional English for tourism. It covers the following topics: handling customer feedback, responding to emails and letters, and writing a tour report.

Self-Assessment: Unit 3

- 1. Look at the unit illustration in your Trainee's Manuals and discuss the following questions:
 - a. What does the illustration show?
 - b. What do you think will be topics to be covered under this unit based on the illustration?
- 2. Fill in the self-assessment below.
 - 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 column that best represents your level of knowledge, skills and attitudes.

d. At the end of this unit, you will assess yourself again.

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify appropriate					
expressions used to					
give feedback					
Properly respond to					
tourists' feedback					
according to effective					
communicative					
language.					
Be empathetic when					
handling customers					
complaints					
Describe email writing					
etiquette					

My 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.
Write effective emails					
and letters based on					
writing techniques.					
Be professional					
Describe the structure					
and content of a tour					
report					
Produce an effective					
report on a conducted					
tour based on the					
reporting techniques.					
Be expressive					



	Knowledge		Skills		Attitudes
1.	Identify appropriate	1.	Properly respond to tourists'	1.	Be empathetic
	expressions used to give		feedback according to		when handling
	feedback		effective communicative		customers
			language.		complaints
2.	Describe email writing	2.	Write effective emails and	2.	Be professional
	etiquette		letters based on writing		
			techniques.		
3.	Explain the structure and	3.	Produce an effective report	3.	Be expressive
	content of a tour report		on a conducted tour based on		
			the reporting techniques.		



Discovery activity:



Discuss what a tourism company manager should do about a complaint from a customer?

Topic 3.1: Handling verbal Customer feedback



Activity 1: Problem Solving



A tourist named John booked a 7-day luxurious tour package with Explore Tours Company for his vacation in Rwanda. However, he faced multiple issues: delayed airport transport, downgraded hotel accommodations, and unprofessional guides with poor English skills. The promised exclusive access to sites was not delivered, and several key attractions were skipped due to time constraints. Additionally, optional activities were not provided, and customer service was unresponsive. John found himself constantly dealing with delays, poor coordination, and unmet promises, leading to a disappointing experience. He submitted a complaint seeking a partial refund and an official apology for the inadequate service.

Assume you are the manager of Explore Tours Company. What would you do about the complaint in activity 1?

Key Facts 3.1a: Useful Expressions Used in Verbal Complaints

• Opening the complaint:

- ✓ I am calling/speaking with you today because I have an issue/problem with...
- ✓ I am afraid I have a complaint regarding...
- ✓ I must bring something to your attention...

Stating the problem:

- ✓ The problem is...
- ✓ The issue I am having is...
- ✓ I am dissatisfied with...
- ✓ I am unhappy about...

Providing details:

- ✓ Specifically, what happened was...
- ✓ Let me explain the situation...
- ✓ The circumstances are as follows...
- ✓ To give you some background...

• Expressing dissatisfaction:

- ✓ I find this situation to be unsatisfactory...
- ✓ I am quite disappointed/frustrated/upset about...
- ✓ This has caused me a great deal of inconvenience...

• Requesting a resolution:

- ✓ I would like this matter to be resolved by...
- ✓ I expect you to take action to...
- ✓ What I need from you is...
- ✓ How do you propose to rectify this?

• Showing urgency:

- ✓ This needs to be addressed immediately...
- ✓ I need this issue to be given top priority...
- ✓ This matter requires your prompt attention...
- ✓ I cannot accept any further delays...

• Maintaining professionalism:

- ✓ I appreciate your understanding and cooperation...
- ✓ I am sure we can find a reasonable solution...
- ✓ I look forward to your prompt response on this...
- ✓ Thank you in advance for your assistance...

Verbal apology

✓ Expressing Regret:

- ♣I am so sorry about the delay in your tour.
- ♣Please accept my sincere apologies for the inconvenience.
- ■We regret that your experience didn't meet expectations.

✓ Acknowledging Responsibility:

- It was our mistake that the tour ran overtime.
- ♣The delay was due to poor planning on our part.
- ♣We take full responsibility for the situation.

✓ Explaining the Situation:

- ♣There was heavy traffic that day which caused delays.
- 4An unexpected event occurred which set us behind schedule.

