



RQF LEVEL 3



TOROA302
TOURISM

**Booking Outdoor
Activities**

TRAINEE MANUAL



BOOKING OUTDOOR ACTIVITIES



2023

AUTHOR'S NOTE PAGE (COPYRIGHT)

The competent development body of this manual is Rwanda TVET Board “, reproduced with permission.

All rights reserved.

1. This work has been produced initially with the Rwanda TVET Board, with the support from European Union through UBUKERARUGENDO IMBERE.
2. This work is copyright, but permission is given to all the Administrative and Academic Staff of the RTB and TVET Schools to make copies by photocopying or other duplicating processes for use at their own workplaces.
3. This permission does not extend to making of copies for use outside the immediate environment for which they are made, nor making copies for hire or resale to third parties.
4. The views expressed in this version of the work does represent the views of RTB Senior Management.
5. RTB owns the copyright to the trainee and trainer’s manuals. The providers of training may reproduce these guidelines in part or in full for bona fide study or in company / workplace training purposes only. Acknowledgment of RTB copyright must be included on any reproductions. Any other use of the manuals must be referred to the RTB.



©Rwanda TVET Board

Copies available from:

- HQs: Rwanda TVET Board-RTB
- Email: info@rtb.gov.rw
- Web: www.rtb.gov.rw
- P.O. Box:4940 Kigali, Rwanda
- Original published version: February 2023.

FOREWORD

Welcome to the world of Technical and Vocational Education and Training (TVET) in the hospitality and tourism sector. In an era of constant evolution and growing demand for skilled professionals, the importance of specialized training cannot be overstated. As the global hospitality and tourism industry continues to flourish, the need for competent individuals equipped with relevant knowledge and practical skills has become crucial. This collection of TVET training manuals serves as a comprehensive resource for those seeking to embark on a fulfilling career or further their expertise within the hospitality and tourism sector. Developed with meticulous attention to detail and in collaboration with industry experts, these manuals offer a wealth of knowledge, practical insights, and hands-on training exercises.

The manuals cover a wide range of topics, ranging from essential foundational concepts to specialized areas within the industry. Whether you are interested in hotel management, culinary arts, event planning, travel and tourism, or any other facet of this vibrant sector, you will find invaluable guidance within these pages. At the heart of the TVET approach is the belief that learning should be both practical and relevant. These manuals have been carefully crafted to ensure that they reflect the real-world challenges and requirements of the hospitality and tourism industry. They are designed to empower learners with the skills, competencies, and confidence needed to excel in their chosen field.

Furthermore, the manuals adopt a learner-centered approach, encouraging active participation, critical thinking, and problem-solving. Throughout each module, learners are encouraged to engage in practical exercises, case studies, and interactive activities that simulate real-world scenarios. This hands-on approach allows learners to apply theoretical concepts and develop the necessary skills that are highly sought after in the industry.

We understand that education is a lifelong journey, and these manuals have been designed to cater to learners at various stages of their professional development. Whether you are a student taking your first steps in the industry, a working professional seeking to enhance your skills, or an instructor guiding aspiring individuals, you will find the manuals to be a valuable asset.

I would like to express my sincere appreciation to the authors, industry experts, and educators who have contributed to the creation of these TVET training manuals. Their dedication and expertise have ensured that the manuals are of the highest quality and relevance.

I encourage you to embrace the opportunities presented within these pages, to explore the dynamic world of hospitality and tourism, and to unlock your potential in this exciting industry. By investing in your education and acquiring the skills offered in these manuals, you are taking a significant step towards a rewarding and successful career.

Best wishes on your journey of discovery and growth in the hospitality and tourism sector.

Dipl.-Ing. Paul UMUKUNZI

Director General/ RTB

ACKNOWLEDGEMENTS

The publisher would like to thank the following for their assistance in the elaboration of this textbook:

Rwanda TVET Board (RTB) would like to recognize all parties who contributed actively to the preparation of the Trainer's and Trainee's manuals for this front office and housekeeping operations Level 3 TVET Curriculum.

We wish to extend our thanks to various organizations such as the European Union through UBUKERARUGENDO IMBERE Project for the valuable financial and technical support throughout the project. We would also wish to acknowledge the Food and Beverage Operations experts for their huge contribution in this project, as well as French Press Ltd and its entire production team that technically conducted the whole assignment.



Under European Union funding
through UBUKERARUGENDO IMBERE Supervision and Involvement



Rwanda TVET Board (RTB)

COORDINATION TEAM

Rwamasirabo Aimable

Ntahontuye Felix

Production Team

Authoring, Review and Facilitation

Tumaini Manimbi

Safari Ernest

Karasenga Jean de Dieu

Mwenzé Dieumerici

Uwayo Pacifique

Conception, Adaptation, Review and Editing

Gihoza Ngoga Pacifique

Sebagabo Jean de Dieu

Formatting, Graphics and infographics

Albert Ngarambe

Asoka Niyonsaba Jean Claude

Technical Support

French Press Ltd.

TABLE OF CONTENT

Author’s Note Page (Copyright) -----	ii
Foreword-----	iii
ACKNOWLEDGEMENTS -----	v
TABLE OF CONTENT -----	vii
ABBREVIATIONS AND ACRONYMS -----	viii
INTRODUCTION-----	1
UNIT 1: DESCRIBING THE OUTDOOR RECREATION INDUSTRY -----	3
Topic 1.1: Explaining the significance of outdoor recreation industry-----	7
Topic 1.2: Categorizing the outdoor recreation activities-----	12
Topic 1.3: Identifying careers, role and working conditions for outdoor activities -----	17
Topic 1.4: Identifying qualities and skills of the outdoor staff -----	20
UNIT 2: HANDLE OUTDOOR RECREATION ACTIVITIES INQUIRIES -----	27
Topic 2.1: Describing the characteristics of outdoor clients-----	31
Topic 2.2: Describing clients’ requirements for outdoor activity-----	34
Topic 2.3: Receiving the outdoor tours inquiry-----	39
Topic 2.4: Responding to inquiry-----	42
UNIT 3: PREPARE STAFF FOR THE OUTDOOR ACTIVITY -----	49
Topic 3.1: Preparing the staff for the outdoor activity-----	52
Topic 3.2: Selecting equipment, tools and supplies for outdoor activities-----	55
Topic 3.3: Selecting site for the outdoor activities-----	62
References-----	68

ABBREVIATIONS AND ACRONYMS

COVID-19: Coronavirus disease of 2019

GPS: Global Position System

HIV and AIDS: Human Immunodeficiency Virus Infection and Acquired Immune Deficiency Syndrome

RTB: Rwanda TVET Board

SMS: Short Message Service

STI: Sexually Transmitted Infections

TOR: Tourism

TVET: Technical and Vocational Education and Training

UK: United Kingdom

VIPs: Very Important Persons

INTRODUCTION

Welcome to the training manual for the hospitality and tourism sector, specifically focused on the trade of tourism. This manual, titled "Booking outdoor activities," is designed to provide comprehensive training for individuals seeking to enter or improve their skills in the industry.

