



RQF LEVEL 4



TORRS401
TOURISM

**Providing Resort
Tourism Services**

TRAINEE'S MANUAL

August 2024



PROVIDING RESORT TOURISM SERVICES



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LIST OF ABBREVIATIONS AND ACRONYMS

5'AS: Accommodation, Accessibility, Attractions, Activities, Amenities.

CAT: Continuous Assessment Text

CBET: Competence Based Education and Training

P'S: Promotion, product, price, place

PPE: Personal Protective Equipment

RQF: Rwanda Qualification Framework

RQF: Rwanda Qualification Framework.

RS: Rwandan Standard

RSB: Rwanda Standards Board

RTB: Rwanda TVET Board

TVET: Technical and Vocational Education and Training

INTRODUCTION

This trainee's manual encompasses all necessary skills, knowledge and attitudes required to provide resort tourism services. 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 points to remember section which provides the overall key points and takeaways of the unit.

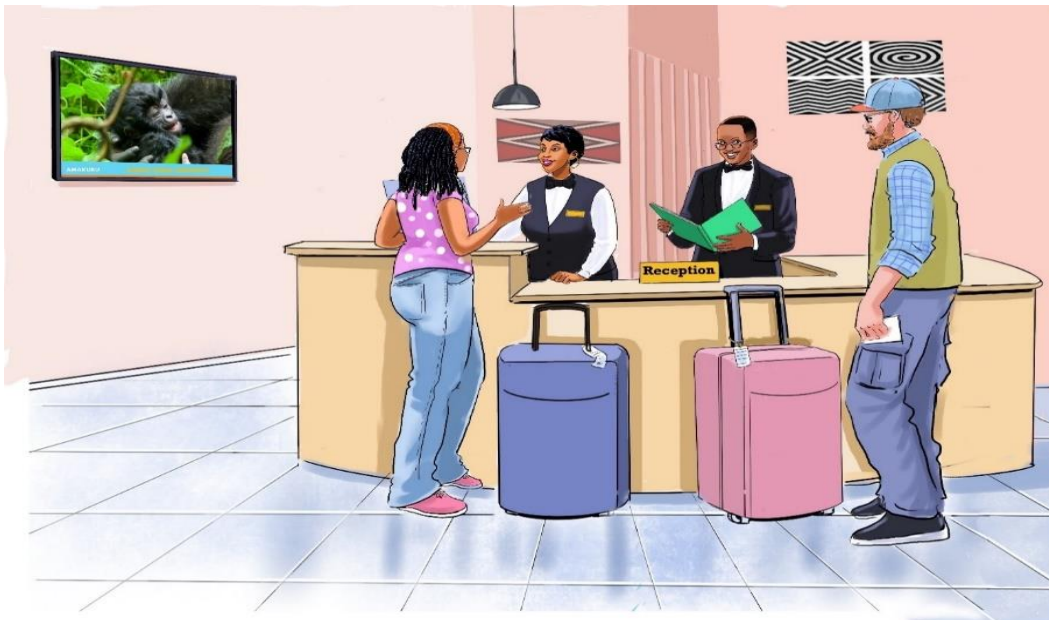
Module Units:

Unit 1: Offer resort customer services

Unit 2: Apply guiding skills

Unit 3: Handling guest complaints

UNIT 1: OFFER RESORT CUSTOMER SERVICES



Unit summary

This unit provides you with the knowledge, skills and attitudes required to offer resort customer services. It covers the description of resort tourism; welcoming customers at the resort; and providing guest services at the resort.

Self-Assessment: Unit 1

1. Referring to the unit illustrations above discuss the following:
 - a. What does the illustration show?
 - b. What do you think this unit is about based on the illustration above?
2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills and attitudes under this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
 - b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?
 - c. Read the statements across the top. Put a check in a 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	I do not	I know	I have some	I have a lot	I am
Knowledge, skills and attitudes	have any experience doing this.	a little about this.	experience doing this.	of experience with this.	confident in my ability to do this.
Describe the terms used in resort tourism					
Differentiate medical tourism, ecotourism, and spiritual tourism					
Describe the different types of touristic resorts					
Differentiate between a hotel and resort in terms of services & facilities, activities, entertainment,					

My experience	I do not	I know	I have some	I have a lot	I am
Knowledge, skills and attitudes	have any experience doing this.	a little about this.	experience doing this.	of experience with this.	confident in my ability to do this.
food & beverage, types of travelers, and location					
Identify some examples of tourist resorts in your province and Rwanda.					
Describe the guest services provided at resort					
Describe the type of information provided at resort					
Describe the steps of providing assistance to customers					
Properly greet a customer					
Provide guest services at the resort.					
Provide different type of information at resort					
Follow steps to assist customers					
Differentiate the different types of resorts					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe the terms used in resort tourism	1. Properly greet a customer	1. Positive attitude towards guests and willingness to go beyond to meet their needs.
2. Differentiate medical tourism, ecotourism, and spiritual tourism	2. Provide guest services at the resort.	2. Strong attention to detail to ensure accuracy in providing resort information.
3. Describe the different types of touristic resorts	3. Provide different type of information at resort	3. Professionalism and integrity in dealing with guests and maintaining confidentiality.
4. Differentiate between a hotel and resort in terms of services & facilities, activities, entertainment, food & beverage, types of travelers, and location	4. Follow steps to assist customers	4. Teamwork and collaboration with other resort staff to provide a seamless guest experience.
5. Identify some examples of tourist resorts in your province and Rwanda.	5. Differentiate the different types of resorts	5. Proactive and self-motivated approach to continuously improve resort information and services.
6. Describe the guest services provided at resort		
7. Describe the type of information provided at resort		
8. Describe the steps of providing assistance to customers		



Discovery activity:



Task 1:

Building on your knowledge and experience regarding tourism, read and answer the questions below

- a. Describe resort tourism, a touristic resort, resort style setting, hotel and a resort
- b. Differentiate medical tourism, ecotourism, and spiritual tourism
- c. Describe the different types of touristic resorts
- d. Differentiate between a hotel and resort in terms of services & facilities, activities, entertainment, food & beverage, types of travelers, and location
- e. Name some examples of tourist resorts in your province and Rwanda.
- f. Describe the proper ways to greet a customer at a resort
- g. Describe the guest services provided at resort
- h. Describe the type of information provided at resort
- i. Describe the steps of providing assistance to customers

Topic 1.1: Description Of Resort Tourism



Activity 1: Problem Solving



Task 2:

Read the scenario below and answer the questions that follow.

Your friend Mutesi has been offered a job opportunity in one of the leading Tours and Travel Agency that works in your province as tour guide. Among her responsibilities are providing resort tourism services to tourists who request the services of the Agency. Mutesi has one problem, she graduated when resort tourism was not well developed in Rwanda. She has at least two (2) weeks to prepare for the job. Help Mutesi:

- a. Differentiate between the following terms:
 - i. Resort tourism
 - ii. A tourist resort
 - iii. A resort style setting
 - iv. A hotel
 - v. A resort
- b. Differentiate between:
 - i. Medical Tourism,
 - ii. Ecotourism,
 - iii. Spiritual Tourism
- c. Differentiate between:
 - i. All-inclusive resorts
 - ii. Recreation and wellness resorts
 - iii. Eco tourism resorts
 - iv. Family resorts
 - v. Luxury and adults only resorts
 - vi. Beach resorts
- d. Differentiate between a hotel and resort with examples in terms of:
 - i. Services & Facilities

- ii. Activities
 - iii. Entertainment
 - iv. Food & Beverage
 - v. Types of travelers
 - vi. Location)
- e. Understand resort tourism by giving some examples of places (resorts) in Rwanda where people can go for resort tourism

Key Facts 1.1: Description resort tourism

- **Introduction**

- ✓ **Definition of terms**

- ✚ **Resort tourism** is a form of travel that combines tourism with relaxation, health care for mental relaxation, and life balance.



- ✚ **A tourist resort** is the use of land for one or more commercial accommodation units together with a wide range of recreational and/or cultural facilities in a resort style setting
 - ✚ **A resort style setting** provides a more relaxed and less urban environment, allowing tourists access to modern amenities food, entertainment, spa and gym facilities and more
 - ✚ **A hotel** is a property purposely built to provide paid overnight accommodation for everyday travelers and tourists.
 - ✚ **A resort** is essentially everything a hotel is with a little more and aims to provide a luxury stay. Resorts provide typically everything you need for a holiday from food, entertainment, shopping, spa and gym facilities, plus more.

- **Types of resort tourism**

There are currently many types of resort tourism, among which the three most popular forms are:

- ✓ **Medical Tourism** - this is a combination of travel and medical treatment.¹
- ✓ **Ecotourism** - this is a popular form of tourism especially, in areas with natural ecosystems that need conservation, such as beautiful landscapes, rich natural surroundings, and the cultural values of the local area.
- ✓ **Spiritual Tourism** - there are many famous spiritual tourism sites for those who believe in spirituality. These places not only possess breathtaking scenery but also help relax and soothe the mind.

- **Types of resorts**

There are a number of resorts found in locations all around the world each with a different shape, size, design and concept with some resorts taking on a theme. With different amenities offered and various booking packages and options available, the following are the popular resort types.

- ✓ **All-inclusive resorts** - inclusive resorts offer a wide range of services and amenities such as meals and drinks included at a specific rate. Some all-inclusive resorts will have pools, spa and fitness centers, childcare and activities, water-based activities, all of which will typically be included in the initial price.
- ✓ **Recreation and wellness resorts** - recreation resorts combine hobbies and relaxation into one, such as golf, spa services, skiing and snowboarding, wellness and yoga, fitness and so on. These are great at boosting the overall health and wellbeing and guests tend to book for that reason.
- ✓ **Eco tourism resorts** - eco-friendly resorts are all about sustainability relying more heavily on the natural environment and ensure their environmental impact is a key focus. They are likely to utilize solar power, rainwater tanks and promote green initiatives and projects in their service offering.
- ✓ **Family resorts** - family specific resorts are built with families in mind where services are focused on providing the best entertainment and support for both parents and children. They may include an amusement park on the grounds, childcare facilities, activities and entertainment options.

¹ <https://www.magazine.medicaltourism.com/article/rwandan-medical-tourism-unlocking-opportunities-and-attracting-patients>

<p>✓ Luxury and adults only resorts – these cater for guests looking for a luxurious experience or romantic getaway. Amenities include exclusive cocktails, private pools, spas and massages, fine dining and other personally curated experiences.</p> <p>✓ Beach resorts - beach resorts are located on or near the lake or ocean. They have an exclusive waterfront location and view and usually have a focus on watersports as the go-to activities offered, however pools and wellness amenities are also popular among these types of resorts.</p>		
<p>• Differences between hotels and resorts</p>		
Area	Hotel	Resort
✓ Services & Facilities	Depending on the hotel type, amenities offered in hotels can be limited.	Have far more amenities to offer their guests.
✓ Activities	Usually built without the guests staying on the property in mind and so activities offered can be limited.	Offer a wide range of amenities and large-scale activities that guests can participate.
✓ Entertainment	Some hotels may provide entertainment on the property and can vary depending on the hotel type and the brand.	Resorts will always have some form of entertainment happening on the property, be it live music, talent shows, mini festivals or events.
✓ Food & Beverage	The majority of hotels will have an internal restaurant be it just to serve guests food. Bars sometimes may be attached to the hotel restaurant.	Many resorts not only offer food and beverage but also will have multiple options for guests to choose.

✓ Types of travelers	Hotels most commonly target and attract general travelers including tourists and individuals away on business.	Resorts can be seen as a whole destination on their own and so appeal to guests who are looking for a relaxing vacation more than a travelling experience.
✓ Location	Hotels have a lot more options for where they tend to be located as they are not limited by the amount of land needed.	Due to the size and space needed for a resort, they will tend to be in remote areas that are more rural and a bit further out from the main center or area of a destination.

• **Resorts in Rwanda.**




Rwanda has a number of resorts located in every province, which include some of the following.