♣The tour guide miscalculated the timing of the stops.

✓ Offering Compensation:

- ♣To make it up to you, we would like to offer a 25% refund.
- ♣Please allow us to give you a voucher for a free tour.
- ■We can compensate you with a discount on your next booking.

✓ Promising Improvement:

- ♣We are reviewing our procedures to prevent delays in the future.
- ♣This experience will help us improve tour planning and timing.
- ♣We will ensure our guides receive additional training.

✓ Closing Remarks:

- **♣**We value your business and hope to regain your trust.
- ♣Thank you for bringing this to our attention.
- ♣Please let us know if there's anything else we can do

• Sample dialogue with complaints and apology

Tourist (Mark): Good morning, I'd like to speak with the manager regarding my recent tour experience with your company.

Manager: Good morning, Sir. I'm the manager. How can I assist you?

Mark: I'm afraid my experience with your services was extremely disappointing. The tourist attractions you recommended were overcrowded, the hotel you booked had inadequate facilities, and the restaurants you suggested had unhealthy food and poor service.

Manager: I'm deeply sorry to hear that, Mr...?

Mark: Mark. Mark Mugabo.

Manager: Mr. Mugabo, please accept my sincere apologies for the poor quality of services you received. We clearly failed to meet our usual standards, and that is unacceptable.

Mark: That's not all. Your team's lack of organization and punctuality was frustrating. They were often late for pickups and seemed disinterested in addressing our concerns. One of your guides was even rude to my family.

Manager: You have my deepest regrets, Mr. Mugabo. Such lapses in organization, timeliness, and professionalism are inexcusable. I assure you that we will investigate and address these issues immediately.

Mark: I certainly hope so. This experience has left a sour taste, and I'm reconsidering any future business with your company.

Manager: I understand your disappointment, and I take full responsibility for the failures in our service. Please allow me to make amends by offering you a complimentary tour package for your next visit, where I will personally oversee every detail to ensure you have a truly memorable experience.

Mark: That's a generous offer, but I'll need some time to consider it.

Manager: Of course, I understand. Regardless, I want to thank you for bringing these issues to our attention. Feedback like yours is invaluable in helping us identify areas for improvement and maintain the high standards our customers expect and deserve.

Mark: Well, I appreciate your willingness to make things right.

Manager: Absolutely, Mr. Mugabo. We value your business with us and hope to have the opportunity to restore your confidence in our services. Please feel free to reach out to me directly should you have any further concerns or if you decide to give us another chance.

Mark: Thank you. I'll keep that in mind.

Manager: Have a wonderful rest of your day, Mr. Mugabo.

- Structure of polite expressions used to apologize
 - ✓ I would like to + action
 - **Example:** I would like to express my sincere apology for ...
 - ✓ Please + request
 - **Example:** Please accept our sincere apologies for ...
 - ✓ Use of first person to express commitment in apologies
 - I am so sorry about the delay in your tour.
 - We will ensure our guides receive additional training.
 - This experience will help us improve tour planning and timing.
 - It was our mistake that the tour ran overtime.





Situation:

A tourist has just returned from a safari tour in Rwanda. Unfortunately, he encountered several issues during the tour, and decided to voice his complaints to the tour operator. The tour operator's responses are represented by the blanks. Replace the blanks with what you think would be an appropriate response to the tourist's complaint. Use some of the expressions proposed in Key Facts.

Tourist: "I am really disappointed with the safari tour we booked. The accommodations were substandard, and the rooms were dirty and poorly maintained.

TOUR OPERATOR:
Tourist: "The safari vehicles we used were old and uncomfortable. The seats were worn out,
and the air conditioning didn't work properly, making the rides unbearable in the heat.
TOUR OPERATOR:
Tourist: "Our TOUR OPERATOR seemed to have limited knowledge about the wildlife and the
local culture. Many of our questions went unanswered, and we felt like we missed out on
valuable information.
TOUR OPERATOR:
Tourist: "The itinerary was poorly planned, and we spent too much time traveling between
destinations, leaving us exhausted and unable to fully enjoy the experiences.
TOUR OPERATOR:
Tourist: "We were promised opportunities to interact with local communities, but those
experiences were rushed and felt inauthentic.
TOUR OPERATOR:

Tourist: "The meals provided during the tour were often repetitive and lacked variety. As vegetarians, we had very limited options, and the quality of the food was mediocre at best. TOUR OPERATOR: --

Tourist: "Overall, the tour fell short of our expectations, and we feel that we did not receive value for our money.