The manual is structured into three units, each of which covers a critical aspect of outdoor recreation activities. These units include describing the outdoor recreation industry, handle outdoor recreation activities, and preparing staff for the outdoor activity.

This manual is not a typical textbook-style approach to learning, but rather an interactive learning experience. It comprises of discovery activities that allow trainees to explore and discover concepts, problem-solving activities that require trainees to think critically and come up with solutions, guided practice activities that provide step-by-step instructions and application activities that encourage trainees to apply their newly acquired knowledge in real-life scenarios.

Additionally, the manual includes assessment activities, which provide trainees with feedback on their progress and help them identify areas where they need to improve.

By the end of this manual, trainees will have gained a comprehensive understanding on how to professionally book outdoor activities, and be equipped with the necessary skills to provide excellent service when dealing with customers. Let's get started.

Module Units:

Unit 1: Describing the Outdoor Recreation Industry

Unit 2: Handling Outdoor Recreation Activities

Unit 3: Preparing Staff for The Outdoor Activity

UNIT 1: DESCRIBING THE OUTDOOR RECREATION INDUSTRY



Figure 1: Describing the outdoor recreation industry

Unit summary:

This unit provides skills, knowledge and attitudes about how to explain the significance of outdoor recreation industry, how to categorize outdoor recreation activities, the ways to identify careers, role and working conditions for outdoor activities, as well as the qualities and skills for the outdoor staff.

Self-Assessment: unit 1

1. Look at the illustration above. Discuss on what is happening or what you see on the illustration. What do you think this learning unit will be about? What topics might be covered?

2. Fill in the self-assessment below.

There are no right or wrong ways to answer this survey. It is for your own use during this course. The trainer will read a skill that is listed in the left column. Think about yourself: do you think you can do this? How well? Read the statements across the top. Put a check in column that best represents your situation. At the end of this unit, we'll take this survey again.

My experience	I don't 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 categories of the significance of outdoor recreation industry					
Identify categories of outdoor recreation activities					
Evaluate qualities and skills for the outdoor staff					
Categorize the significance of outdoor recreation industry					
Apply the strategies to categorize outdoor recreation activities					

My experience	I don't 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 careers, role and working conditions for outdoor activities					

Key Competencies:

Knowledge	Skills	Attitudes
1. Differentiate categories of the significance of outdoor recreation industry	1. Categorize the significance of outdoor recreation industry	1. Be meticulous enough while categorizing the significance of outdoor recreation industry
2. Identify categories of outdoor recreation activities	2. Apply the strategies to categorize outdoor recreation activities	2. Demonstrate professionalism when categorizing outdoor recreation activities
3. Evaluate qualities and skills for the outdoor staff	3. Describe careers, role and working conditions for outdoor activities	3. Be careful when evaluating qualities and skills for the outdoor staff



Steps:



Discovery activity



Task:

1. Read the scenario below

In the picturesque Rubavu district, nestled amidst stunning natural surroundings, there exists an outdoor recreational center known as "Be Fit and Strengthen Your Body." This renowned establishment has been offering exceptional outdoor recreational services to its clients for an extended period, attracting tourists from various corners of the globe. Its reputation for providing unforgettable experiences and promoting a healthy lifestyle has earned it a special place in the hearts of visitors.

Recently, during a crucial staff meeting, the Managing Director of the center found themselves faced with a series of thought-provoking questions raised by the dedicated team members. These inquiries primarily focused on the significance of the outdoor recreation industry, the classification of outdoor recreation activities, methods to identify potential careers, the roles and working conditions associated with outdoor activities, as well as the essential qualities and skills required for the staff engaged in such endeavours. The staff raised these pertinent questions with the aim of continually delivering excellence in service to the esteemed tourists who visit the center.

2. What are the different activities performed at an outdoor recreation centre?
3. What is the importance of outdoor recreation industry?
4. What should be the qualities and skills of outdoor recreation industry?

Topic 1.1: Explaining the significance of outdoor recreation industry



Activity 1: Problem Solving



Task:

1. Read the scenario below and discuss in group

Next weekend, 25 people who work together in the same construction company, wish to enjoy their weekend together as colleagues, but, lack of information about outdoor recreation activities, they are failing to plan for activities they will be doing and the place where to meet. As a professional in booking outdoor recreation activities, help them to find a good outdoor recreational site, activities to perform there, and give them more information about the benefits they will get from those activities.

2. Have a look at Key facts (indicative contents) 1.1 and ask your trainer for clarifications

Key Facts:

Explaining the significance of outdoor recreation industry



✓ Significance of outdoor recreation industry

Outdoor recreation or outdoor activity: This refers to leisure activities such as hiking, fishing, skiing, snowmobiling and wildlife viewing which take place in a natural setting and benefit the body, mind or spirit.

Outdoor recreation industry: This is an industry in tourism sector that comprises of nature-based tourism, camps and outdoor education, adventure therapy, and a full range of outdoor recreation activities.

As a component of tourism sector, outdoor recreation industry plays many roles, which can be grouped into the following four categories:

✓ **Economic significance**

From an economic standpoint, outdoor recreation is a mix of primary activities, goods and services such as parks and attractions and sporting goods plus related manufacturing, wholesale and retail (Jim, 2021). This includes:

Attractions and Activities: Museums, historical sites, zoos and botanical gardens, nature parks, golf courses and country clubs, skiing facilities, marinas, fitness and recreational sports centers, RV (recreational vehicle) parks and campgrounds, recreational and vacation camps (except campgrounds), tour operators, sports and recreation instruction

Manufacturing: Sporting and recreation equipment, supplies and apparel

Wholesale/Retail/Rental: Including sporting goods, clothing and footwear, vehicles and boats

Transportation: Including scenic and sightseeing transportation

More to that, the economic aspect comprises:

- Job creation
- Income generation
- Tax revenues
- Increased investment
- Increased property values
- Increase of tourism opportunities
- Creation of different categories of jobs
- Poverty alleviation
- Increase of foreign exchange earnings
- Supporting economic growth and diversification
- Enhancing urban revitalization efforts
- Strengthening tourism by attracting local and regional visitors

✓ **Environmental significance**

- Conservation of natural resources
- Infrastructure development
- Environmental protection
- Reduces pollution
- Promotes clean air and water

- Preservation of open space
- Ecosystem protection
- Increase of community pride

✓ **Cultural significance**

- Cultural conservation
- Promoting the host communities' culture
- Cross-cultural exchange
- Improvement of attitudes and behaviors
- Heritage conservation
- Friendship creation between visitors and host communities
- Preservation and restoration of cultural heritage
- Revival of traditional arts and crafts

✓ **Social significance**

- Improvement of the host community's lifestyles
- Host communities become more civilized
- Friendship creation with visitors
- Improving activity participants' physical, mental, and social health
- Reducing participants' psychological stress, feelings, of perceived threat, and depression
- Promoting physical fitness and health lifestyles
- Providing a supportive environment in which to develop social skills like teamwork and cooperation
- Increased community health and reduced crime.

In brief, ¹Jim (2021) asserted that outdoor recreation offers economic opportunities for states, regions, and communities for business, community, and workforce development. However, like most industries outdoor recreation has been impacted by COVID-19, it has seen growth in interest as people seek and demands greater access and use of the outdoors

¹ Jim, D. (2021). Outdoor Recreation: Good for You and Good for the Economy, Expansion Solutions Magazine, Alabama, USA.

for health, safety, and personal enjoyment. This will drive economic trends over the next five years.

Through strategies that are driven by data and market intelligence, economic developers can integrate outdoor recreation into their overall economic development programs to leverage these opportunities. Doing so requires looking beyond outdoor recreation as a leisure activity or as its own narrow sector and considering its connections and importance the larger economic ecosystem.



Activity 2: Guided Practice



Task:

1. Read the scenario and perform the task below

You are the marketing manager at an outdoor recreation company called "Peter & Sons Entertainment Company." As a new company, Peter & Sons Entertainment Company is currently focused on attracting potential clients to participate in the various outdoor recreation activities it organizes. As the marketing manager, your role is to implement effective strategies to market your company and provide sufficient information to target clients about the significant benefits of the outdoor recreation industry.

2. In a case you need any help, please approach your trainer.



Activity 3: Application



Task:

Choose one outdoor recreation centre you may know to visit in Rwanda, go there and see how the center staff explain the significance of outdoor recreation industry. Write a report of what you have learnt from your study tour.

Topic 1.2: Categorizing the outdoor recreation activities

Activity 1: Problem Solving



Task:

Be Fit Entertainment Company is a new outdoor recreation activity company that will soon begin its business operations near your school. One of its objectives is to make a difference by responding to the needs of its potential clients. What different categories of outdoor recreational activities would you suggest this company organize in order to achieve its objective?

Have a look at Key facts (indicative contents) 1.2 and ask more clarifications to your trainer if need be.

Key Facts:

Categorize the outdoor recreation activities

✓ The Outdoor Activity Planning Checklist

To successfully categorize the outdoor recreation activities, it is important to prepare an outdoor activity planning checklist by following these steps:

-  Form an Activity Development team, make sure there is a Project Leader, if required.
-  List ideas into the Ideas Phase table
-  Seek permission to use the land if needed
-  Make sure the appropriate insurance is in place
-  Complete a risk assessment
-  Secure staff/volunteers and assign their roles
-  Make sure the medical declaration, photographs and disclaimer forms are signed

✓ Prior to activity organize:

-  Equipment
-  Transport
-  Meeting Point

- ✚ First Aid
- ✚ Toilets
- ✚ Catering
- ✚ Rubbish removal

✓ **Consider:**

- ✚ Financial aspects
- ✚ Local press
- ✚ Weather and have a bad weather plan
- ✚ How you will market your event
- ✚ Evaluate the activity with participants, staff and volunteers at the end of the activity

✓ **Categories of outdoor recreation activities:**

On the basis of their nature, outdoor recreation activities are grouped into main categories namely:

✓ **Active recreational activities:**

These are the structured individual or team activities that require the use of special facilities, courses, fields, or equipment. Their examples include:

- ✚ Baseball
- ✚ Soccer
- ✚ Golf
- ✚ Tennis
- ✚ Hockey
- ✚ Skateboarding
- ✚ Football
- ✚ Skiing

✓ **Passive recreational activities:**

These are activities that do not require prepared facilities like sports fields or pavilions. Passive recreational activities place minimal stress on a site's resources; as a result, they can provide ecosystem service benefits and are highly compatible with natural resource protection². Their examples include:

- ✚ Water-based activities such as:
 - Swimming,
 - Fishing,
 - Canoeing,

² Barbara, S. Hawk (1997). The Big Book of Jobs. VGM Career Horizons, Toronto, Canada.

- Boat riding,
- Scuba diving

 Land-based activities such as:

- Camping,
- Observing and photographing nature,
- Picnicking,
- Walking,
- Historic and archaeological exploration,
- Cross-country skiing,
- Bicycling,
- Running or jogging,
- Horseback riding

 Mountain-based activities such as:

- Hiking
- Mountain biking
- Mountaineering or alpinism
- Ice climbing
- Fat biking
- Ice diving
- Snowmobiling
- Snowshoeing
- Snow kiting
- Hang gliding
- Ski jeering

 Forest-based activities such as:

- Hunting,
- Wildlife viewing,
- Birdwatching,
- Climbing trees
- Photography
- Camping
- Hiking
- Rock climbing geocaching
- Sightseeing
- Nature walk



Figure 2: Bicycling activity

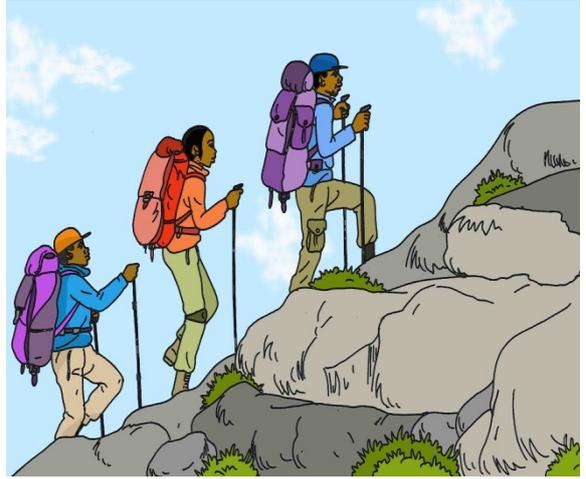


Figure 3: Hiking activity



Activity 2: Guided Practice



Task:

You are a receptionist at an outdoor recreation activity company. As your company organizes various outdoor recreation activities, many people seek information about these activities. As a professional receptionist, your role is to categorize these activities and provide accurate information to your company's target markets. If needed, don't hesitate to approach your trainer for assistance.