✓ **Fravan Eco Resort (Musanze District)**

- ✚ A good starting point for exploring the surroundings of Musanze City, the Volcanoes National Park, Musanze Caves or the Twin Lakes Area
- ✚ Offer individual cottages including one tree house embedded in the vast nature of the land,
- ✚ Designed, crafted and built carefully from local wood and natural materials
- ✚ Local wisdom creates an unforgettable memory.²

² https://www.tripadvisor.com/Hotel_Review-g317075-d23682929-Reviews-Fravan_Eco_Resort-Ruhengeri_Musanze_District_Northern_Province.html

	<p>✓ Volcanoes Forest Camp (Musanze District)</p> <ul style="list-style-type: none"> ✚ Located in Ruhengeri, Rwanda at the base of all five volcanoes national parks, ✚ Provides the most suitable environment for your accommodation so the selected rooms also offer the volcanoes view while all rooms include a seating area.³
	<p>✓ Amarembo Gorilla Village (Kinigi Rwanda)</p> <ul style="list-style-type: none"> ✚ It has 6 very comfortable dome huts set in beautiful gardens with a refreshing pool. ✚ Excellent service, good food and a relaxed atmosphere for a perfect stay."⁴
	<p>✓ Maravilla Kivu Eco Resort (Kagano Rwanda)</p> <ul style="list-style-type: none"> ✚ Situated in Kagano, 42 km from Nyungwe Forest National Park, ✚ Features accommodation with a garden, free private parking and a restaurant. <p>A continental breakfast is available each morning at the resort.⁵</p>

³ https://www.tripadvisor.com/Hotel_Review-g12120942-d21503632-Reviews-Volcanoes_Forest_Camp-Musanze_District_Northern_Province.html

⁴ https://www.tripadvisor.com/Hotel_Review-g12120944-d20002613-Reviews-Amarembo_Gorilla_Village-Kinigi_Musanze_District_Northern_Province.html

⁵ https://www.tripadvisor.com/Hotel_Review-g19934836-d26815961-Reviews-Maravilla_Kivu_Eco_Resort-Kagano_Western_Province.html



Activity 2: Guided Practice



Task 3:

Provided in brackets are types of resorts. Read the statements and chose the best suitable type of resort that matches the statement.

(All-inclusive resorts, Recreation and wellness resorts, Eco tourism resorts, Family resorts, Luxury and adults only resorts, Beach resorts)

Statements

- a. Some tourists from Egypt want to enjoy their holidays in Rwanda but in an environmentally friendly resort.
- b. Marie wants to surprise her husband with a long romantic and private weekend out
- c. During the end of year, some parents from your community want to with their children out in a place where the children and whole family will enjoy.
- d. After a long year of hard work, company ABC wants to surprise its staff with an outing where they will enjoy themselves but also refresh, work out and kill off the stress
- e. A group of youth from your community want to have an outing in place where they will enjoy food, drink but also have some outdoor activities in the sand near a lake
- f. Your class want to have their end of year party at a place where they do not have to pay for meals and drinks differently. In addition, they would like to have other services like swimming, gym and some outdoor activities, which will also be included in the initial price.



Activity 3: Application



Task 4:

Read the following scenario and use it to answer the questions that follow:

A group of Europeans is in Rwanda on a resort tourism holiday and as a tour guide with the knowledge of Rwanda's tourism destinations, suggest to the tourists places they can visit for:

- a. Medical Tourism
- b. Ecotourism and
- c. Spiritual Tourism

Topic 1.2: Welcoming customers at the resort



Activity 1: Problem Solving



Task 5:

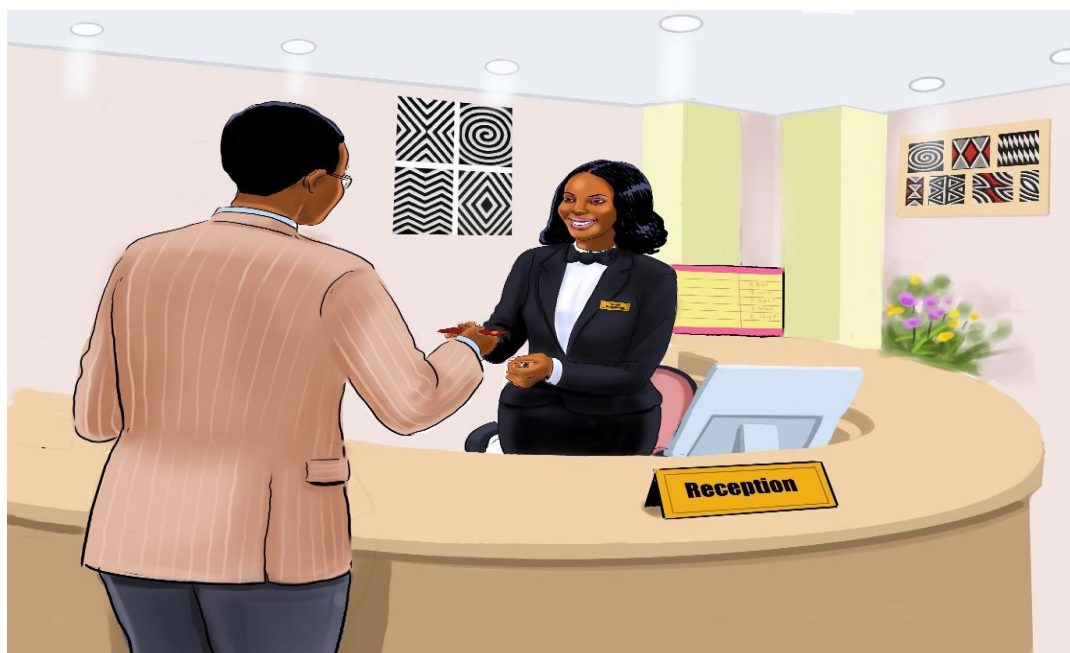
Read the scenario below and answer the questions that follow.

After Mutesi understanding the terms and types of resort tourism, and the types of tourist resorts, she wants you to help her describe the guidelines she will follow to welcome customers at the resort.

Key Facts 1.2: Welcoming customers at the resort

- **Introduction⁶**

Welcoming customers at the resort is about knowing how to carry yourself and which questions to ask and when. It takes only a few seconds to form a first impression about someone. People feel appreciated and cared for when they are given a warm and sincere welcome, as well as knowing they made the right choice by choosing your resort over others.⁷



⁶ <https://oaky.com/en/blog/welcoming-guests-to-a-hotel>

⁷ <https://www.hostmerchantservices.com/articles/best-way-to-welcome-guests/>

In order to make the best of that short timeframe, follow the guidelines below to welcome customers at the resort:

✓ **Greet your guest with a smile**

- ✚ A warm smile is a universal symbol of kindness.
- ✚ A smile is even more valuable in the hospitality business where you are dealing with guests from all over the world.
- ✚ A smile lets guests feel welcome instantly.
- ✚ A smile helps let a guest feel comfortable in an unfamiliar environment.

✓ **Have a firm handshake**

- ✚ A firm handshake is linked with warmth, positivity, emotional expressiveness, and gregariousness.
- ✚ To ensure that you come across as welcoming, use an open, approaching attitude by reaching out with your hand palm up.
- ✚ A handshake should not be more than three seconds.

✓ **Establish connection with good eye contact**

- ✚ Eye contact is another way you can use body language to let your guests feel special and at home.
- ✚ It is one of the first stepping-stones in building rapport.
- ✚ Making eye contact with guests waiting patiently for service can help them feel acknowledged, helping to prevent annoyance.

✓ **Greet your guests verbally and introduce yourself**

- ✚ If you make eye contact with a guest from across the room, a smile is enough.
- ✚ If the guest is right at the front desk, greet your guests verbally by, for example, saying, "Welcome, good morning. I am John."
- ✚ Be sincere and professional.
- ✚ If it is the first time that you meet the guest, keep the greeting more formal.

✓ **Maintain a polished appearance and outfit**

- ✚ Wearing a uniform helps guests to find the right assistance quickly.
- ✚ A neat appearance can also improve your brand's image, making it easier for guests to trust your level of service.
- ✚ A well-maintained appearance and outfit creates a good impression.

✓ **Call your guest by their first name**

- ✚ If you know your guest's first name, you can use it when greeting them. This will help to build rapport, personalize the guest experience, and let the guest feel valued.

✓ **Ask relevant questions**

- ✚ To build on the rapport that you have established by greeting guests warmly, identify an opportunity for asking guests questions about their travel plans and expectations.

- ✚ Ask these types of questions while they are checking in.

- ✚ Keeping these questions open-ended works best.

Here are some questions that you can ask:

- "What have you heard about our resort?"
- "What brings you to Musanze or Rubavu?"
- "Are you aware of what's happening this weekend?"
- "Do you have any breakfast plans?"

✓ **Make your guest feel special**

- ✚ Before guests check in, double-check to see if they will be having any special occasions like birthdays, an anniversary, engagement, during the course of their stay.

- ✚ At the very least, you should congratulate them in person.

✓ **Offer help and check if there is anything else that you can do**

- ✚ After welcoming your guests and informing them about other services, enquire if they need help with anything else.

- ✚ If a guest politely declined, leave it at that.

✓ **Read body language and learn how to control yours**

- ✚ Your body language plays a key role in welcoming guests, whether you like it or not.

- ✚ Practice how to maintain the right posture and good eye contact.

- ✚ Read the guest's body language as it can also reveal valuable information and act appropriately.

✓ **Look for needs**

- ✚ Different guests have different needs.
- ✚ At check-in, try to identify the guest personas and cater to them in such a way that you will meet their expectations.

✓ **Point out areas of interest within the resort**

- ✚ To help your guest settle in, take a few minutes to point out where amenities such as the restaurant, curio shop, spas and other amenities are located.

✓ **Anticipate guest questions and provide answers to them**

- ✚ Do not wait for the guest to ask for certain information, have the answers ready.
- ✚ Include a FAQ section in your pre-arrival emails or welcome book.



Activity 2: Guided Practice



Task 6:

Read and answer the following questions

1. What is the importance of the following in welcoming customers at the resort?
 - a. Greeting guest with a smile
 - b. Having a firm handshake
 - c. A good eye contact
 - d. Greeting guests verbally and introducing oneself
 - e. Maintaining a polished appearance and outfit
 - f. Calling guest by their first name
 - g. Asking relevant questions
 - h. Making guest feel special
 - i. Offering help and checking if there is anything else that you can do
 - j. Reading guest's body language and controlling yours
 - k. Looking for guest needs
 - l. Pointing out areas of interest within the resort
 - m. Anticipating guest questions and providing answers to them



Activity 3: Application



Task 7:

Read the following scenario and use it to perform the tasks required.

A group of guests is in Rwanda on a resort tourism holiday and will be staying at the tourist resort you are employed.

Required:

As a tour guide with the knowledge of Rwanda's tourism destinations, welcome guests to the resort.

Topic 1.3: Providing Guest Services At The Resort



Activity 1: Problem Solving



Task 8:

Read the scenario below and answer the questions that follow.

After Mutesi understanding the terms and types of resort tourism, the types of tourist resorts, and the ways of welcoming guests at the resort, she wants you to help her:

- a. Describe the guest services that provided at the resort.
- b. Describe the steps to assisting customers get services at the resort
- c. Describe the types of information provided at resort

Key Facts 1.3: Providing guest services at the resort

- **Guest services provided at resort**

Resorts provide typically everything from food, entertainment, shopping, spa and gym facilities, plus more. In terms of welcoming customers, resorts provide the following services to resort guests.