TOUR OPERATOR------



Activity 3: Application



Scenario: You are a tourist visiting Rwanda, and you have booked a safari tour with a local tour company. However, during the tour, you encountered several issues that left you dissatisfied with the service provided.

Activity:

- 1. Identify the specific issues you encountered during the safari tour. For example, the tour guide was not knowledgeable about tour sites, the transportation was uncomfortable, or the accommodations were inadequate.
- 2. Prepare your complaint by organizing your thoughts and concerns. Consider the following points:
- 3. Provide a brief introduction, explaining that you are a tourist who booked a safari tour with their company.
- 4. Clearly state the issues you encountered, providing specific examples and details.
- 5. Explain how these issues negatively impacted your experience and expectations.
- 6. Remain polite and respectful while expressing your dissatisfaction.
- 7. Role-play the situation with a partner. One person will act as the tourist (you), and the other will play the role of the tour company representative.
- 8. As the tourist, present your complaint orally to the tour company representative. Use appropriate language, tone, and body language to convey your concerns effectively.
- 9. The tour company representative should listen attentively and respond appropriately, acknowledging the issues and offering potential solutions or compensation.

Topic 3.2: Responding to written complaints: Emails and letters.



Activity 1: Problem Solving



Scenario 1: Complaint through email

From: Micheal Carpenter

To: touroperator@gmail.com

Subject: Feedback on Recent Tour Experience

Dear Explore Tours,

I am writing to express my dissatisfaction at the tour package I recently took with your company. While there were some positive aspects, I'm afraid there were also several issues that negatively impacted my overall experience.

To begin with, our tour guide, [Guide's Name], arrived 45 minutes late to our scheduled meeting point, causing significant delays to our itinerary from the outset. When he arrived, his attitude was rude and dismissive, which set an unpleasant tone for the entire tour.

The sights and locations we visited differed from what was described in the tour information, with less appealing destinations substituted instead of the highlights I had expected to see. The tour also ended up being shorter than originally stated by a couple of hours, without a clear explanation provided.

During our lunch break, the guide was unable to secure restaurant reservations as promised, which led to us spending unnecessary time searching for a place to eat and further disrupting our schedule.

Upon returning to the hotel, our room lacked functioning air conditioning and hot water, contrary to the listed amenities. The promised room service was also unavailable during our stay.

While I understand hiccups can occur, the accumulation of these issues fell short of the quality experience your company advertises. I would greatly appreciate if you could review this

feedback and provide a partial refund or discount on a future tour to make up for the inconveniences faced.

Thank you for your understanding. I look forward to your response and hopefully a more positive experience the next time I book with Explore Tours.

Best regards,

[Your Name]

Examine the complaint in scenario 1, identify problems you need to address as tour operators, and propose a solution for each problem identified.

Key Facts 3.2: Responding to written complaints: Emails and letters

- Structure of a Written Complaint (Letter of complaint:)
 - ✓ Structure and useful phrases
 - **Sender's Contact Information:**
 - o Your full name
 - Address
 - o Phone number
 - Email address
 - Date:
 - o Date the letter is written (e.g., June 15, 2024)
 - Recipient's Contact Information:
 - Name of the person/company you are writing to
 - o Title
 - Company name
 - Address
 - Subject Line:
 - A brief description (e.g., Re: Complaint about [issue/product/service])
 - Opening Salutation:
 - Dear Mr./Ms. [Last Name],
 - ✓ Body of the letter
 - Introductory paragraph: Purpose of the Letter:
 - o I am writing to express my dissatisfaction with...
 - o I wish to lodge a formal complaint regarding.

Details of the Complaint:

- On [date], I experienced/purchased...
- The issue I encountered was...
- o Specifically, the problem involved...