Activity 3: Application



Task

Go to visit one outdoor recreation company you may know in Rwanda, and see different categories of outdoor recreation activities organized by that company, and then write a report on what you have learnt from your study tour.

Topic 1.3: Identifying careers, role and working conditions for outdoor activities



Activity 1: Problem Solving



Task

John is an entrepreneur who aims to establish an outdoor recreation activity company, even though he lacks sufficient information about the outdoor recreation business. However, considering you as an expert in this field, he seeks your advice regarding his new business idea. Assist him in acquiring more information about careers, roles, and working conditions in the outdoor activities sector.

Have a look at Key facts (indicative contents) 1.3 and ask more clarifications from your trainer if need be.

Key Facts:

Identification of careers, role and working conditions for outdoor activities

✓ Identification of careers in the outdoor activities

Outdoor recreation careers involve responsibilities related to recreational activities that take place outside where, people can do the following jobs:

Tour guiding

Developing programs to educate and teach people about the wilderness or set up any programs that involve nature or outdoor community facilities

Park ranger

-  Outdoor education instructor
-  Outdoor recreation guide
-  Camp counsellor, and
-  Conservation specialist.

- ✚ There are also higher level positions where you manage and oversee a specific area of land and supervise additional staff members.

✓ **Companies in outdoor activities**

Outdoor recreation industry is comprised of different companies including the following:

Companies which distribute or manufacture outdoor apparel, gear, equipment, accessories, and footwear for outdoor recreation activities such as camping, swimming, football playing etc.

Consultants and independent outside sales representatives who provide services to manufacturing and distributing companies

Retail stores which sell outdoor gear, equipment, and apparel to the outdoor enthusiasts. The retailers are range from small, locally-owned stores to national chains.

Companies organizing outdoor recreation activities

✓ **Description of roles played by outdoor staff**

The following are some roles played by outdoor recreation industry staff³:

- ✚ Coordinating outdoor recreation activities
- ✚ Planning outdoor recreation activities
- ✚ Providing services to outdoor recreationists
- ✚ Developing outdoor recreation activities
- ✚ Responding to the needs of outdoor recreationists
- ✚ Maintaining safety and security of assigned grounds, buildings, and other facilities
- ✚ Promoting outdoor recreational sites

³ David. M & Mark. P (2004). Conditioning for Outdoor Fitness: Functional Exercise and Nutrition for Every Body. Mountaineers Books, Washington D.C. United States



Activity 2: Guided Practice



Task:

Work in pairs and brainstorm an outdoor recreation activity business that you can pursue. Identify the careers, roles, and working conditions for potential employees in your business. If you need assistance, feel free to approach your trainer.



Activity 3: Application



Task:

Choose one outdoor recreation activity company you may know in Rwanda. Go to visit it and get information about the company staff job positions, role and working conditions for the staff.

Topic 1.4: Identifying qualities and skills of the outdoor staff



Activity 1: Problem Solving



Task:

The recruiting team of an outdoor recreation company is in need of employees for vacant job positions. Assist the team in identifying the qualities and skills that staff in the outdoor recreation industry should possess to excel in their roles.

Have a look at Key facts (indicative contents) 1.4 and ask more clarifications to your trainer if need be.

Key Facts:

Qualities and skills of the outdoor staff

✓ Qualities for outdoor staff

People working in outdoor recreation industry should be characterized by the following qualities:

-  Love of outdoors
-  A sense of adventure
-  A desire to learn outdoor activities and skills
-  A love of working with young people and making a difference in their lives
-  Strong leadership qualities
-  Innovation and creativity
-  Adaptability
-  Smartness
-  Resourcefulness
-  Patient
-  Impartial
-  Physical strength
-  Flexibility
-  Sociability

✓ **Skills for outdoor staff**

People working in outdoor recreation industry should possess the following skills⁴:

- ✚ Communication skills
- ✚ Teamwork and leadership skills
- ✚ Problem solving skills
- ✚ Decision making skills
- ✚ Guiding skills
- ✚ Complaint handling skills
- ✚ First aid administration skills



Activity 2: Guided Practice



Task:

You are a Human Resource Manager at an outdoor recreation company. Your company is currently in the process of recruiting competent employees to fill vacant job positions. As the Human Resource Manager, your responsibility is to identify the qualities and skills that interested applicants should possess. Complete this task and feel free to seek guidance from your trainer if needed.



Activity 3: Application



Task:

Choose one outdoor recreation activity company you may know in Rwanda. Go to visit it and get more information about the skills and qualities of the company's staff. Write a report on what you have learnt from your study tour.

⁴ Don Brundige and Sharron Brundige (1998). Outdoor Recreation Checklists (Equipment Lists and Tradeoffs for All Major Outdoor Activities. Bd Enterprises Ltd, Khumaltar, Nepal.

 **Formative Assessment**

Kigali Cultural Exhibition Centre; an outdoor recreation activity centre in Kigali, has recruited you as the operations officer. As the cultural exhibition centre needs to recruit competent employees, you need to assist the human resources management department to prepare the vacant job advertisement by doing the following:

- a. Describe the significance of outdoor recreation industry
 - b. Categorize the outdoor recreation activities organized by your company
 - c. Identify careers, roles and working conditions for outdoor industry staff
 - d. Identify qualities and skills for the outdoor industry staff
-
1. What is the significance of the outdoor recreation industry?
 - a. Social development
 - b. Cultural preservation
 - c. Economic opportunities
 - d. Environmental conservation
 2. True or False: The outdoor recreation industry has no environmental significance.
 3. What is one of the environmental significances of the outdoor recreation industry?
 - a. Reduction of pollution
 - b. Improvement of attitudes and behaviors
 - c. Revival of traditional arts and crafts
 - d. Promotion of physical fitness
 4. What is one of the cultural significances of the outdoor recreation industry?
 - a. Preservation of cultural heritage
 - b. Improvement of host community lifestyles
 - c. Conservation of natural resources
 - d. Enhancement of urban revitalization efforts
 5. True or False: The outdoor recreation industry has no social significance.
 6. What is one of the social significances of the outdoor recreation industry?
 - a. Reduction of crime rates
 - b. Preservation of open space