- ✓ **Check-In Services:** streamlined and efficient check-in processes to get guests settled quickly.
- ✓ **Concierge Services:** assistance with travel arrangements, restaurant reservations, and recommendations for local attractions.
- ✓ **Room Service:** on-demand delivery of meals and beverages directly to the guest's room.
- ✓ **Valet parking:** is a service in which guests at the resort can have their cars parked by an employee
- ✓ **Spa and wellness services:** access to spa facilities, massage treatments, fitness centers, and wellness programs.
- ✓ **Fitness center:** is the place you go to exercise for example by lifting weights or using other equipment

- ✓ **Swimming pools and recreation:** resorts offer an experience of leisure, fun and relaxation.
- ✓ **Entertainment:** is something that gives pleasure, or distracts a person from daily life, like a sport or game that excites people and keeps their attention. Some entertainment, like horror movies, can also make people feel sad or scared.
- ✓ **A kids' club:** children's club or mini club is a childcare facility, which includes a fully staffed mini playground
- ✓ **Wi-Fi and tech support:** providing reliable internet access and assistance with any technical issues
- ✓ **Dining services:** restaurants and cafes offering diverse culinary options, including special dietary accommodations.
- ✓ **Guiding services:** resorts provide guiding services to their guests.
- ✓ **Shuttle services:** transportation services within the resort or to nearby attractions.
- ✓ **Gift shops and boutiques:** a gift shop is a shop that sells goods that are suitable for giving as presents.
- ✓ **Pet-friendly services:** a place that is suitable for pets or where a guest can stay with the pet
- ✓ **Emergency services:** the guest should be given the numbers to call in the case he/she meets with any emergency at the resort.
- ✓ **Security services:** ensuring the safety and well-being of guests through security measures.
- ✓ **Laundry Services:** on-site laundry and dry-cleaning services for guests.
- ✓ **Event planning services:** assistance in organizing conferences, weddings, or other special events.
- ✓ **24/7 Front Desk assistance:** round-the-clock availability to address guest inquiries and concerns.
- ✓ **Customized amenities:** special services or amenities based on guest preferences or special occasion

- **Steps to assisting customers get services at the resort**

- ✓ **Be approachable and attentive:** this creates a positive and welcoming environment.
- ✓ **Open Body Language:** stand or sit in a way that is open and not intimidating. And make eye contact and smile to convey friendliness.
- ✓ **Active Listening:** give your full attention to the person speaking.
 - 🌈 **Give full attention:** focus completely on the customer. Minimize distractions and show that you are fully engaged in the conversation.
 - 🌈 **Make eye contact:** maintain eye contact to convey attentiveness.
 - 🌈 **Avoid Interrupting:** allow the customer to express themselves without interruptions.
- ✓ **Positive non-verbal cues:** nodding, smiling, and using facial expressions to show engagement and use gestures that convey understanding and openness.
- ✓ **Be patient and courteous :** means keep emotions in check, respect other's points of view, positive interactions and do not take things personally ,understand before disagree
- ✓ **Initiating an interaction:** with a customer in a positive and engaging manner is crucial for providing excellent service.
- ✓ **Offer Assistance:** be proactive in offering assistance. Phrases like "How may I help you today?" show your readiness to assist.
- ✓ **Provide clear information:** you have to provide the clear and easily understandable information
- ✓ **Personalize assistance:** the assistance provided by the customer service agent that is tailored to the customer and based on their needs and wants
- ✓ **Offer solutions:** the customers are satisfied when they get true and clear answer according to the question they ask.

- **Types of information provided at the resort**

Most resorts offer an information sheet to provide an overview of what they offer. A hotel information sheet can include details about the amenities available, such as a fitness center, pool, or on-site restaurant. In general, resorts provide customers with the following types of information.

- ✓ **Accommodation details:** this contains essential information about the resort's facilities, services, and local attractions.
- ✓ **Map of the resort:** a detailed map showing the layout of the resort, including accommodation, dining options, recreational facilities, and points of interest.
- ✓ **Dining Menus:** information on the various dining options available within the resort
- ✓ **Activity Schedule:** a schedule of planned activities and events within the resort, such as entertainment, fitness classes, and recreational programs.
- ✓ **Spa and Wellness Services:** details about spa treatments, wellness programs, and fitness facilities available at the resort.
- ✓ **Recreational Facilities:** a building or place used predominantly for indoor recreation
- ✓ **Local Area Guide:** information about nearby attractions, landmarks, and activities outside the resort, along with directions and transportation options.
- ✓ **Emergency Information:** clear instructions on what to do in case of emergencies, including contact numbers for medical services, security, and other essential services
- ✓ **Checkout Procedures:** information on the checkout process, including timing, settling bills, and any other necessary steps.
- ✓ **Transportation Services:** details on shuttle services, rental cars, and transportation options for getting to and from the resort.
- ✓ **Weather Information:** Updates on the current weather conditions and forecasts for the duration of the stay.
- ✓ **Special Events or Promotions:** information about any special events, promotions, or discounts available during the guest's stay.
- ✓ **Concierge Services:** Guidance on how to access concierge services for assistance with reservations, tickets, and other special requests.
- ✓ **Environmental Practices:** Information about the resort's sustainability and environmental practices, encouraging guests to participate in eco-friendly initiatives.

- ✓ **Guest Services Directory:** a comprehensive directory providing contact information for various resort services, including room service, housekeeping, and front desk.
- ✓ **Promotions and Discounts:** is a marketing message designed to add value to a promotional offer for product or service to encourage customers to engage and buy.



Activity 2: Guided Practice



Task 9:

Read the following and answer the questions that follow

For any resort in your community, district or province:

- a. Describe the guest services provided at resort
- b. Describe the steps of assisting customers to get services at the resort
- c. Describe the types of information provided at the resort



Activity 3: Application



Task 10:

Read the scenario below and answer the questions that follow.

In your community, the district is planning to establish a touristic resort as a way of boosting tourism in the district. The district has requested you to support on this project as a person with knowledge on resort tourism:

- a. Suggest the type of guest services to be included in the resort
- b. Suggest the steps of assisting customers to get services at the resort that should be put in place
- c. Suggest the types of information to be provided to the guests at the resort



Formative Assessment

Read and answer the following questions

1. What is the meaning of a resort?
2. Mention the different type of resorts
3. What are the ways to welcome a customer properly?
4. Outline different guest services provided at resort
5. Mention the different type of information provided at resort
6. Match up the **‘Type of information provided at the resort’** with the correct **‘Description’** by answering **‘Yes or No’**.

Types of information provided at resort	Description	Yes or No
Wi-Fi and Connectivity Information:	Instructions on how to connect to the resort's Wi-Fi, as well as any additional tech-related services.	
Local area guide	Clear instructions on what to do in case of emergencies, including contact numbers for medical services, security, and other essential services	
Activity Schedule:	Updates on the current weather conditions and forecasts for the duration of the stay.	
Weather Information:	Updates on the current weather conditions and forecasts for the duration of the stay.	

7. Describe the steps to assist customers in getting services at the resort

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Points to Remember

- As the Resort is a place that designed to provide recreation, entertainment, and accommodation especially to vacationers, resort it has various types of resort as Beach Resorts, Mountain Resorts, Ski Resorts, Spa Resorts, Golf Resorts, All-Inclusive Resorts Adventure Resorts, Eco-Resorts etc.
- There is a very wide range of ways to properly greet a customer
- At Resort there are different types of information provided there
- There is a very wide range of steps used to assist customers



Self-Reflection

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

My experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe the terms used in resort tourism					
Differentiate medical tourism, ecotourism, and spiritual tourism					
Describe the different types of touristic resorts					
Differentiate between a hotel and resort in terms of services &					

My experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
facilities, activities, entertainment, food & beverage, types of travelers, and location					
Identify some examples of tourist resorts in your province and Rwanda.					
Describe the guest services provided at resort					
Describe the type of information provided at resort					
Describe the steps of providing assistance to customers					
Properly greet a customer					
Provide guest services at the resort.					
Provide different type of information at resort					
Follow steps to assist customers					

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

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

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

UNIT 2: APPLY GUIDING SKILLS



Unit summary

This unit provides you with the knowledge, skills and attitudes required to apply guiding skills. It covers the packaging tourism products and services, apply tour guiding techniques, and tour guiding tools and equipment.

Self-Assessment: Unit 2

1. Referring to the unit illustrations above discuss the following:
 - a. What does the illustration show?
 - b. What do you think this unit is about based on the illustration above?
2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills and attitudes under this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
 - b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?
 - c. Read the statements across the top. Put a check in a 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	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe tour products and services					
Describe the components of tour package					
Describe Techniques to be used in guiding tourists					
Describe tour guiding tools and equipment					

My experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe tour guiding ethics					
Describe the tour guiding code of conducts					
Prepare a tour package					
Use tour guiding techniques					
Provide briefing to the guest					
Use tour guiding tools and equipment					
Apply tour guiding ethics					
Build relationship at destination					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe tour products and services	1. Prepare a tour package	1. Positive attitude towards guests and willingness to go beyond to meet their needs.
2. Describe the components of tour package	2. Use tour guiding techniques	2. Strong attention to detail to ensure accuracy in providing resort information.
3. Describe Techniques to be used in guiding tourists	3. Provide briefing to the guest	3. Professionalism and integrity in dealing with guests and maintaining confidentiality.
4. Describe tour guiding tools and equipment	4. Use tour guiding tools and equipment	4. Teamwork and collaboration with other resort staff to provide a seamless guest experience.
5. Describe tour guiding ethics	5. Apply tour guiding ethics	5. Proactive and self-motivated approach to continuously improve resort information and services.
6. Describe the tour guiding code of conducts	6. Build relationship at destination	6. Respect tour guiding code of conducts



Discovery activity:



Task 11:

Building on your knowledge and experience regarding tourism, read and answer the questions below

- a. Describe the following terms as used in packaging tourism products and services:
 - i. Tourist
 - ii. Tour guiding
 - iii. Commentary or Spiel
 - iv. Interpretation
 - v. Tour guide
 - vi. Tourist attraction
 - vii. Effective communication
 - viii. Codes of conduct
 - ix. Tour itinerary
 - x. A package tour
- b. Describe the components of tour package
- c. Describe the factors to consider while preparing tour package
- d. Describe the techniques applied during tour guiding customers at the resort.
- e. Describe the steps followed during tour briefing
- f. Describe the factors considered while providing briefing to the guest
- g. Describe the ways of maintaining relationship with the host communities.

Topic 2.1: Packaging tourism products and services



Activity 1: Problem Solving



Task 12:

Read the scenario below and answer the questions that follow.

Your friend Mutesi who was offered a job opportunity in one of the leading Tours and Travel Agency that works in your province as tour guide is now conversant with maintaining customer care and standard services but still has a challenge regarding packaging tourism products and services. Help Mutesi:

- a. Describe the following terms as used in packaging tourism products and services:
 - i. Tourist
 - ii. Tour guiding
 - iii. Commentary or Spiel
 - iv. Interpretation
 - v. Tour guide
 - vi. Tourist attraction
 - vii. Effective communication
 - viii. Codes of conduct
 - ix. Tour itinerary
 - x. A package tour
- b. Describe the components of tour package
- c. Describe the factors to consider while preparing tour package

Key Facts 2.1: Packaging tourism products and services

- **Definition of terminologies**

- ✓ **Tourist:** people who travel to stay in places outside their usual environment for more than twenty (24) hours and not more than one (1) consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (*World Tourism Organization, 1995*).
- ✓ **Tour guiding:** an interactive program where a tour guide provides insightful explanation of an attraction or site to the tourists, its length depends on the number of tourists and the type of tour being undertaken.
- ✓ **Commentary or Spiel:** narrations prepared and used by guides to explain and describe attractions to a tour group, this includes giving facts and answering questions from tourists, as well as explaining local rules and taboos inherent to the site.
- ✓ **Interpretation:** an educational activity aimed at revealing meanings and relationships using original objects, firsthand experience, and illustrative media, rather than merely communicating factual information (Tilden, 1977).
- ✓ **Tour guide:** a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area in which the person normally possesses an area-specified qualification usually issued and/or recognized by the appropriate authority (World Federation of Tourist Guide Associations, 2010).
- ✓ **Tourist attraction:** facilities developed especially to provide residents and visitors with entertainment, activity learning, socializing and other forms of simulation that make a region or destination a desirable and enjoyable place (Goeldner et al, 2006).
- ✓ **Effective communication:** reciprocal sharing of information and ideas or written, oral and non-verbal information according to a common set of rules e.g. language, non-verbal communication, symbols among others.
- ✓ **Codes of conduct:** a statement and description of required behaviors, responsibilities and actions expected of employees of an organization or of members of a professional body.
- ✓ **Tour itinerary:** the line of travel linking points in a passenger's journey, beginning with the point of departure, followed by those points traversed in the journey itself and ending at the destination point (International Air Travel Association, 2011).

- ✓ **A package tour:** this is an advertised journey including accommodation, transportation, transfer, sightseeing, etc. arranged and promoted by a tour operator.