Consequences Faced:

- As a result of this issue, I have suffered [losses/inconvenience/etc.]
- This has caused me [describe the impact]

Expected Resolution:

- To resolve this matter, I would expect [your demands]
- o I hope you will [action you want taken] to rectify this situation.

Stipulate Timeline:

- I would appreciate your response within [x] days/by [date].
- Please let me know your proposed solution by [date].

Closing Salutation:

- o Thank you for your attention to this matter.
- I look forward to your prompt response.
- Sincerely,

Your Name

Tips and phrases used to write a letter of apology¹²

✓ Opening greeting: Start with a polite greeting, addressing the recipient by their appropriate name or title.

Examples:

- Dear [Customer's Name],
- o Dear Valued Customer,

✓ Thank the customer for bringing the matter to your attention

Examples

- o Thank you for bringing this matter to our attention
- o Thank you for bringing this issue to our attention.
- We appreciate you taking the time to inform us about this matter.

¹² Adapted from Strutt (2003)

✓ Apologize (Acknowledge the wrong done): Clearly state what you are apologizing for, taking responsibility for your actions or words without making excuses or blaming others.

Examples:

- On behalf of [add institution/company], I would like to apologize for ...
- We apologize for ...
- Please accept our apologies for ...
- We sincerely apologize for the inconvenience caused.
- Please accept our sincere apologies for the mistake on our part.
- ✓ Express empathy; Convey your sincere regret and remorse for the wrong done and acknowledge the effect it had on the recipient or other people involved.

Examples

- We understand how frustrating this situation must have been for you.
- o We deeply regret the inconvenience caused during your recent tour with us
- We can only imagine the disappointment and frustration you must have experienced
- We are truly sorry that your expectations were not met during your time with us.
- The issues you encountered were well below our promised level of service,
 and we humbly apologize.
- Your dissatisfaction is a huge concern to us, and we cannot apologize enough for falling short.
- ✓ Explain what happened (Optional): If appropriate, you can provide a brief explanation for your actions, but avoid justifications or excuses. This step is optional and should be handled carefully.

Examples

- o It has come to our attention that [explain the issue/problem].
- We have investigated the matter and found that [provide details].
- ✓ **Take Responsibility:** Take full responsibility for your actions and the consequences that followed, without shifting blame or making excuses.

Examples

- We take full responsibility for this error.
- We failed to meet our usual high standards of service, and we sincerely apologize for that lapse.
- The discomfort and frustration you experienced were unacceptable, and we take full responsibility
- We pride ourselves on creating memorable experiences, but we clearly failed in your case. Please accept our deepest apologies.
- o The fault lies entirely with us, and we take complete accountability.
- We made mistakes in planning and execution that negatively impacted your trip, and for that, we are very sorry.
- ✓ **Say what action will be taken:** This is where you offer a solution or make amends. Depending on the situation, you may want to suggest how you plan to rectify the situation, make amends, or prevent the wrong done from happening again in the future.

Examples

- Please be assured that we will ...
- o To rectify the situation, we will [outline the steps you will take].
- As a first step, we will [specify the immediate action]. Additionally, we will [mention any long-term measures].
- Please let us make amends for the disappointments you faced while under our care.

Reiterate the importance of your relationship with the customer

- Your satisfaction in our priority
- Your satisfaction is of utmost importance to us, and we value our relationship with you.
- We truly appreciate your business and the trust you have placed in our company.

✓ Make a goodwill gesture if appropriate

Examples

- As a token of our appreciation for your understanding, we would like to offer
 you [a discount/complimentary service/refund/etc.].
- Please accept this [gift/voucher/offer] as a small gesture of goodwill from our end.
- ✓ Closing: End the letter with a formal and respectful closing, such as "Sincerely," followed by your name and signature.

Examples

Note:

The writer of a letter of apology is expected to be sincere, humble, and respectful, and avoid sarcasm, defensiveness, or minimizing the offense. The key is to take full accountability and demonstrate genuine remorse(regret) while expressing the willingness to foster good business relationships in the future.