- c. Conservation of natural resources
 - d. Friendship creation between visitors and host communities
7. True or False: The outdoor recreation industry has not been impacted by COVID-19.
 8. What can economic developers do to leverage the opportunities in the outdoor recreation industry?
 - a. Ignore outdoor recreation as a leisure activity
 - b. Focus solely on outdoor recreation as a narrow sector
 - c. Integrate outdoor recreation into overall economic development programs
 - d. Disconnect outdoor recreation from the larger economic ecosystem
 9. True or False: Outdoor staff should have a love of outdoors.
 10. True or False: Outdoor staff should have a sense of adventure.
 11. True or False: Outdoor staff should have a desire to learn outdoor activities and skills.
 12. True or False: Outdoor staff should have a love of working with young people and making a difference in their lives.
 13. True or False: Outdoor staff should have strong leadership qualities.
 14. True or False: Outdoor staff should have innovation and creativity.
 15. True or False: Outdoor staff should have adaptability.
 16. True or False: Outdoor staff should have smartness.
 17. True or False: Outdoor staff should have resourcefulness.
 18. True or False: Outdoor staff should be patient.
 19. True or False: Outdoor staff should be impartial.
 20. True or False: Outdoor staff should have physical strength.
 21. True or False: Outdoor staff should have flexibility.
 22. True or False: Outdoor staff should have sociability.
 23. True or False: Outdoor staff should have communication skills.
 24. True or False: Outdoor staff should have teamwork and leadership skills.
 25. True or False: Outdoor staff should have decision-making skills.
 26. True or False: Outdoor staff should have guiding skills.
 27. True or False: Outdoor staff should have complaint handling skills.
 28. True or False: Outdoor staff should have first aid administration skills.

29. Which of the following is a career in outdoor activities?
- Teaching mathematics
 - Tour guiding
 - Accounting
 - Graphic design
30. What is the role of a park ranger in outdoor activities?
- Providing first aid to participants
 - Guiding outdoor education programs
 - Designing outdoor gear and equipment
 - Overseeing a specific area of land
31. Which of the following companies is involved in outdoor activities?
- Software development company
 - Outdoor apparel manufacturer
 - Advertising agency
 - Pharmaceutical company
32. What role does an outdoor recreation guide play?
- Coordinating outdoor recreation activities
 - Managing a retail store
 - Developing marketing strategies
 - Conducting research in wildlife conservation
33. What is the responsibility of an outdoor staff member in the outdoor recreation industry?
- Teaching outdoor skills to participants
 - Manufacturing outdoor gear
 - Analysing market trends
 - Developing computer software
34. Which of the following is a role played by outdoor staff in the industry?
- Financial accounting
 - Maintaining safety and security of facilities
 - Graphic design

d. Human resources management

35. True or False: To categorize outdoor recreation activities, it is important to prepare an outdoor activity planning checklist.
36. True or False: The outdoor activity planning checklist includes steps such as forming an Activity Development team and completing a risk assessment.
37. True or False: Prior to the activity, organizers should consider aspects such as equipment, transport, and catering.
38. True or False: Evaluating the activity with participants, staff, and volunteers at the end is not necessary.



Points to Remember

Outdoor recreation industry is more significant to the development of host communities, in terms of economy, environment, and socio-culture. It is very important for all industry staff, investors and clients to have sufficient knowledge about it.

Outdoor recreation activities are categorized based on their nature and the facilities required at the activity center so that they can be performed.

Having sufficient knowledge on outdoor recreation industry is a good strategy to identify the competent, skilful and qualified staff to work in this industry.

 **Self-reflection**

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

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

UNIT 2: HANDLE OUTDOOR RECREATION ACTIVITIES INQUIRIES



Unit summary:

This unit provides skills, knowledge and attitudes about how to describe the characteristics of outdoor clients, the requirements for outdoor activities, processes to receive and respond to outdoor tour inquiries.

Self-Assessment: Unit 2

1. Fill in the self-assessment below.

There are no right or wrong ways to answer this survey. It is for your own use during this course. The trainer will read a skill that is listed in the left column. Think about yourself: do you think you can do this? How well? Read the statements across the top. Put a check in column that best represents your situation.

2. At the end of this unit, we'll take this survey again.

My experience	I don't 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					
Characterize the typical outdoor clients					
Determine the clients' requirement for outdoor activities					
Receive the outdoor tour inquiries					
Respond to the outdoor tour inquiries					
Apply the strategies to characterize the typical outdoor clients					
Analyse the clients' requirements for outdoor activities					

Key Competencies:

Knowledge	Skills	Attitudes
Characterize the typical outdoor clients	Apply the strategies to characterize the typical outdoor clients	To be professional when categorizing outdoor clients
Determine the clients' requirement for outdoor activities	Analyse the clients' requirements for outdoor activities	To be careful when analysing clients requirements for outdoor activities
Receive the outdoor tour inquiries	Respond to the outdoor tour inquiries	To be hospitable when receiving and responding to outdoor tour inquiries



Steps:



Discovery activity



Task: Read the following scenario

In Musanze district, there is an outdoor recreational center known as "Peter & Sons Leisure and Recreation Ltd." This center has been operating for a considerable period, providing outdoor recreational services to clients from various parts of the world. Over time, it has established a reputation for delivering exceptional experiences to its customers. However, a while back, the center faced a significant challenge when most of its key staff resigned from their positions due to job reallocation. In response, the company had to hire a new team to fill these vacancies. Unfortunately, the new team lacked the necessary knowledge and expertise in recreational activities, leading to a decline in the center's performance. As a result, the number of clients visiting the center reduced drastically, affecting its overall success.

To address this issue and revive the center's operations, the Managing Director recognized the need for external expertise and decided to hire a consultant named John. John's role was to conduct a performance audit to identify the root causes of the center's decline and propose effective solutions. During the performance audit, John thoroughly assessed the center's operations and staff capabilities. The findings from his report highlighted significant gaps in the staff's knowledge and skills. Specifically, the staff were unable to adequately describe the characteristics of outdoor clients, lacked understanding of the requirements for outdoor activities, and struggled with the processes involved in receiving and responding to outdoor tour inquiries.

Respond to the following questions:

1. How did the resignation of key staff members impact the performance of "peter & sons leisure and recreation ltd."?
2. Why did the managing director decide to hire a consultant named john?
3. What were the significant findings from john's performance audit report?