- **Components of tour package**

A tour package typically comprises various components designed to offer a comprehensive and travel experience. Here are the key components of a typical tour package:

- ✓ **Accommodation:** the type of accommodation (hotels, resorts, hostels, etc.) will vary based on the package and target audience.
- ✓ **Transportation:** this can include flights, train rides, cruises, or even local transportation within the destination, depending on the tour's itinerary.
- ✓ **Meals:** Some packages may include breakfast, all meals, or none at all, depending on the itinerary and traveler preferences.
- ✓ **Activities and Sightseeing:** escorted tours, entrance fees to attractions, cultural experiences, and pre-planned activities are common inclusions
- ✓ **Tour Guide:** services of a professional tour guide who provides information, assistance, and insights throughout the tour.
- ✓ **Activities and Entertainment:** inclusion of specific activities, shows, or entertainment options as part of the package.
- ✓ **Travel Insurance:** protects travelers in case of unexpected trip cancellations or emergencies.
- ✓ **Entrance Fees:** Admission fees to museums parks, and other attractions mentioned in the Itinerary
- ✓ **Cruise or Ferry Tickets:** if applicable, tickets for a cruise or ferry ride as part of the travel experience.
- ✓ **Transfers:** airport transfers and transportation between the accommodation and planned activities.
- ✓ **Free Time:** scheduled periods of free time for participants to explore on their own or engage in personal activities.
- ✓ **Travel Documentation:** assistance with obtaining necessary travel documents such as visas, if required
- ✓ **Itinerary:** a detailed schedule outlining the day-to-day activities, timings, and locations

- ✓ **Assistance Services:** access to a local representative or hotline for assistance during the tour.
- ✓ **Souvenirs or Gifts:** some packages may include souvenirs or special gifts as part of the overall experience.
- ✓ **Photography Services:** services of a photographer to capture memorable moments during the tour
- ✓ **Emergency Services:** information on emergency services and contacts, ensuring the safety of participants
- ✓ **Optional Add-On:** opportunities for participants to add optional activities or services to customize their experience further.

Note:

These components can vary depending on the type of tour package, the destination, and the preferences of the travelers. It is important for travelers to carefully review the details of a tour package to ensure it aligns with their expectations and needs.

- **Factors to consider while preparing tour package**

- ✓ Duration of the tour.
- ✓ Minimum time for visiting each city.
- ✓ Purpose of travel and special interest.
- ✓ Selecting cities to be included in the itinerary.
- ✓ Mode of intercity travel. (by road, rail, air)
- ✓ Selection of any special airfare or rail fare.
- ✓ Selecting the hotels to be used.
- ✓ First arrival and last departure from international airport.
- ✓ Inclusion of places requiring restricted area permits.
- ✓ Best time for visiting



Activity 2: Guided Practice



Task 13:

Read the following and answer the questions that follow

For any resort in your community, district or province:

- a. Describe the components of their tour package
- b. Describe the factors they consider while preparing tour package



Activity 3: Application



Task 14:

Read the scenario below and perform the tasks as required.

In your community, the district is planning to establish a touristic resort as a way of boosting tourism in the district. The district has requested you to support on this project as a person with the knowledge on resort tourism.

Required:

- a. Suggest the components that can be included in the tour package
- b. Describe the factors to consider while preparing tour package

Topic 2.2: Apply tour guiding techniques



Activity 1: Problem Solving



Task 15:

Read the scenario below and answer the questions that follow.

After Mutesi understanding the packaging tourism products and services, she wants you to help her by describing:

- The techniques she will apply during tour guiding customers at the resort.
- The steps she will follow during tour briefing
- The factors to consider while providing briefing to the guest
- The ways of maintaining relationship with the host communities

Key Facts 2.2: Apply tour guiding techniques

- **Techniques to be used⁸**

Remember, effective tour guiding involves a balance between informative commentary, interactive engagement, and creating a memorable experience.

- ✓ **Be Knowledgeable:** means to have knowledge and skills about the products and services you are interpreting to the guests in the given destination
- ✓ **Warm Welcome:** a brief welcome letter should include a warm greeting, a note about why you're excited for their arrival, and an encouragement to reach out with any questions
- ✓ **Active Listening:** listen attentively to a speaker, understand what they're saying, respond and reflect on what's being said, and retain the information for later
- ✓ **Ask Questions:** in guiding is better to give the guest the time for asking the questions they should like to ask

⁸ <https://www.xola.com/articles/tour-guide-skills/>

- ✓ **Tailor Information:** tour guides that can quickly assess the group's interests and needs and tailor the tour to meet those expectations will be more successful than those who stick to a script.
- ✓ **Offer Suggestions:** When making suggestions, it is important to be polite and considerate of the other person's feelings.
- ✓ **Share insider tips:** as a guide try to tell someone secret stock-price-moving information about a public company that may motivate the recipient to trade that company's securities.
- ✓ **Engaging Introductions:** start with a captivating introduction that sparks interest and sets the tone for the tour.
- ✓ **Know your audience:** tailor your commentary and interactions to the interests and knowledge level of the participants.
- ✓ **Use of visual aids:** Incorporate maps, pictures, or props to visually enhance your explanations and make the information more memorable.
- ✓ **Storytelling:** share interesting anecdotes and stories related to the tour's theme. Storytelling adds and captures attention.
- ✓ **Interactive discussions:** encourage participants to ask questions and engage in discussions. This makes the tour more dynamic and responsive to the group's interests
- ✓ **Clear communication:** speak clearly and at a pace that everyone can follow.
- ✓ **Create a flow:** organize information in a logical sequence, creating a smooth flow from one point of interest to another.
- ✓ **Utilize technology:** if appropriate, use technology such as audio guides, tablets, or virtual reality to enhance the tour experience.
- ✓ **Highlight points of interest:** emphasize key points of interest by providing additional information and context.
- ✓ **Encourage exploration:** allow guests time for personal exploration at certain stops. This adds a sense of autonomy to the experience.
- ✓ **Incorporate humor:** add humor when appropriate to lighten the mood and keep participants engaged.

- ✓ **Be adaptable:** be flexible and adaptable to changes in weather, unexpected events, or the group's dynamics.
- ✓ **Demonstrations:** when applicable, demonstrate activities or processes to provide a hands on understanding.
- ✓ **Use of props:** bring along props that can help illustrate historical artifacts, cultural practices, or natural elements.
- ✓ **Safety briefings:** include safety information and guidelines at appropriate points, ensuring the well- being of participants.
- ✓ **Cultural sensitivity:** be mindful of cultural nuances and sensitivities when discussing local customs and traditions.
- ✓ **Encourage participation:** facilitate activities or interactions that encourage participants to actively engage with the surroundings.
- ✓ **Pacing:** maintain a comfortable pace that allows participants to absorb information without feeling rushed.
- ✓ **Provide clear directions:** clearly communicate meeting points, schedules, and any instructions to ensure the group stays together.
- ✓ **Foster group dynamics:** encourage camaraderie among participants, creating a positive group dynamic.
- **Providing briefing to the guest Tour briefing steps**
 - ✓ **Welcome and introduction:** start with a warm welcome, introducing yourself and any fellow guides or team members.
 - ✓ **Icebreaker or group introduction:** if it is a group tour, consider an icebreaker or brief introductions to help participants get to know each other.
 - ✓ **Tour overview:** provide a brief overview of the tour, highlighting the main attractions, experiences, and the overall purpose of the trip.
 - ✓ **Itinerary review:** go through the day-by-day itinerary, emphasizing key activities, stops, and points of interest.
 - ✓ **Logistics and timings:** discuss logistical details such as departure and arrival times, meeting points, and anytime-sensitive activities.
 - ✓ **Modes of transportation:** explain the modes of transportation used during the tour and any specific instructions related to them.

- ✓ **Accommodations:** provide details about the accommodations, including check-in/check-out times, room assignments, and any noteworthy features.
- ✓ **Meals and dietary restrictions:** discuss meal arrangements, including where meals will be provided, any dietary restrictions, and options available.
- ✓ **Weather and clothing:** Share information about the expected weather conditions and recommend appropriate clothing or gear.
- ✓ **Safety briefing:** conduct a safety briefing covering emergency procedures, contact information, and any health or safety precautions.
- ✓ **Cultural sensitivity:** emphasize the importance of cultural sensitivity and provide basic cultural norms or etiquette for the destination.
- ✓ **Local currency and payments:** explain the local currency, payment methods, and any recommendations for currency exchange.
- ✓ **Free time and optional activities:** mention periods and any optional activities available, along with details on how to sign up for them.
- ✓ **Group dynamics and guidelines:** Set expectations for group behavior, emphasizing respect for fellow travelers, punctuality, and any other guidelines.
- ✓ **Questions and clarifications:** open the floor for questions and encourage participants to seek clarifications on any aspects of the tour.
- ✓ **Distribution of materials:** Provide participants with maps, itineraries, and any relevant printed materials for reference.
- ✓ **Contact information:** share your contact information and that of other key personnel, emphasizing your availability for assistance.
- ✓ **Cultural insights:** offer insights into the local culture, traditions, and interesting facts that will enhance the participants' experience.
- ✓ **Express enthusiasm:** conclude the briefing by expressing enthusiasm about the upcoming tour and your excitement to share the experience with the group.
- ✓ **Gather feedback:** before concluding let participants know that you welcome feedback throughout the tour to ensure their satisfaction.

- **Factors to consider while providing briefing to the guest**
 - ✓ **Audience understanding:** consider the background, interests, and expectations of your audience. Tailor your briefing to suit their needs.
 - ✓ **Clear communication:** use simple and clear language. Avoid jargon or technical terms that might be confusing to guests.
 - ✓ **Timing and pacing:** be mindful of the timing of your briefing. Ensure it is not rushed, and participants have enough time to absorb the information.
 - ✓ **Engagement techniques:** use engaging techniques such as storytelling, visuals, or interactive elements to keep participants interested.
 - ✓ **Relevance of information:** provide information that is relevant to the guest's experience. Focus on what they need to know to enhance their stay or participation.
 - ✓ **Prioritize key information:** identify and prioritize the most crucial information. Highlight key points that guest should remember.
 - ✓ **Cultural sensitivity:** be aware of cultural differences and sensitivities. Provide insights into local customs and practices to help guests navigate respectfully.
 - ✓ **Weather and environment:** if applicable, inform guests about the weather conditions and any considerations related to the environment.
 - ✓ **Interactive elements:** encourage interaction by asking questions, inviting opinions, or incorporating hands-on activities when appropriate.
 - ✓ **Safety and emergency procedures:** clearly communicate safety procedures and emergency information. Ensure that guest know what to do in case of an emergency.
 - ✓ **Customization options:** if there are customization options or add-on activities, provide details and explain how guests can personalize their experience.
 - ✓ **Assumption clarification:** avoid making assumptions about the guests' prior knowledge. Clarify any terms or concepts that might not be universally understood.
 - ✓ **Positive tone:** maintain a positive and welcoming tone throughout the briefing. Set a positive expectation for the guests' experience.

- ✓ **Personal connection:** try to establish a personal connection with the guests. This could be through sharing personal anecdotes or expressing genuine enthusiasm.
- ✓ **Feedback mechanism:** establish a feedback mechanism. Let guests know that you welcome their feedback and are available to address any concerns.
- ✓ **Flexibility:** Be flexible in your approach. If guests have specific questions or interests, be ready to adjust your briefing to accommodate them.
- ✓ **Visual aids:** use visual aids such as maps, charts, or slides to supplement verbal information. Visuals can enhance understanding and retention.
- ✓ **Accessible language:** ensure that your language is accessible to international guests or those who may not have English as their first language.
- ✓ **Inclusivity:** promote inclusivity by acknowledging diversity and ensuring that everyone feels included and valued.
- ✓ **Closing remarks:** conclude the briefing with a summary of key points and a final welcome. Reiterate your availability for any further assistance.

- **Maintaining relationship with the host communities**

Developing relationships in your host community can make your transition a more positive experience and offer you a support group of friends, professional relationships, and maybe even a second place to call home.

- ✓ **Respect local customs:** demonstrate respect for local customs, traditions, and etiquette. Learn about and follow cultural norms to show appreciation for the local way of life.
- ✓ **Learn basic local phrases:** make an effort to learn a few basic phrases in the local language. Locals appreciate the effort, and it can lead to more meaningful interactions.
- ✓ **Engage with Locals:** strike up conversations with locals, whether it's at a market, café, or cultural event. Express genuine interest in their stories and perspectives.
- ✓ **Participate in local activities:** engage in local activities and events. Attend festivals, workshops, or community gatherings to connect with locals who share similar interests.