- Key Points to Address in Your Apology Letter:
 - ✓ **Specificity**: Mention the exact nature of the complaint to show you understand the issue.
 - ✓ **Responsibility**: Take full responsibility for the problems encountered during the tour.
 - ✓ Regret and Empathy: Express genuine regret and empathy for the discomfort and inconvenience caused.
 - ✓ **Corrective Actions**: Describe the steps you are taking to rectify the situation and prevent future occurrences.
 - ✓ Compensation Offer: Offer a form of compensation to the complainant as a goodwill gesture.
 - ✓ Appreciation and Understanding: Thank the complainant for their feedback and express appreciation for their understanding and patience.





Read the following letter of complaint and fill in the gaps using phrases in the box bellow

genuinely appreciate your feedback, reviewing our processes, full responsibility for, bringing these matters to our attention, taking immediate steps to address the problems, highly value our customers, offer you a partial refund, deep regret, no excuse for these oversights, aim to provide memorable and enriching experiences

[Your Company's Name]
[Your Address]
[City, State, ZIP Code]
[Email Address]
[Phone Number]
[Date]
[Recipient's Name]
[Recipient's Address]
Dear [Recipient's Name],
On behalf of [ADD TOUR COMPANY], I am writing to extend my sincerest apologies for the
disappointing experience you had during your recent tour in Nyungwe National Forest. We
that we
acknowledge the shortcomings you encountered.
We understand that your experience did not meet your expectations, and we take
the inconvenience caused. Specifically, we are aware of the issues you
raised regarding transportation delays, guide behavior, and accommodation quality.
There is, and we deeply regret that they affected your enjoyment of the
tour. We, and we are truly sorry that we fell short in delivering
this to you.
To prevent such incidents from recurring, we are you
highlighted. We are, providing additional training for our staff, and
improving our communication channels to ensure better coordination and service delivery.

We would like to a gesture of our goodwill and commitment to making things right. Once again, we apologize for any inconvenience and disappointment you experienced. We....., as it helps us improve our services. Thank you for and for your understanding and patience. Sincerely, [Your Name] [Your Position] [Your Company's Name]





Scenario:

You recently returned from a disappointing safari tour in Akagera National park and cultural museum, organized by a local tour company. Despite your initial excitement, the tour fell short of your expectations, and you want to file a formal written complaint to the company.

- 1. Reflect on your experience and identify the specific issues or problems you encountered during the safari tour. Make notes about the details, such as poor accommodations, inadequate transportation, unprofessional guides, or any other shortcomings.
- 2. Determine the purpose of your complaint letter. Is it to seek a refund, compensation, or an explanation from the tour company? Having a clear objective will help you structure your letter effectively.
- 3. Begin drafting your complaint letter. Follow a standard business letter format, including:
- 4. Your contact information (name, address, email, phone number)
- 5. The date
- 6. The tour company's name and address
- 7. A clear subject line (e.g., "Complaint Regarding Safari Tour on [Date]")

- 8. In the body of the letter, provide a brief introduction explaining that you recently participated in their safari tour and were dissatisfied with the service provided.
- Outline the specific issues or problems you encountered during the tour, using concrete
 examples and details to support your claims. Remain factual and avoid exaggeration or
 emotional language.
- 10. Explain how these issues negatively impacted your experience and failed to meet your expectations as a customer.
- 11. Clearly state the desired resolution or action you expect from the tour company, such as a refund, compensation, or an explanation for the poor service.
- 12. End the letter politely, thanking the company for their attention and consideration, and requesting a prompt response.

Topic 3.3: Writing a tour report



Activity 1: Problem Solving



Scenario about tour reporting

Mucyo is a tour guide working for Explore Tours. He was scheduled to lead a group of 4 tourists (John, Mary, David, and Sarah) on a full-day safari at Akagera National Park. The tourists are particularly interested in seeing lions during the tour. However, due to the midday heat, lion sightings were not possible. Additionally, the tour itinerary included stops to observe other wildlife like antelopes, giraffes, elephants, and birds, as well as exploring the park's vegetation and water swamps. Unfortunately, they had a flat tire that caused a delay and impacted the scheduled lunch time. One tourist, Sarah, repeatedly insisted on visiting interesting places within the park that are not accessible by vehicle due to the rough terrain, despite Mucyo's explanations about the limitations. The group also experienced periods of rain during the tour, which reduced visibility and made animal sightings more challenging. Despite these challenges, overall, the tourists enjoyed the tour and the experience.