Topic 2.1: Describing the characteristics of outdoor clients



Activity 1: Problem Solving



Task:

W&Z Ltd. is an outdoor recreation company which has recently started its business operations near your school. As a new company, W&Z Ltd. is struggling to build its good image towards its potential clients by responding satisfactorily to their needs and expectations. As skillful personnel in outdoor recreation activities, help the management of W&Z Ltd. company to identify the characteristics of its potential clients and organize accordingly different outdoor recreation activities for them.

Have a look at Key facts (indicative contents) 2.1 and ask your trainer for clarifications.

Key Facts:

✓ Characteristics of outdoor clients

When describing the characteristics of outdoor clients, the following are the factors to consider:

Types of travelers

The following are the types of people traveling for outdoor recreation activities:

- The adventurers
- The great escapers
- The curious and reflective travelers
- The business travelers
- The passionate travelers
- The social energizers
- Backpackers
- Age groups

The age categories of outdoor recreation activity participants can vary depending on the types of the planned activities. In The United States for example, the statistics showing the distribution of outdoor activity participants from 2009 to 2017 where, in 30,999

participants, 29% were aged between 25 and 44 years, as it is shown by the following table:
 Table 1: Distribution of outdoor activity participants in the United States from 2009 to 2017, by age

Characteristics	6-12 years	13-17 years	18-24 years	25-44 years	45+ years
2017	13%	10%	12%	29%	36%
2016	14%	10%	12%	28%	37%
2015	13%	9%	11%	32%	34%
2014	13%	9%	11%	32%	35%
2013	13%	9%	12%	32%	33%
2012	13%	9%	12%	33%	33%
2011	12%	10%	12%	33%	33%
2010	12%	10%	11%	33%	33%
2009	12%	10%	11%	33%	34%

Region

Region of outdoor recreation activity participants refers to their places of origin to the visited destinations. So, based on this criterion, an outdoor recreation site can host the following tourists:

-  Outbound
-  Inbound
-  Domestic
-  International
-  Intracontinental
-  Intercontinental
-  Intraregional
-  Inter-regional

Lifestyles of the clients

The lifestyles of the clients for outdoor recreation activities, vary depending on the following status:

-  High-end tourists or travelers
-  VIPs
-  Luxury tourists or travelers
-  Budget travelers or travelers
-  Backpacker tourists or travelers

Activity 2: Guided Practice



Task:

You work at one outdoor recreation activity company as the activity coordinator. As the outdoor recreation industry is currently in high season, your company is receiving many bookings from different clients. Your task now is to help the management of the company to identify the characteristics of its potential clients so as to organize for them the booked activities and services satisfactory. Do not hesitate to approach your trainer for any help when necessary.



Activity 3: Application



Task:

Choose an outdoor recreation activity company nearest to your school, visit the location, and write a report describing how the company's staff organizes activities and services for their clients based on their characteristics.

Topic 2.2: Describing clients' requirements for outdoor activity

Activity 1: Problem Solving

Task:

Nearest your school, there is an outdoor recreation activity company. What are the important requirements to participate in different outdoor recreation activities organized by the company?

Have a look at Key facts (indicative contents) 2.2 and ask more clarifications to your trainer if need be.

Key Facts:

Clients' requirements for outdoor activities

Client requirements refer to the materials and/or information which is required from the client in order for the company to provide the services, as set out in the order form, or as subsequently becomes necessary from time to time in the course of providing the services.

For outdoor recreation activities, to know the requirements of participants, the following can be helpful:

✓ Identification of clothes and gear as per activity

The following are some outdoor recreational activities and their appropriate dressing codes and gear:

Activity	Clothes	Gears
1. Hiking	<ul style="list-style-type: none">▪ Hiking boots or shoes Weather-appropriate clothing: a) During rain season: <ul style="list-style-type: none">▪ Rainwear: jacket and pants,▪ Long underwear,▪ Warm, insulated jacket or vest,	<ul style="list-style-type: none">○ Hiking backpack○ Plenty of food○ Plenty of water○ Navigation tools such as a map and compass○ Emergency and First aid kit○ Knife or multi-tool○ Health and hygiene items such as hand sanitizer,

	<ul style="list-style-type: none"> ▪ Fleece pants, ▪ Gloves or mittens, ▪ Warm hat <p>b) During sun season:</p> <ul style="list-style-type: none"> ▪ Sunscreen, ▪ Sunglasses, ▪ Sun hat, ▪ Breathable wicking materials (no cotton) to keep the sweat off the skin) ▪ Lighter colored clothes to absorb less heat and keep you cooler on hot days 	<p>menstrual products, prescription medications,</p> <ul style="list-style-type: none"> ○ Camera ○ Binoculars ○ Two-way radios ○ Hiking stick
Camping	<p>Campers need to pack different types of extra layers for cooler days and trip, including:</p> <ul style="list-style-type: none"> ▪ Sweatpants, joggers, long socks, long-sleeve shirts, sweatshirts and more ▪ Waterproof jacket, trousers and umbrella ▪ Clean and dry clothes to sleep in ▪ Woolly hat, gloves and sunhat ▪ Suitable footwear ▪ Spare underwear and socks ▪ Lightweight and fast drying materials ▪ Sun protection and sunglasses <p>NOTE: Camping demands clothes that do double or triple duty, protecting exposed skin from sunburn and hungry bugs alike. The pieces should be worth wearing, but also not trigger tears if they get a bit mussed, scuffed, or dusty. That said, as</p>	<ul style="list-style-type: none"> ○ Sleeping bag ○ First aid kit ○ Sunscreen ○ Tent ○ Sleeping pads ○ Toilet paper ○ Sunglasses ○ Hand sanitizer ○ Pillow ○ Headlamp ○ Water bottle ○ Cooler ○ Kitchen utensil ○ Jacket ○ Hiking boot ○ Backpack ○ Cutting board ○ Kitchen stove ○ -Multi-tool ○ -Shelter ○ -Lantern ○ -Gloves ○ -Camp stove ○ -Hammock