- ✓ **Support local businesses:** choose local businesses for your meals, shopping, and services. This not only supports the local economy but also provides opportunities for interactions with residents.
- ✓ **Home stays or local accommodations:** opt for home stays or locally-owned accommodations to immerse yourself in the community. This allows for more direct interactions with residents.
- ✓ **Take guided tours with locals:** choose guided tours led by local experts. They can provide unique insights into the destination, share personal stories, and offer a more authentic experience.
- ✓ **Volunteer:** consider volunteering for local community projects or initiatives. This not only contributes to the community but also allows you to connect with locals on a deeper level.
- ✓ **Attend social events:** attend social events or gatherings organized by locals. This could include art exhibitions, music performances, or community meetings.
- ✓ **Responsible tourism practices:** practice responsible tourism by being mindful of the environment and local culture. Respect nature and heritage sites, and follow sustainable travel practices.
- ✓ **Share your story:** share your own culture and experiences with locals. This can create a reciprocal exchange and contribute to a more profound understanding between you and the community.
- ✓ **Connect through social media:** use social media to connect with local communities. Many destinations have active social media groups where residents and travelers share tips, stories, and events.
- ✓ **Attend workshops or classes:** take part in workshops or classes conducted by local artisans, chefs, or experts. This provides an opportunity to learn new skills and connect with locals.
- ✓ **Ask for recommendations:** seek recommendations from locals for places to visit, eat, or explore. This not only leads to hidden gems but also opens up opportunities for conversations.
- ✓ **Respect personal space:** be mindful of personal space and cultural norms regarding physical contact. Respect individual preferences and boundaries.

- ✓ **Express gratitude:** express gratitude for the hospitality and experiences you encounter. A simple thank you in the local language goes a long way in building positive relationships.
- ✓ **Stay open-minded:** approach interactions with an open mind and a willingness to learn. Embrace differences and appreciate the diversity of the destination.
- ✓ **Share experiences with locals:** share your travel experiences with locals and listen to their stories. This exchange can create a sense of connection and shared understanding.
- ✓ **Leave a positive impact:** leave a positive impact on the community. Consider how your actions as a traveler contribute to the well-being of the destination and its residents.
- ✓ **Stay informed about local issues:** stay informed about local issues and challenges. This awareness can inform your interactions and contribute to responsible and respectful travel.



Activity 2: Guided Practice



Task 16:

Read the following and answer the questions that follow

For any resort in your community, district or province describe:

- a. The techniques they apply during tour guiding.
- b. The steps they follow during tour briefing
- c. The factors they consider while providing briefing to the guest
- d. How they maintain relationship with their host communities



Activity 3: Application



Task 17:

Read the scenario below and perform the tasks as required.

In your community, the district is planning to establish a touristic resort as a way of boosting tourism in the district. The district has requested you to support on this project as a person with the knowledge on resort tourism.

Required:

- a. Suggest the techniques that should be applied during tour guiding.
- b. Suggest the steps that should be followed during the tour briefing
- c. Suggest the factors they should consider while providing briefing to the guest
- d. Suggest ways that can be used to maintain relationship with the host communities

Topic 2.3: Tour Guiding Tools And Equipment



Activity 1: Problem Solving



Task 18:

Read the scenario below and answer the questions that follow.

After Mutesi understanding the packaging tourism products and services and the tour guiding techniques to apply, she wants you to help her by describing:

- a. The tools and equipment she will need during tour guiding.
- b. The ethical behavior during tour guiding
- c. The tour guiding code of conducts

Key Facts 2.3: Tour guiding tools and equipment

- **Tools and equipment**

- ✓ **Public Address (PA) System:** for larger groups or outdoor tours, a portable PA system can help the guide project their voice effectively.
- ✓ **Microphone and headset:** a wireless microphone and headset can make it easier for the guide to communicate in noisy environments or large spaces.
- ✓ **Maps and charts:** physical or digital maps and charts are essential for explaining routes, locations, and points of interest.
- ✓ **Tablet or Smartphone:** guides often use tablets or smart phones to access digital maps, provide multimedia content, and communicate with the group.
- ✓ **Camera:** a camera allows the guide to capture memorable moments during the tour and can be used to share visuals with participants.
- ✓ **Flag or Sign:** a distinctive flag or sign helps participants easily identify the guide in crowded areas or during group meet-ups.
- ✓ **Pointer or Baton:** useful for indicating specific points on a map, drawing attention to details, or emphasizing key information.

- ✓ **Tour Guide Book:** a comprehensive guidebook with information about the tour's destinations, history, and culture can be a valuable reference.
- ✓ **First Aid Kit:** a basic first aid kit ensures that the guide can provide immediate assistance in case of minor injuries or health concerns.
- ✓ **Umbrella or Sunshade:** depending on the weather, an umbrella or sunshade can keep the guide comfortable and protected.
- ✓ **Whistle:** a whistle can be used to gather the attention of the group, especially in crowded or noisy environment
- ✓ **Flashlight:** for tours that may extend into the evening or include visits to dimly lit areas, a flash light can be handy.
- ✓ **Multi-Tool:** a multi-tool with various functions can be useful for small repairs or adjustments during the tour.
- ✓ **Binoculars:** particularly useful for nature or wildlife tours, binoculars help participants get a closer look at distant objects.
- ✓ **Portable seating:** a small portable stool or seat can be beneficial for the guide during breaks or when providing information at specific locations.
- ✓ **Weather Gear:** depending on the climate, guides may need weather-appropriate gear such as raincoats, hats, or sunscreen.
- ✓ **Clipboard and Paper:** Handy for jotting down notes, names, or additional information that may come up during the tour.
- ✓ **Backup batteries and chargers:** ensure that electronic devices such as smart phones, tablets, and cameras have sufficient battery life with backup batteries and chargers.
- ✓ **Identification Badge:** A visible identification badge adds professionalism and helps participants recognize the guide.
- ✓ **Reusable water bottle:** staying hydrated is crucial, so a reusable water bottle is a practical tool for guides.
- **Tour guiding ethics**
 - ✓ **Accurate information:** provide accurate and reliable information about destinations, history, and cultural aspects. Avoid spreading misinformation.
 - ✓ **Respect for Culture and Customs:** Demonstrate respect for the local culture, traditions, and customs. Encourage participants to do the same.

- ✓ **Cultural sensitivity:** Be culturally sensitive in your interactions and explanations. Avoid making jokes or comments that could be offensive.
- ✓ **Environmental responsibility:** promote responsible and sustainable tourism practices. Encourage participants to minimize their environmental impact.
- ✓ **Inclusivity:** be inclusive and considerate of the diverse backgrounds, perspectives, and abilities of participants. Ensure everyone feels welcome and respected.
- ✓ **Group dynamics:** group dynamics with fairness and impartiality. Address conflicts diplomatically and create an inclusive atmosphere.
- ✓ **Truthful marketing:** ensure that promotional materials and advertisements accurately represent the tour experience. Avoid exaggeration or false claims.
- ✓ **Safety first:** prioritize the safety and well-being of participants. Provide clear safety instructions and adhere to local regulations.
- ✓ **Confidentiality:** respect the privacy of participants. Avoid sharing personal information without consent.
- ✓ **Fair business practices:** conduct business fairly and transparently. Avoid practices that exploit local communities or participants.
- ✓ **Informed consent:** clearly communicate any potential risks or challenges associated with the tour, allowing participants to make informed decisions.
- ✓ **Professionalism:** maintain a high level of professionalism in your appearance, conduct, and communication. Uphold the reputation of the guiding profession.
- ✓ **Personal relationships:** Avoid forming personal relationships with participants that may compromise the professional nature of the tour.
- ✓ **Environmental education:** use the opportunity to educate participants about the importance of preserving the environment and respecting natural habitats.
- ✓ **Conflict of interest:** disclose any potential conflicts of interest, such as affiliations with businesses or organizations mentioned during the tour.
- ✓ **Loyalty to employers:** if you are employed by a tour company, demonstrate loyalty to your employer by following their policies and guidelines.
- ✓ **Continuous learning:** stay informed about changes in local regulations, cultural practices, and tourism trends. Commit to ongoing professional development.

- ✓ **Conflict Resolution:** handle conflicts among participants or with local residents in a diplomatic and respectful manner.
- ✓ **Crisis management:** be prepared to respond effectively in case of emergencies or crises. Have a clear plan for communication **and** assistance.
- ✓ **Feedback and improvement:** encourage feedback from participants and use it as an opportunity for continuous improvement. Be open to constructive criticism.
- **Tour guiding code of conducts**
 - ✓ **Accurate information:** provide accurate and up-to-date information about destinations, history, culture, and attractions.
 - ✓ **Respect for local culture:** demonstrate respect for the local culture, traditions, and customs. Avoid behavior or comments that could be perceived as disrespectful.
 - ✓ **Professionalism:** maintain a high level of professionalism in appearance, conduct, and communication. Uphold the reputation of the guiding profession.
 - ✓ **Cultural sensitivity:** be culturally sensitive and aware of the diverse backgrounds and perspectives of participants.
 - ✓ **Safety first:** prioritize the safety and well-being of participants. Provide clear safety instructions and **adhere** to local regulations.
 - ✓ **Inclusivity:** create an inclusive and welcoming environment for all participants, regardless of their background, nationality, or abilities.
 - ✓ **Environmental responsibility:** promote responsible and sustainable tourism practices. Encourage participants to minimize their environmental impact.
 - ✓ **Informed Consent:** clearly communicate any potential risks or challenges associated with the tour, allowing participants to make informed decisions.
 - ✓ **Confidentiality:** respect the privacy of participants. Do not share personal information without consent.
 - ✓ **Fair Business practices:** conduct business fairly and transparently. Avoid practices that exploit local communities or participant
 - ✓ **Group management:** manage group dynamics with fairness and impartiality. Address conflicts diplomatically and create an inclusive atmosphere.
 - ✓ **Truthful marketing:** ensure that promotional materials and advertisements accurately represent the tour experience. Avoid exaggeration or false claims.

- ✓ **Loyalty to employers:** if employed by a tour company, demonstrate loyalty by following company policies and guidelines.
- ✓ **Continuous learning:** stay informed about changes in local regulations, cultural practices, and tourism trends. Commit to ongoing professional development.
- ✓ **Conflict of interest:** disclose any potential conflicts of interest, such as affiliations with businesses or organizations mentioned during the tour.
- ✓ **Environmental education:** use the opportunity to educate participants about the importance of preserving the environment and respecting natural habitats.
- ✓ **Personal Relationships:** avoid forming personal relationships with participants that may compromise the professional nature of the tour.
- ✓ **Crisis management:** be prepared to respond effectively in case of emergencies or crises. Have a clear plan for communication and assistance.
- ✓ **Feedback and improvement:** encourage feedback from participants and use it as an opportunity for continuous improvement. Be open to constructive criticism.
- ✓ **Community engagement:** foster positive relationships with local communities. Encourage responsible tourism that benefits local economies and residents.



Activity 2: Guided Practice



Task 19:

Read the following and answer the questions that follow

For any resort in your community, district or province describe:

- a. The tools and equipment they use during tour guiding.
- b. The ethical behavior of the tour guide
- c. The code of conduct for the tour guiding



Activity 3: Application



Task 20:

Read the scenario below and perform the tasks as required.

In your community, the district is planning to establish a touristic resort as a way of boosting tourism in the district. The district has requested you to support on this project as a person with the knowledge on resort tourism.

Required:

- a. Suggest the tools and equipment they should prepare for tour guiding.
- b. Suggest the ethical behavior of the tour guides
- c. Suggest the code of conduct for the tour guide



Formative Assessment

1. Describe the following terms as used in packaging tourism products and services:
 - i. Tourist
 - ii. Tour guiding
 - iii. Commentary or Spiel
 - iv. Interpretation
 - v. Tour guide
 - vi. Tourist attraction
 - vii. Effective communication
 - viii. Codes of conduct
 - ix. Tour itinerary
 - x. A package tour
2. Outline the components of tour package
3. Describe the techniques to be used in tour guiding
4. Identify the different factors to consider while providing briefing to the guest.
5. Describe the Tour guiding tools and equipment.
6. Identify the code of conducts for Tour guiding.
7. Outline the ways of maintaining relationship at host communities.