In groups of three, discuss the question in task 19

- 1. What key details should Mucyo include in his report?
- 2. What lessons should be noted from this tour experience?
- 3. What recommendations should Mucyo propose to the Tour Company in order to ensure tourists' positive experience in the future?

Key Facts 3.3 a: Writing a Tour report

- **Elements of Report and Phrases Used**
 - Title page
 - **Executive Summary:**
 - 🖶 In summary, ...
 - The key findings are...
 - This report examines/analyzes...
 - The primary objectives were...

✓ Introduction:

- ♣ This report provides an overview/analysis of...
- ♣ The scope of this report covers...
- ♣ The following sections will address...
- ♣ This report details the tour conducted on [date] with [tourist's name/group].
- The purpose of this report is to provide an overview of the tour given to [tourist's name/group] on [date].

✓ Main body

Description of tour:

- The tour commenced at [location] and proceeded to cover the following sites/attractions...
- Key highlights of the tour included visiting [attraction 1], [attraction 2], etc.
- Throughout the tour, the group was provided with historical/cultural information about each site.

Description of Site

- The site is located in/at...
- o The site encompasses an area of...
- o Key features of the site include...
- The terrain/landscape is characterized by...

Sequence of Events:

- o Initially, ... Subsequent to that, ...
- o The first step involved...Followed by... Next, ...
- The process began with... and proceeded to...
- o The sequence of events unfolded as follows: ...

Evaluating the Experience:

- Overall, the tour seemed to be well-received by the tourists.
- The group appeared engaged and interested in learning about the various sites.
- Feedback from the tourists indicated that they enjoyed the [e.g. historical commentary, local anecdotes, etc.].

✓ Conclusion:

- In conclusion, the analysis revealed that...
- Based on the findings, it is evident that...
- Ultimately, this report demonstrates...
- The key takeaways are...
- ♣ In conclusion, the tour on [date] with [tourist's name/group] was successfully executed.
- The tourists departed with an enriched understanding and appreciation of [city/region].

✓ Recommendations:

- It is recommended that...
- Suggested actions include...
- Steps should be taken to...
- Consideration should be given to...
- To enhance future tours, it may be beneficial to (allocate more time at [add site] due to the group's keen interest).
- Consideration could be given to including [additional attraction] in the itinerary.

✓ Lessons Learned:

- One key learning from this was...
- An important lesson for the future is...
- This experience highlighted the importance of...
- Going forward, it will be crucial to...

✓ Areas for Improvement:

- Potential areas of improvement involve...
- Opportunities exist to enhance...
- Additional emphasis could be placed on...
- Processes/Procedures could be optimized by...





Based on the following scenario, write a well-structured tour report.

Create a tour report in which the tour company's name is Explore Tour Company Ltd. The tour guide is Mr. Moses Musoni. The tour took place on June 16, 2024. There were four tourists who visited Huye cultural museum, Ndaba Rock, The canopy in Nyungwe Forest, the king's palace in Nyanza. Mention that the tourists were satisfied in general, except the rain that delayed the tour and the restaurant that was not ready to serve food on the agreed time. Mention lesson learnt and give recommendations for improvement. Arrange your report in the logical order expected in a tour report. Two pages will be. Add as many descriptive details as you need. There should be a timing for each tourist attraction visited. Use expression learnt in Key Facts.

Key Facts 3.3.b: Writing a Tour report

Format of a tour report

A tour report by a tour guide typically includes the following sections and information:

✓ Introduction

♣ Brief overview of the tour, including the destination, tour dates, and any relevant background information.

✓ Tour Itinerary

A detailed outline of the tour schedule, including the places visited, activities, and any notable events or experiences.

✓ Participant Information

The number of participants, their demographics (if relevant), and any specific needs or preferences that were addressed during the tour.

✓ Accommodation and Transportation

Details about the hotels, modes of transportation used (e.g., bus, train, flight), and any comments on their quality or suitability.