	long as you keep safety and comfort in mind, there is no wrong way to dress.	
Birdwatching	<ul style="list-style-type: none"> ▪ Hiking shoes or boots ▪ A birding hat ▪ Appropriate outerwear ▪ Wool socks ▪ Clothes with camouflaged colors or subdued shades of brown, green, and gray so as to avoid standing out too much and scaring the birds away ▪ Cargo pants ▪ Birding vests ▪ Sturdy, comfortable footwear 	<ul style="list-style-type: none"> ○ Binoculars ○ Field guide ○ Camera ○ Spotting scope ○ Bird feeder ○ Sock ○ Backpack ○ Water ○ Bird bath ○ Notebook ○ Jacket ○ Snacks ○ Insect repellent, Band-Aids, wet wipes, and remote phone charger ○ An appropriate tote
Ice climbing	<ul style="list-style-type: none"> ▪ Gore-tex gloves ▪ Helmet ▪ Insulated ice climbing boots ▪ Sunglasses and sunblock ▪ Base layer/long underwear made of synthetic or merino wool material ▪ Mid-weight/insulating layer ▪ Fleece (light or mid weight) or thin down jacket ▪ Down (Puffy) coat ▪ Waterproof jacket ▪ Ski jacket 	<ul style="list-style-type: none"> ○ Backpack ○ Water bottle ○ Dynamic and Static Rope ○ Quickdraws ○ Ice screws ○ Ice axes ○ Harness ○ Crampons ○ Carabiners ○ Belay device
Swimming	<ul style="list-style-type: none"> ▪ Swimwear or swimming costume ▪ Swimming cap ▪ Swimming goggles ▪ Hair clips or hair bands ▪ Flip flops or poolside shoes ▪ Toweling robe 	<ul style="list-style-type: none"> ○ Towel ○ Locker coins ○ Water bottle ○ Snacks ○ Toiletries

Caving	<ul style="list-style-type: none"> ▪ Gloves ▪ Undergarments (polypro underwear) ▪ Elbow pad ▪ Knee pad ▪ Extra shirt and plants ▪ Boots ▪ Caving suit 	<ul style="list-style-type: none"> ○ Flashlight ○ Towel ○ Helmet with a headlamp and alternate light source ○ Plastic jar ○ Medication ○ Loud whistle ○ Cave map
Mountain biking	<ul style="list-style-type: none"> ▪ Mountain bike gloves ▪ Jacket ▪ Chamois or padded liner shorts ▪ Mountain bike shorts ▪ Mountain bike jersey ▪ Tall socks ▪ Mountain bike shoes ▪ Elbow pad ▪ Knee pad 	<ul style="list-style-type: none"> ○ Bicycle helmet ○ Glasses or Googles ○ Cycling shorts ○ Backpack ○ Headlight ○ Bike computer ○ Bicycle pedal ○ Multi-tools ○ Tire ○ Sunglasses

✓ **Identification of personal physical preparation**

The following tips are more helpful when preparing yourself for outdoor recreation activities such as hiking, climbing or paddling:

- ✚ Know your limits
- ✚ Invest in the right gear
- ✚ Make room for creature comforts
- ✚ Prepare your body for the activity (be in good physical conditions)
- ✚ Welcome breaks and stretch
- ✚ Plan for after the adventure
- ✚ Gather sufficient information about the activity site
- ✚ Wear appropriate clothing
- ✚ Stretch before outdoor activities
- ✚ Check the whether
- ✚ Stay hydrated
- ✚ Learn basic repair skills

✓ **Identification of travel requirements to the country**

The following are the important requirements when traveling to a country or other tourism sites for outdoor recreation activities:

-  Having necessary travel documents
-  Having sufficient information about the country or recreational site's security
-  Awareness of the host community's culture
-  Awareness of the destination's weather conditions
-  Awareness of travel restrictions (do's and don'ts)
-  Awareness of the right time to travel
-  Awareness of the right time for activities and the requirements
-  Having enough information on infrastructure development
-  Having enough information on political stability
-  Having enough information on Exchange rate, and language spoken



Activity 2: Guided Practice



Task:

You work as the activity coordination officer at one outdoor recreation companies in your region. Your company is organizing different outdoor recreation activities. Identify and prepare the necessary requirements for people who wish to participate in those activities. In case you need a help, please do not hesitate to approach your trainer.



Activity 3: Application



Task:

Choose one outdoor recreation activity company you may know in Rwanda. Go to visit it and get more information on how the company staff identify the requirements for the clients of their outdoor recreation activities and services. Write a report of what you learnt from your study tour.

Topic 2.3: Receiving the outdoor tours inquiry



Activity 1: Problem Solving



Task:

Nearest your school, there is an outdoor recreation company. As the outdoor recreation industry is in high season, the company is expecting to receive inquiries from many clients next month. Your task is to help the company staff to identify the modes of receiving their potential clients' inquiries, the ways to determine and respond to their needs, and also how to record their arrival and departure details.

Have a look at Key facts (indicative contents) 2.3 and ask more clarifications to your trainer if need be.

Key Facts:

Receiving the outdoor tours inquiry

✓ Outdoor tour inquiries:

These are questions asked to get sufficient information about outdoor tour activities. The following are the strategies to receive and respond professionally to such questions:

- ✚ Identification of modes of receiving tour inquiries
- ✚ Outdoor tour inquiries can be received through:
 - ✚ Telephone calls or SMS
 - ✚ Emails
 - ✚ Websites
 - ✚ Letter
 - ✚ In person or face to face
 - ✚ Social media

✓ Identification of clients' needs:

People wishing to travel for outdoor recreation activities may have the needs for:

-  Accommodation services
-  Transportation services
-  Information about the outdoor recreation destination site
-  Time to travel
-  Travel requirements including money, travel documents, clothes and gear for activities, etc.
-  Guiding services
-  Travel resources (money)
-  Willingness and ability to travel and perform the planned activities
-  Quality services
-  Positive travel experience

✓ **Arrival and departure details:**

The following are some information to know about arrival and departure of outdoor activity participants⁵:

-  Arrival and departure time
-  Number of clients or tourists
-  Means of transport
-  Arrival and departure locations
-  Transfers
-  Check-in and check-out procedures
-  Luggage details
-  Travel documents required
-  Special needs or requests

Activity 2: Guided Practice



Task:

⁵ Jamie A. (2014). RSpb 365 Outdoor Activities You Have to Try. DK Publishing (Dorling Kindersley), London, England, United Kingdom.

You have been hired as a receptionist at an outdoor recreation company. Utilize the appropriate methods to receive outdoor activity inquiries, identify the needs of the clients, and prepare for recording their arrival and departure details. Seek assistance from your trainer whenever necessary.



Activity 3: Application



Task:

Choose one outdoor recreation company you may know in Rwanda, and visit it to observe how practically, the company staff receive inquiries from their potential clients. Write a report on what you have observed and learnt from your study tour.