Points to Remember

- Components of tour package
- Techniques to be used in guiding
- Providing briefing to the guest
- Tour guiding tools and Equipment
- Tour guiding ethics
- Tour guiding code of conducts
- Elements of tour report and its importance to the company
- Ways of building relationship at destination



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

My experience	I do not	I know	I have	I have a lot	I am
Knowledge, skills and attitudes	have any experience doing this.	a little about this.	some experience doing this.	of experience with this.	confident in my ability to do this.
Describe tour products and services					
Describe the components of tour package					
Describe Techniques to be used in guiding tourists					
Describe tour guiding tools and equipment					
Describe tour guiding ethics					
Describe the tour guiding code of conducts					
Prepare a tour package					
Use tour guiding techniques					
Provide briefing to the guest					

My experience	I do not	I know	I have	I have a lot	I am
Knowledge, skills and attitudes	have any experience doing this.	a little about this.	some experience doing this.	of experience with this.	confident in my ability to do this.
Use tour guiding tools and equipment					
Apply tour guiding ethics					
Build relationship at destination					

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

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

UNIT 3: HANDLING CLIENT COMPLAINTS



Source: <https://www.zendesk.com/blog/customer-complaints-10-tips-manage-better/>

Unit summary

This unit provides you with the knowledge, skills and attitudes required to handle client complaints at the resort. It will cover identification of client complaints; preparation of a tour report; and basic resort promotion.

Self-Assessment: Unit 3

1. Referring to the unit illustration above discuss the following:
 - a. What does the illustration show?
 - b. What do you think this unit is about based on the illustration above?
2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills and attitudes under this unit.
 - a. There is no right or wrong way to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
 - b. Think about yourself: do you think you have the knowledge, skills or attitudes to do the task? How well?
 - c. Read the statements across the top. Put a check in a 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	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe the types of client complaints in tourism					
Describe the causes of client complaints in tourism industry					
Describe the effects of client's complaints for tourism enterprises					

My experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe the procedures for handling customer complaints					
Describe the elements of a tour report					
Define the key terms used in resort promotion					
Analyse the effects of client's complaints for tourism enterprises					
Handle customer complaints					
Prepare a tour report					
Use resort promotional techniques					
Prepare Resort marketing tool					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe the types of client complaints in tourism	1. Analyse the effects of client's complaints for tourism enterprises	1. Positive attitude towards guests and willingness to go above and beyond to meet their needs.
2. Describe the causes of client complaints in tourism industry	2. Handle customer complaints	2. Flexibility and adaptability to work in a dynamic and changing environment.
3. Describe the effects of client's complaints for tourism enterprises	3. Prepare a tour report	3. Strong attention to detail to ensure accuracy in providing resort information.
4. Describe the procedures for handling customer complaints	4. Use resort promotional techniques	4. Professionalism and integrity in dealing with guests and maintaining confidentiality.
5. Describe the elements of a tour report	5. Prepare Resort marketing tool	5. Teamwork and collaboration with other resort staff.
6. Define the key terms used in resort promotion		6. Proactive and self-motivated approach to continuously improve resort information and services.



Discovery activity:



Task 21:

Building on your knowledge and experience regarding tourism, read and answer the questions below

- a. Describe the types of client complaints in tourism
- b. Describe the causes of client complaints in tourism industry
- c. Describe the effects of client's complaints for tourism enterprises
- d. Describe the procedures for handling customer complaints
- e. Describe the elements of a tour report
- f. Define the key terms used in resort promotion
- g. Describe the resort promotional techniques
- h. Describe the Resort marketing tools

Topic 3.1: Identification Of Client Complaints



Activity 1: Problem Solving



Task 22:

Read the scenario below and answer the questions that follow.



Your friend Mutesi who was offered a job opportunity in one of the leading Tours and Travel Agency that works in your province as tour guide is now conversant with maintaining customer care and standard services and applying guiding techniques but still has a challenge regarding handling client complaints. Help Mutesi describe:

- The types of client complaints that occur in tourism
- The causes of client complaints in tourism industry
- The effects of clients complaints for tourism enterprises
- The procedures for handling customer complaints






Key Facts 3.1: Identification of client complaints




- Types of client complaints occurred in tourism⁹**








Customer complaints are inevitable in any service industry, especially in travel and tourism. Whether you work as a tour guide, a hotel manager, a travel agent, or a flight attendant, you will encounter unhappy or dissatisfied customers at some point.

Complaint type	Subcategory	Sample complaints
✓ Service	 Service experience	<ul style="list-style-type: none">▪ Lack of service staff▪ Passive serving▪ Find excuses for mistakes made▪ Lax service staff
	 Courtesy	<ul style="list-style-type: none">▪ Poor attitude▪ Little smiling

⁹ <https://www.researchgate.net/profile/Norman-Au/publication/271998686/figure/tbl2/AS:667785214566402@1536223810024/Classification-of-Categories-of-Travelers-Complaints-Posted-on-Web-20.png>

		<ul style="list-style-type: none"> ▪ No greeting ▪ Arrogant ▪ Inappropriate dress ▪ Unhelpful ▪ Rude ▪ Not friendly ▪ Lack of charm
	 Responsiveness	<ul style="list-style-type: none"> ▪ Staff were confused ▪ Poor communication skills ▪ Slow or refused to help ▪ Lazy
	 Competency	<ul style="list-style-type: none"> ▪ Lack of product knowledge ▪ Lack of common knowledge ▪ Poor English (language of use)
	 Personal interaction	<ul style="list-style-type: none"> ▪ Feel disrespected and discriminated against ▪ Impolite ▪ Impatient ▪ Inconsistent responses ▪ Money-minded ▪ Lack of enthusiasm
✓ Miscellaneous	 Bedding	<ul style="list-style-type: none"> ▪ Mattress too soft/hard ▪ Bed too small ▪ Pillow too hard ▪ Got skin allergy ▪ Blanket not warm enough
	 Smell	<ul style="list-style-type: none"> ▪ Stinky/moldy smelling bedroom and corridor ▪ Smell of residual cigarette smoke ▪ Bad odors

	 Pests	<ul style="list-style-type: none"> ▪ Mosquitoes ▪ Bedbugs
	 View	<ul style="list-style-type: none"> ▪ Crowded view ▪ No sea/lake/water view
	 Others	<ul style="list-style-type: none"> ▪ Keycard for guest lift can go any floor
✓ Location		<ul style="list-style-type: none"> ▪ Difficult to locate ▪ Remote ▪ Long way to walk
✓ Noise		<ul style="list-style-type: none"> ▪ Poor sound proofing ▪ Noisy air-conditioner ▪ Street noise ▪ Noise from corridor
✓ Food		<ul style="list-style-type: none"> ▪ Nothing special ▪ No value for money ▪ Small portion size ▪ Limited varieties ▪ Staff only recommended expensive food items ▪ No food refills for breakfast buffet ▪ Juice tastes bitter
✓ Facilities		<ul style="list-style-type: none"> ▪ Hot water not hot enough ▪ Old fashioned/primitive design ▪ Air conditioner not cold ▪ Cracks found in bathroom sinks ▪ Television has poor reception ▪ No air conditioning in corridor
✓ Price		<ul style="list-style-type: none"> ▪ Not value for money ▪ Expensive
✓ Provision of amenities		<ul style="list-style-type: none"> ▪ Shower gel and hand soap not good or not provided ▪ Toilet paper not enough

✓ Décor		<ul style="list-style-type: none"> ▪ Rough ▪ Color not too cool ▪ Lack luxurious feel ▪ Not practical ▪ Room is dark ▪ Decor was dated
✓ Space	 Space in general	<ul style="list-style-type: none"> ▪ Toom too small
	 Guest room	<ul style="list-style-type: none"> ▪ Small space between beds
	 Toilet	<ul style="list-style-type: none"> ▪ Small toilet space
✓ Cleanliness	 Cleanliness in general	<ul style="list-style-type: none"> ▪ Old and dirty hotel ▪ Unclean staff uniform
	 Guest room	<ul style="list-style-type: none"> ▪ Rubbish left in bin ▪ Cigarette ash left on carpet ▪ Stained carpets ▪ Chipped dresser with sticky drawers
	 Public areas	<ul style="list-style-type: none"> ▪ Products blocking the fire exit door ▪ Dirty hallways
	 Toilet	<ul style="list-style-type: none"> ▪ Smelly ▪ Dirty tap water ▪ Stains on towel ▪ Soap scum on showerhead ▪ Hair on bath
<ul style="list-style-type: none"> • Causes of client complaints in tourism industry <ul style="list-style-type: none"> ✓ Booking and reservation issues: complaints related to errors in booking, incorrect information, or discrepancies in reservation details. ✓ Accommodation concerns: issues with the quality, cleanliness, or facilities of accommodations, including problem with room conditions, noise, or safety concerns. ✓ Transportation problems: complaints about delays, cancellations, or issues with transportation services, such as flights, trains, buses, or transfers. 		

- ✓ **Tour guide performance:** dissatisfaction with the conduct or knowledge of tour guides, including communication issues or unprofessional behavior.
- ✓ **Service quality:** complaints about the quality of service provided by hotels, restaurants, or tour operators, including issues with staff attitude or responsiveness.
- ✓ **Misleading advertising:** discrepancies between the advertised features of a travel package or destination and the actual experience.
- ✓ **Lost or damaged belongings:** complaints related to lost or damaged luggage, personal belongings, or items during travel.
- ✓ **Weather-related issues:** frustration when weather conditions impact planned activities or experiences, especially in destinations with unpredictable climates.
- ✓ **Communication problems:** issues arising from poor communication between the travel company and the client, leading to misunderstandings or misinformation.
- ✓ **Safety concerns:** complaints about perceived safety risks, whether related to accommodations, transportation, or specific activities.
- ✓ **Health and hygiene:** concerns about the cleanliness and hygiene standards of accommodations, transportation, or dining establishments.
- ✓ **Overcrowding:** displeasure with crowded conditions at popular tourist attractions or during guided tours.
- ✓ **Cultural sensitivity:** complaints about insensitivity to local cultures or traditions, from tour guides, fellow travelers, or service providers.
- ✓ **Billing and payment issues:** disputes over billing errors, unexpected charges, or payment problems during the trip.
- ✓ **Accessibility concerns:** complaints related to accessibility issues for individuals with disabilities, including inadequate facilities or lack of assistance.
- ✓ **Unmet expectations:** dissatisfaction when the actual experience falls short of the client's expectations, whether in terms of service quality, accommodations, or activities.
- ✓ **Logistical challenges:** complaints about poor organization, confusing itineraries, or other logistical challenges that disrupt the travel experience.

- ✓ **Environmental impact:** concerns about the environmental impact of tourism activities, especially in ecologically sensitive areas.
- ✓ **Wi-Fi and connectivity:** complaints about poor or unreliable internet connectivity, especially in accommodations that advertise Wi-Fi services.
- ✓ **Lack of transparency:** complaints about a lack of transparency regarding fees, additional costs, or changes to the itinerary that were not communicated in advance.
- **Effects of clients' complaints for tourism enterprises**
 - ✓ **Damaged reputation:** unresolved or poorly handled complaints can lead to negative reviews, damaging their reputation of the tourism enterprise. Word of mouth, online reviews, and social media can amplify the impact.
 - ✓ **Loss of customer trust:** clients who experience issues and feel their complaints are not adequately addressed may lose trust in the tourism enterprise. Trust is a crucial element in the customer-business relationship.
 - ✓ **Decreased customer loyalty:** dissatisfied customers are less likely to become repeat customers. Loyalty is built on positive experiences, and unresolved complaints can erode this loyalty.
 - ✓ **Negative word of mouth:** unhappy clients may share their negative experiences with friends, family, and colleagues, leading to negative word-of-mouth marketing. This can deter potential customers from choosing the tourism enterprise.
 - ✓ **Reduced customer referrals:** satisfied customers are more likely to refer others to a business. However, unresolved complaints can lead to a lack of positive recommendations and referrals.
 - ✓ **Impact on revenue:** a decline in customer satisfaction and loyalty can ultimately impact revenue. Negative reviews and decreased customer retention may lead to a loss of business.
 - ✓ **Increased marketing costs:** to counter the negative effects of complaints, tourism enterprises may need to invest more in marketing efforts to rebuild their reputation. This can increase marketing costs.