✓ Highlights and Memorable Moments

♣ Descriptions of the most memorable or significant experiences, attractions, or cultural encounters during the tour.

✓ Challenges and Issues

4 Any challenges faced during the tour, such as weather conditions, logistical issues, or unexpected events, and how they were addressed.

√ Feedback and Evaluations

♣ A summary of the feedback received from participants, including their overall satisfaction, positive comments, and suggestions for improvement.

✓ Recommendations

Suggestions for future tours, including potential itinerary changes, alternative accommodations, or new activities to consider.

✓ Conclusion

A brief summary of the overall tour experience and any final thoughts or remarks.

✓ Appendices (if applicable)

Additional information, such as photographs, participant lists, or financial reports, can be included as appendices.

Language of reports¹³

To make your report easy to understand, follow the rules of clear writing:

- ✓ Do not make your sentences too grammatically complex.
- ✓ Avoid complicated structures. Only put one main idea in each sentence.
 Extra information can be added in following sentences.
- ✓ Use active more than passive forms.
- ✓ Use simple English. Explain any technical terms.
- ✓ Write concisely. Use short sentences and short paragraphs
- ✓ Write objectively (Use objective language)

Examples

Analyze (analyse BrE): This section analyzes ...

¹³ Whitmell, C. (2013). Business writing essentials: How to write letters, reports and emails (pp. 37-45)

Describe: This report describes the procedures commonly used in ...

Discuss: This report discusses ...

o **Examine:** This report examines the factors involved in ...

Explain: This section explains ...

o **Identify:** This report identifies the major ...

o **Illustrate:** This report illustrates ...

Outline: This section outlines ...

o **Review:** This report reviews ...

O Summarize (summarise BrE): This report summarizes ...



Activity 3: Application



Scenario

You are a professional tour guide working for a reputable tour company in Rwanda. You recently led a group of tourists on a 7-day safari tour through some of Rwanda's renowned national parks and cultural sites. Your company requires you to submit a comprehensive tour report after each tour, detailing the itinerary, activities, and any notable incidents or feedback from the group.

- 1. Review the tour itinerary and make notes about the specific locations visited, activities undertaken, and any special arrangements made for the group.
- 2. Reflect on the overall experience and identify any significant events, challenges, or outstanding moments that occurred during the tour.
- 3. Begin drafting your tour report, following a standard report format:
 - a. Title (e.g., "Tour Report: 7-Day Rwanda Safari Tour")
 - b. Introduction: Provide an overview of the tour, including the dates, group size, and a brief summary of the itinerary.
- 4. In the body of the report, provide a detailed account of the tour, organized chronologically by day or location:

- a. Day 1: Describe the group's arrival, transportation arrangements, accommodation check-in, and any activities or sightseeing accomplished on the first day.
- b. Day 2-6: Elaborate on each day's itinerary, including the national parks or cultural sites visited, wildlife encounters, activities (e.g., game drives, hiking, cultural experiences), and any notable observations or incidents.
- c. Day 7: Describe the group's departure arrangements, any final activities or sightseeing, and the overall mood or feedback from the group.
- 5. Include relevant details such as:
 - a. Descriptions of the landscapes, flora, and fauna encountered
 - b. Interesting anecdotes or stories shared with the group
 - c. Challenges faced (e.g., weather conditions, transportation issues, unexpected events)
 - d. Feedback or comments from the group members (positive or negative)
- 6. In a separate section, provide an overall assessment of the tour, highlighting successes, areas for improvement, and any recommendations for future tours.
- 7. Conclude the report by thanking the tour company for the opportunity and expressing your availability for future tours.
- 8. Review and revise your report to ensure clarity, coherence, and a professional tone.
- 9. Exchange your draft report with a partner, who will provide feedback on the level of detail, organization, and completeness of the report.
- 10. Discuss any potential improvements or additional information that could enhance the quality of the report.
- 11. Based on the feedback received, revise and finalize your tour report.