- ✓ **Employee morale and turnover:** constantly dealing with customer complaints can take a toll on employee morale. High levels of dissatisfaction may lead to increased turnover, affecting the overall performance of the enterprise.
- ✓ **Operational inefficiencies:** repeated complaints about specific aspects of the tourism experience may highlight to operational inefficiencies that, if not addressed, can lead to ongoing issues and customer dissatisfaction.
- ✓ **Legal consequences:** persistent complaints and unresolved issues could lead to legal challenges, particularly if clients feel their rights have been violated or if there are breaches of contract.
- ✓ **Negative impact on destination image:** complaints about a specific destination or tourism service can negatively impact the overall image of the destination, affecting not only the specific enterprise but the tourism industry in that area.
- ✓ **Competitive disadvantage:** tourism enterprises with a history of unresolved complaints may face a competitive disadvantage. Potential customers are likely to choose competitors with better reputations.
- ✓ **Difficulty in attracting new customers:** negative reviews and a damaged reputation make it challenging to attract new customers. Potential clients may be deterred by the negative feedback and choose competitors with better reviews.
- **Procedures for handling customer complaints¹⁰**

Dealing with customer complaints in tourism can be challenging, but also rewarding. By following these steps, you can turn a negative situation into a positive one, and improve your problem-solving skills and customer relationships.

 - ✓ **Listen actively**
 - ✚ The first step to resolving a customer complaint is to listen to what they have to say.
 - ✚ Do not interrupt, argue, or dismiss their concerns.
 - ✚ Instead, show empathy, nod, and ask clarifying questions. This will help you understand the problem, acknowledge their feelings, and show respect.
 - ✚ Listening actively can also help you calm down an angry or frustrated customer and prevent the situation from escalating.

¹⁰ <https://www.linkedin.com/advice/0/what-do-you-encounter-customer-complaint-while-working-d2eac>

✓ **Apologize sincerely**

- ✚ The next step is to apologize for the inconvenience or disappointment caused by the problem.
- ✚ Even if you think the customer is wrong or unreasonable, you should still apologize for their negative experience.
- ✚ This does not mean you admit fault or liability, but rather that you express regret and sympathy.
- ✚ A sincere apology can go a long way in restoring trust and goodwill. Avoid generic or scripted apologies and use the customer's name if possible.

✓ **Offer a solution**

- ✚ After apologizing, you should offer a solution that is fair, realistic, and acceptable to the customer.
- ✚ Depending on the nature and severity of the problem, this could be a refund, a discount, a compensation, a replacement, or a correction.
- ✚ Explain the solution clearly and confidently, and make sure the customer agrees with it.
- ✚ If you cannot offer a solution yourself, refer the customer to someone who can, such as a supervisor or a manager.

✓ **Follow up promptly**

- ✚ The final step is to follow up with the customer to ensure that the solution was implemented and that they are satisfied.
- ✚ This could be done by phone, email, or in person, depending on the situation.
- ✚ Thank the customer for their patience and feedback, and ask them if they have any further questions or concerns.
- ✚ Following up promptly can demonstrate your professionalism and commitment to customer service, and increase the chances of repeat business or referrals.



Activity 2: Guided Practice



Task 23:

Read the following and answer the questions that follow

For any resort in your community, district or province describe:

- a. The types of client complaints they handle
- b. The causes of client complaints they handle
- c. The effects of clients' complaints to the resort
- d. The procedures for handling the customer complaints



Activity 3: Application



Task 24:

Read the scenario below and perform the tasks as required.

In a resort where you work, customers are complaining that: "The attitudes and behaviour of your staff are unacceptable."

From the scenario,

- a. Identify the type of client complaint
- b. The causes of client complaints
- c. The effects of clients' complaints to the enterprises
- d. Handle the customer complaints

Topic 3.2: Preparation Of A Tour Report



Activity 1: Problem Solving



Task 25:

Read the scenario below and answer the questions that follow.

Your friend Mutesi who was offered a job opportunity in one of the leading Tours and Travel Agency that works in your province as tour guide is now conversant with handling client complaints but still has a challenge regarding preparation of a tour report. Help Mutesi describe:

- a. The elements of a tour report
- b. The importance of a tour report to the company
- c. The steps of writing a tour report

Key Facts 2.4: Preparation of a tour report

- **Elements of a tour report**

A tour report typically includes essential elements that provide a comprehensive overview of a tour. These elements help document important information, evaluate the success of the tour, and offer insights for improvement. Here are the key elements of a tour report:

- ✓ **Tour details:** include basic information such as the tour name, date, and duration. Specify the destination or destinations covered during the tour.
- ✓ **Tour itinerary:** provide a detailed itinerary outlining the activities, attractions, and events scheduled for each day of the tour. Include information on accommodations, transportation, and any special arrangements.
- ✓ **Client information:** include details about the clients or participants on the tour, such as the number of participants, their demographics, and any special requirements or preferences.

- ✓ **Weather conditions:** document the weather conditions experienced during the tour. Weather can significantly impact the travel experience, and noting this information helps in understanding its effects.
- ✓ **Transportation details:** describe the modes of transportation used during the tour, including flights, buses, trains, or any other means. Evaluate the efficiency and comfort of transportation services.
- ✓ **Accommodation assessment:** provide feedback on the quality of accommodations, including hotels, lodges, or any other places where participants stayed. Include comments on cleanliness, amenities, and overall comfort.
- ✓ **Attractions and activities:** evaluate the attractions and activities included in the tour. Highlight any particularly successful or challenging experiences. Consider the interests and preferences of the guests.
- ✓ **Tour guide performance:** assess the performance of tour guides, including their knowledge, communication skills, and ability to handle unexpected situations. Mention any positive feedback or areas for improvement.
- ✓ **Client feedback:** include feedback received from participants. This can be gathered through surveys, interviews, or direct communication. Document positive comments as well as any concerns or complaints.
- ✓ **Logistical considerations:** document any logistical challenges encountered during the tour, such as transportation delays, changes in itinerary, or unexpected obstacles. Provide insights into how these challenges were addressed.
- ✓ **Cultural and environmental impact:** discuss the cultural and environmental impact of the tour. Consider the respect for local customs, preservation of the environment, and interactions with the local community.
- ✓ **Safety and security:** evaluate the safety and security measures in place during the tour. Document any incidents or concerns and describe how they were addressed.
- ✓ **Budget and expenses:** provide a breakdown of the tour budget, including expenses for transportation, accommodation, meals, and activities. Compare actual expenses to the budgeted amounts.

- **Recommendations for improvement:** based on the evaluation of the tour, provide recommendations for improvement. This could include adjustments to the itinerary, changes in accommodations, or enhancements to the overall experience.
- **Conclusion:** summarize the key findings and observations of the tour report. Conclude with an overall assessment of the success of the tour and the potential for future improvements.
- **Appendix:** include any additional documents or supplementary information, such as survey forms, photographs, or specific incident reports. A well-structured tour report provides valuable insights for tour
- **Importance of a tour report to the company**
 - ✓ **Measure success:** they help assess if the trip achieved its objectives, allowing for adjustments in future endeavors.
 - ✓ **Cost management:** they track and analyze expenses, identifying areas for potential cost savings on future trips.
 - ✓ **Budgeting:** data from past tours informs future budget allocations for travel and expenses.
 - ✓ **Compliance:** tour reports ensure adherence to company travel policies and expense reporting procedures.
 - ✓ **Knowledge sharing:** they capture valuable insights and learning from the trip that can benefit future travelers.
 - ✓ **Improved decision making:** by providing data on what worked well and what did not, reports guide future tour planning.
 - ✓ **Client feedback:** reports can include client testimonials and feedback, which can be used to improve future tours.
 - ✓ **Risk management:** they help identify potential risks encountered during the tour, allowing for better risk mitigation strategies.
 - ✓ **Vendor performance:** reports can assess the performance of vendors like hotels and travel agencies, informing future partnerships.
 - ✓ **Content creation:** information from reports can be used to create marketing materials for future tours.

- **Steps of writing a tour report**

- ✓ **Introduction:**

- ✚ Briefly state the purpose of the tour and where you went (city, country).

- ✚ Include the dates and any participants.

- ✓ **Logistics:**

- ✚ Describe the itinerary, transportation, and accommodation.

- ✚ Mention any pre-tour arrangements or challenges.

- ✓ **Activities:**

- ✚ Chronologically detail the tour's highlights, including specific sites visited, guest speakers, or workshops.

- ✚ Use bullet points or subheadings for clarity.

- ✓ **Key Learning:**

- ✚ Analyze what you achieved or learned during the tour.

- ✚ This is especially important for educational or business tours.

- ✓ **Feedback and Recommendations:**

- ✚ Include client or participant feedback if applicable.

- ✚ Offer suggestions for improvement for future tours.

- ✓ **Conclusion:**

- ✚ Briefly summarize the overall success of the tour.

- ✓ **Optional Sections:**

- ✚ Budget: Include a breakdown of expenses if required.


- ✚ Challenges: Briefly mention any unforeseen difficulties faced.

- **An example of a tour report**

- ✓ **Introduction:**


- This report details a seven-day exploratory tour of Rwanda, focusing on the distinct ecosystems of Akagera National Park and Nyungwe National Park, conducted from June 10th to June 16th, 2024. The tour aimed to experience Rwanda's diverse wildlife, explore unique landscapes, and gain insights into conservation efforts.

✓ **Logistics:**


 Transportation: We utilized a 4WD safari vehicle for game drives in Akagera and a private van with a driver for transfers between parks and activities in Nyungwe.


 Accommodation:


- Akagera National Park: Ruzizi Tented Camp [invalid URL removed] - Luxurious tented camp offering stunning views of the savannah.
- Nyungwe National Park: Kitabi Eco-Center - Eco-friendly lodge nestled within the rainforest canopy.

 Pre-tour arrangements included securing permits for chimpanzee trekking and the canopy walk in Nyungwe.


✓ **Day 1 & 2: Akagera National Park**


 We began with a scenic drive from Kigali to Akagera, arriving in time for an afternoon game drive.

 The vast savannah landscape teemed with wildlife, including zebras, giraffes, elephants, and a pride of lions basking in the afternoon sun.


 The following day, an early morning game drive offered a chance to witness predators on the hunt, followed by a relaxing boat cruise on Lake Ihema, where we encountered hippos and a variety of birdlife.

✓ **Day 3 & 4: Travel to Nyungwe National Park**

 We enjoyed the scenic journey from Akagera to Nyungwe, stopping at a local market to experience Rwandan culture.

 Upon arrival at Nyungwe, we embarked on a guided nature walk through the lush rainforest, encountering a diverse range of primates, including colobus monkeys and golden monkeys.

✓ **Day 5: Chimpanzee Trekking**

 The highlight of the trip was an exhilarating chimpanzee trek. Our experienced guide led us deep into the rainforest, following calls of the chimps. After a challenging hike, we were rewarded with an unforgettable hour observing a group of chimpanzees feeding, playing, and interacting within their natural habitat.

✓ **Day 6: Nyungwe Canopy Walk & Exploration**

✚ We ascended the thrilling Nyungwe Canopy Walk, a network of suspended bridges offering breathtaking views of the rainforest canopy and the chance to spot unique bird species.

✚ The afternoon featured a visit to a local tea plantation, learning about the production process and enjoying a refreshing cup of Rwandan tea.

✓ **Day 7: Departure**

✚ Following a final breakfast, we departed Nyungwe for Kigali, concluding the tour with a sense of accomplishment and a deeper appreciation for Rwanda's natural wonders.

✓ **Key Learnings:**

✚ The tour showcased the remarkable biodiversity of Rwanda, from the sprawling savannahs of Akagera to the vibrant rainforests of Nyungwe.

✚ We witnessed the success of conservation efforts in Rwanda, with healthy populations of wildlife thriving in both national parks.

✚ The importance of responsible tourism was evident throughout the trip, with a focus on minimizing impact on the environment.