Task 31

As the tour operator of Rwanda tour and adventures, you need to write a formal apology letter to a school group whose scheduled visit to the King's Palace and Historic Museums was disrupted due to a delay in transport and the unavailability of the exhibition room. /20 marks Write a tour report by answering the following questions. Use complete sentences and aim for a coherent narrative. / 30 marks (2 marks each)

- 1. What was the name and duration of your tour? (Provide a title and dates)
- 2. Who participated in the tour? (Mention the number and type of participants)
- 3. What was the first destination you visited? (Name the location)
- 4. Describe two activities you conducted at the first destination. (Be specific)
- 5. What was a challenge you faced at this location? How did you overcome it?
- 6. What was the second destination on your itinerary?
- 7. What cultural activity did the participants engage in at this location?
- 8. How did the participants react to this cultural experience?
- 9. What was the final destination of your tour?
- 10. Describe an educational component of your visit to this last destination.
- 11. What was a highlight of the tour according to participant feedback?
- 12. Mention one way in which this tour contributed to the participants' understanding of local culture or environment.
- 13. What was an unexpected learning outcome of this tour?
- 14. Describe one logistical challenge you faced during the entire tour and how you resolved it.
- 15. Based on this experience, what is one recommendation you would make for future tours?



- The customer's verbal complaint should be handled in a professional manner by using polite language and showing empathy.
- The customer' written feedback should be responded to with appropriate apology (letter or email, depending on the writing mode used by the customer), by following etiquette including apologizing, sympathizing, making amends, explaining what happened without making excuses, indicating stapes taken to resolve the incident, offering a compensation of goodwill gesture (making amends), reiteration of apology, expression of the willingness to maintain good relationships, and complimentary closing. A written apology should demonstrate empathy and courtesy, and address all points raised by the customer.
- A tour report should be clear and specific. It should include important elements expected in a report, namely, the introduction, body, and conclusion.

Self-Reflection

- 1. Fill in and complete the self-reflection table below to assess your level of knowledge, skills and attitudes after covering this unit.
- 2. There are no right or wrong ways to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
- 3. Think about yourself:
 - a. Do you think you have the knowledge, skills or attitudes to do the task?
 - b. How well?
 - c. Read the statements across the top. Put a check (\lor) in a column that best represents your level of knowledge, skills and attitudes.

My experience	I do not have any	I know a little	I have some experience	I have a lot	I am confident
Knowledge, skills and	experience	about	doing this.	experience	in my
attitudes	doing this.	this.		with this.	ability to
					do this.
Language used to give					
feedback					
Properly respond to					
tourists' feedback					
according to effective					
communicative					
language.					
Identify appropriate					
expressions used to					
write formal emails					
Describe elements of a					
tour report					
Write effective emails					
and letters based on					
writing techniques.					
Produce an effective					
report on a conducted					
tour based on the					
reporting techniques.					
Be empathetic when					
handling customers'					
complaints					
Be professional					

My experience	I do not	I know	I have some	I have a lot	I am
Knowledge, skills and	have any	a little	experience	of .	confident
attitudes	experience doing this.	about this.	doing this.	experience with this.	in my ability to
					do this.
Be expressive					

1. 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.

- Akagera National Park. (2024). Akagera National Park Rules and Regulations.
 Retrieved June 13, 224, from
 https://www.akageranationalpark.net/information/akagera-national park-rules-and regulations/
- 2. English club. (2024). *Telephone phrases*. Retrieved August 7, 2024, from https://www.englishclub.com/speaking/telephone-phrases.php
- Lecture 1: Some vocabulary and expressions for asking for the way and giving directions (n.d.). Retrieved May 23, 2024,
 from https://www.uobabylon.edu.iq/eprints/publication 3 18270 1009.pdf
- Smith, D.J. (2007). English for telephoning. Oxford: Oxford University Press. Retrieved August 7, 2024, from https://www.ircambridge.com/books/English for Telephoning.pdf
- 5. Strutt, P. (2003). *English for international tourism: Intermediate student's book.*Harlow: Pearson Education Limited.
- 6. Whitmell, C. (2013). *Business writing essentials: How to write letters, reports and emails*. Retrieved July 02, 2024, from https://www.pdfdrive.com/business-writing essentials-how-to-write-letters-reports-and-emails-e200409070.html



August 2024