✓ **Feedback and Recommendations:**

✚ All participants found the tour well-organized and informative, praising the knowledgeable guides and diverse experiences.

✚ Some suggested including a visit to a traditional Rwandan village to enrich the cultural experience.

✓ **Conclusion:**

This tour to Akagera and Nyungwe National Parks was a resounding success. It provided a unique opportunity to explore contrasting ecosystems, encounter a variety of wildlife, and gain valuable insights into conservation efforts in Rwanda. The experience will undoubtedly leave a lasting impression on all participants.



Activity 2: Guided Practice



Task 26:

Read the following scenario and perform the tasks required.

A group of visitors from a nearby resort wants to have a tour of your school and you are assigned to guide them around.

After the tour you are required to prepare a tour report.

- a. What elements will you include in the report?
- b. Prepare a school tour report



Activity 3: Application



Task 27:

Read the following scenario and perform the tasks required.

Imagine you had a tour guiding for a group of 10 customers around the resort in your community.

Required:

- a. Prepare a tour report

Topic 3.3: Basic resort promotion



Activity 1: Problem Solving



Task 28:

Read the scenario below and answer the questions that follow.

Your friend Mutesi who was offered a job opportunity in one of the leading Tours and Travel Agency that works in your province as tour guide is now conversant with preparation of a tour report but still has a challenge regarding basic resort promotion. Help Mutesi:

- Define the key terms of Promotion, Promotional mix, Marketing and Marketing mix
- Describe the Resort promotional techniques
- Describe the Resort marketing tools

Key Facts 3.3: Basic resort promotion

- **Definition of key terms**

- ✓ **Promotion:** is a key element in marketing that involves communicating the value of a product, service, or brand to potential customers. It aims to attract, inform, and persuade the target audience to engage with the offering. Here are some common methods and strategies for promotion.
- ✓ **Promotional mix:** this involves using marketing tools to enhance the demand for a company's products/services. The main elements in Promotion mix are:
 - ✚ Advertising
 - ✚ Direct marketing
 - ✚ Personal selling
 - ✚ Sales promotion
 - ✚ Public relations
- ✓ **Marketing:** these are activities of a company associated with buying, advertising, distributing, or selling a product or service

- ✓ **Marketing mix:** this is a set of variables used to promote the brand, improve customer satisfaction and increase visibility. The main elements in marketing mix are:

- ✚ Product
- ✚ Price
- ✚ Place
- ✚ Promotion
- ✚ People
- ✚ Process
- ✚ Physical evidence

- **Resort promotional techniques**

Promoting a resort involves creating awareness, displaying its unique features, and enticing potential guests to choose it for their vacation. Here are some effective promotional techniques for resorts:

- ✓ **Advertisement:** is to a paid form of communication aimed at creating awareness, interest, and ultimately, bookings for your resort. It is a targeted strategy to reach potential guests and convince them that your resort is the perfect place for their vacation.
- ✓ **Sales promotion:** to a marketing strategy that uses **temporary incentives** to stimulate interest, encourage bookings, and boost resort revenue during specific periods. It is all about creating a sense of urgency and offering guests benefit to make your resort stand out from the competition.
- ✓ **Public relation:** it is a strategic communication approach that focuses on building positive relationships with the public and earning media coverage to enhance your resort's reputation and credibility
- ✓ **Personal selling:** it involves a more nuanced approach that focuses on building relationships, understanding guest needs, and creating a personalized experience.
- ✓ **Stunning visuals:** utilize high-quality images and videos highlighting the resort's facilities, accommodations, scenic views, and recreational activities. Visuals play a crucial role in capturing the attention of potential guests.

- ✓ **Engaging website:** design an attractive and user-friendly website that provides detailed information about the resort, including accommodations, amenities, dining options, and nearby attractions. Ensure that the booking process is seamless.
- ✓ **Social media marketing:** leverage popular social media platforms to share captivating content, engage with potential guests, and run targeted advertising campaigns. Use platforms like Instagram, Facebook, and interest to highlight the resort lifestyle.
- ✓ **Influencer collaborations:** partner with influencers in the travel and lifestyle niche who can promote the resort to their followers. Influencers can provide authentic and visually appealing content, reaching a broader audience.
- ✓ **Email marketing:** build an email list of potential guests and past visitors. Send newsletters, promotional offers, and updates about the resort to keep them informed and engaged.
- ✓ **Special offers and packages:** create attractive promotions, discounts, and vacation packages to encourage bookings. Highlight any seasonal offers or limited-time deals to create a sense of urgency.
- **Resort marketing tools**

Marketing tools specific to resorts can help in promoting the property, attracting guests, and enhancing the overall guest experience. Here are some resort marketing tools that can be valuable

 - ✓ **Brochures:** tangible and informative marketing tool used to capture the essence of your resort and entice potential guests to book a stay.
 - ✓ **Internet:** the internet has become an invaluable and powerful tool. It allows resorts to reach a global audience, showcase their offerings in an interactive and engaging way, and connect with potential guests throughout their entire vacation planning journey
 - ✓ **Flyers:** serve as a localized, attention-grabbing marketing tool used to promote special offers, announce events, or create awareness about your resort within a specific target area
 - ✓ **Catalogues:** catalogues are not as commonly used as some of the other techniques we have discussed. Traditionally, catalogues were physical booklets containing detailed descriptions and images of products or services.

- ✓ **Magazines:** can be a strategic tool to reach a targeted audience and highlight your resort in a visually appealing and informative way.
- ✓ **Booking and reservation systems such as:**
 - ✚ **Res Nexus:** A booking and reservation system that allows guests to book online and provides management tools for resorts.
 - ✚ **Little Hotelier:** Designed for small hotels and resorts, it offers reservation management and channel management.
- ✓ **Channel Management such as:**
 - ✚ **Site Minder:** helps resorts manage room availability and rates across various online booking channels.
 - ✚ **Cloud beds:** combines property management, channel management, and booking engine features.
- ✓ **Guest Communication such as:**
 - ✚ **Revinate:** focuses on guest feedback, reviews, and communication.
 - ✚ **Trust You:** provides tools for managing guest reviews and sentiment analysis.
- ✓ **Social Media Engagement such as:**
 - ✚ **Later:** a social media scheduling tool that can help plan and schedule posts on platforms like Instagram.
- ✓ **Email Marketing such as:**
 - ✚ **Mail chimp:** offers email marketing services to engage with past, present, and potential guests.
 - ✚ **Constant Contact:** provides email marketing solutions with templates suitable for resorts.
- ✓ **Online Reputation Management such as:**
 - ✚ **Review Pro:** monitors and aggregates guest reviews from various platforms to manage online reputation.
 - ✚ **GuestRevue:** focuses on guest feedback and online reputation management for the hospitality industry.

✓ **Visual Content Creation such as:**

- ✚ **Canva:** user-friendly design tool for creating visually appealing graphics and promotional materials.
- ✚ **Visme:** allows for the creation of infographics, presentations, and other visual content.

✓ **Website Optimization such as:**

- ✚ **Google Analytics:** tracks website traffic and user behavior to optimize the resort's online presence.
- ✚ **Option Monster:** a conversion optimization toolkit that can be used to turn website visitors into customers.

✓ **Local SEO Tools:**

- ✚ **Google My Business:** helps manage the resort's presence on Google, including local search results and maps.
- ✚ **Bright Local:** a suite of local SEO tools for managing local search performance.

✓ **Event Management such as:**

- ✚ **Cvent:** an event management platform that can be useful for resorts hosting events or conferences.
- ✚ **Eventbrite:** allows for the creation and management of events, including ticket sales.

✓ **Guest Experience Enhancement:** a platform that streamlines communication and operations to enhance the guest experience.

- ✚ **Whistle:** a guest messaging platform to facilitate communication between guests and staff.

✓ **Mobile Marketing such as:**

- ✚ **Tatango:** allows for SMS marketing campaigns, useful for reaching guests on their mobile devices.
- ✚ **Localytics:** focuses on mobile app analytics and engagement.

✓ **Competitor Analysis such as:**

🔗 **Similar Web:** provides insights into competitors' websites and digital marketing strategies.

🔗 **SEMrush:** Offers competitive analysis tools, including keyword research and back link analysis.

✓ **Virtual Tour Creation such as:**

🔗 **Matterport:** Enables the creation of 3D virtual tours for showcasing resort facilities.

🔗 **Round me:** A virtual tour creation platform suitable for resorts and hospitality businesses.

✓ **Survey and Feedback such as:**

🔗 **Survey Monkey:** Useful for collecting guest feedback and conducting surveys.

🔗 **Customer Sure:** A feedback and survey tool designed for the hospitality industry.



Activity 2: Guided Practice



Task 29:

Read the following and answer the questions that follow

For any resort in your community, district or province describe:

- a. Describe the Resort promotional techniques that are used
- b. Describe the Resort marketing tools that are employed



Activity 3: application



Task 30:

Read the scenario below and perform the tasks as required.

In your community, the district is planning to establish a touristic resort as a way of boosting tourism in the district. The district has requested you to support on this project as a person with the knowledge on resort tourism.

Required:

- a. Suggest the Resort promotional techniques that will be used
- b. Suggest the Resort marketing tools that will be employed



Formative Assessment

1. Read and answer the questions below
 - a. The types of client complaints that occur in tourism
 - b. The causes of client complaints in tourism industry
 - c. The effects of clients complaints for tourism enterprises
 - d. The procedures for handling customer complaints
 - d. The elements of a tour report
 - e. The importance of a tour report to the company
 - f. The steps of writing a tour report
 - d. Define the key terms of Promotion, Promotional mix, Marketing and Marketing mix
 - e. Describe the Resort promotional techniques
 - f. Describe the Resort marketing tools
2. A customer comes complaining ***“I cancelled my hotel room booking just before I was supposed to check in. Why can’t I get my money back?”*** Handle the customer’s complaints.



Points to Remember

- Types of client complaints occurred in tourism : In the tourism industry, client complaints can vary widely, covering aspects of travel from booking to the actual experience at the destination.
- Causes of client complaints in tourism industry : Client complaints in the tourism industry can arise from various factors, and understanding these causes is crucial for service providers to address issues effectively.
- Effects of client’s complaints for tourism enterprises: Client complaints, when not effectively addressed, can have several negative effects on tourism enterprises. These effects can impact the reputation, customer satisfaction, and overall success of the business.
- Procedures for handling customer complaints: Handling customer complaints requires a thoughtful and empathetic approach.

- Elements of a tour report: tour report typically includes essential elements that provide a comprehensive overview of a tour or travel experience. These elements help document important information, evaluate the success of the tour
- Resort promotional technique: Promoting a resort involves creating awareness, highlighting its unique features, and enticing potential guests to choose it for their vacation.



Self-Reflection

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

My experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe the types of client complaints in tourism					
Describe the causes of client complaints in tourism industry					
Describe the effects of client's complaints for tourism enterprises					
Describe the procedures for handling customer complaints					

My experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe the elements of a tour report					
Define the key terms used in resort promotion					
Analyse the effects of client's complaints for tourism enterprises					
Handle customer complaints					
Prepare a tour report					
Use resort promotional techniques					
Prepare Resort marketing tool					

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

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



Summative assessment

Integrated situation

BC resort located in MUSANZE District (KINIGI sector), received a request from a group of 10 Tourists from Zimbabwe. The Tourists booked ten rooms and would like to experience attractions around the resort in 7 days. They have been informed through Websites, Online Flyers and Media's advertisement. But they are not aware of its tourist's attractions, hence desired to visit.

Among their expectations, they want to experience recreational activities, wildlife, culture and historical heritages.

The BC resort, hired you as an experienced person in Tourism Industry to handle the guest enquiry.

Tasks:

1. Offer Resort customer services
2. apply guiding skills
3. handling guest complaints
4. make tour report

Instructions:

1. Required time is two (2) hours
2. Tools, equipment, material are allocated by company
3. Right attitudes while performing the task

Resources

Tools	▪ Communication devices, guidebook, walking sticks, magazines, brochures.
Equipment's	▪ Computer, Tables, Chairs, First Aid Kit, tour vehicles, camera, binoculars.
Materials/ Consumables	▪ Detailed itinerary, pen, notebook, internet connection, airtime, fuel for vehicle.

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