1. What did the staff perform well?
2. What did the staff perform poorly?
3. What is your advice to the company staff?

Topic 2.4: Responding to inquiry

Activity 1: Problem Solving



Task:

One outdoor recreation company operating nearest your school, has organized different activities for its potential client's next weekend. Through the adverts of the company's marketing managers, many people knew about those activities and started calling for more information. Help the company's receptionist to respond to the received inquiries.

Have a look at Key facts (indicative contents) 2.4 and ask more clarifications to your trainer if need be.

Key Facts:

Responding to inquiry

✓ Procedures for booking the outdoor activity:

A tourist who needs to book for outdoor recreation activities on a website can follow these procedures:

- Searching for information
- Checking availability of the needed activities and other services and start booking
- Filling out the booking form
- Paying with a credit card online
- Filling out required details and documents per guest
- Getting booking confirmation by email

✓ Procedures for taking booking over the phone:

- Receiving and answering the phone call
- Introducing himself and the company
- Asking and responding to the client's inquiries
- Creating a new booking
- Adding client's information to the booking
- Entering the payment into the booking system
- Completing client's details and documents
- Repeating back to client the recorded information before confirmation
- Confirming booking

- End telephone conversation

✓ **Types of booking:**

There are two of bookings:

Direct bookings: these are bookings generated through your own channels such as website, telephone or walk-ins. They often come from your own marketing and sales tactics.

Indirect bookings: These are booking made through a third-party like travel agents, or tour operators.

✓ **Applicable terms and conditions for booking:**

The following are the terms and conditions for booking an outdoor recreation activity⁶:

- ✚ Booking and payment system
- ✚ Cancellation or changes by client
- ✚ Cancellation schedules
- ✚ Cancellation or changes by company
- ✚ Insurance
- ✚ Liability
- ✚ Health and safety
- ✚ No smoking policy
- ✚ Booking forms, medical declaration, group details and parental consent forms
- ✚ Visitors for clients
- ✚ Hire of equipment
- ✚ Service and feedback
- ✚ Photographs, marketing and social media
- ✚ Special needs or requests



Activity 2: Guided Practice



Task:

⁶ Dustin Vaughn Warncke (2021). Achieving Success in the Outdoor Industry: Accomplish your Goals of Content Creation, Pro-Staff Sponsorships, Audience Building& Beyond. Warncke Enterprises, Texas, United States.

You were hired by BK Arena as a receptionist. In this weekend, BK Arena will host Rwandan famous musicians who will entertain people in the organized concerts. Many people have heard some information about the concerts and started calling for booking. As you finished receiving their inquiries, respond to them appropriately.



Activity 3: Application



Task:

Go to one outdoor recreation company you may know in Rwanda, and see how proactively the receptionist receives and responds to the clients' inquiries. Write a report on what you have learnt from your study tour.

1. What did the receptionist perform well?
2. What did he perform poorly?
3. What is your advice to the company?



Formative Assessment

One outdoor recreation activity company has recruited you as a receptionist. As the company has organized different outdoor activities and advertised them via different channels, many people got interested with the advertisements, but they still need more information about outdoor activities so that they can start booking. As a receptionist, you have the following tasks to accomplish:

- a. Describe the characteristics of outdoor activities
 - b. Describe clients' requirements for outdoor activities
 - c. Receive the outdoor clients' inquiries
 - d. Respond to outdoor clients' inquiries.
-
1. True or False: The types of people traveling for outdoor recreation activities include adventurers, great escapers, curious and reflective travelers, business travelers, passionate travelers, social energizers, and backpackers.
 2. True or False: The lifestyles of clients for outdoor recreation activities can include high-end tourists, VIPs, luxury tourists, budget travelers, and backpacker tourists.
 3. True or False: The age group with the highest participation in outdoor activities in the United States from 2009 to 2017 was between 18 and 24 years.
 4. True or False: Outdoor recreation activities attract only domestic tourists, not international
 5. True or False: The types of people traveling for outdoor recreation activities include adventurers, great escapers, curious and reflective travelers, and business travelers, but not social energizers.
 6. True or False: Hiking requires wearing rainwear, fleece pants, and gloves or mittens during the rain season.
 7. True or False: Camping demands clothes that do double or triple duty, protecting exposed skin from sunburn and hungry bugs alike.
 8. True or False: Birdwatching requires wearing clothes with camouflaged colors or subdued shades of brown, green, and gray to avoid scaring the birds away.
 9. True or False: Ice climbing requires wearing a swimming costume and swimming goggles.

10. True or False: Personal physical preparation for outdoor activities includes knowing your limits and investing in the right gear.
11. True or False: It is important to have necessary travel documents and be aware of the destination's weather conditions when traveling to a country for outdoor activities.
12. How can outdoor tour inquiries be received?
 - a. Telephone calls or SMS
 - b. Emails
 - c. Websites
 - d. Letter
 - e. In person or face to face
 - f. Social media
13. What are some of the clients' needs for outdoor recreation activities?
 - a. Accommodation services
 - b. Transportation services
 - c. Information about the outdoor recreation destination site
 - d. Time to travel
 - e. Travel requirements including money, travel documents, clothes and gear for activities, etc.
 - f. Guiding services
 - g. Travel resources (money)
 - h. Willingness and ability to travel and perform the planned activities
 - i. Quality services
 - j. Positive travel experience
14. What information is important to know about the arrival and departure of outdoor activity participants?
 - a. Arrival and departure time
 - b. Number of clients or tourists
 - c. Means of transport
 - d. Arrival and departure locations
 - e. Transfers
 - f. Check-in and check-out procedures
 - g. Luggage details
 - h. Travel documents required
 - i. Special needs or requests

15. What are the procedures for booking outdoor activities on a website?
- Searching for information
 - Checking availability and starting booking
 - Filling out the booking form
 - Paying with a credit card online
 - Filling out required details and documents per guest
 - Getting booking confirmation by email
16. What are the procedures for taking a booking over the phone?
- Receiving and answering the phone call
 - Introducing oneself and the company
 - Asking and responding to the client's inquiries
 - Creating a new booking
 - Adding client's information to the booking
 - Entering the payment into the booking system
 - Completing client's details and documents
 - Repeating back the recorded information before confirmation
 - Confirming the booking
 - Ending the telephone conversation
17. What are the types of booking?
- Direct bookings
 - Indirect bookings
 - Online bookings
 - Phone bookings
18. What are some applicable terms and conditions for booking an outdoor recreation activity?
- Booking and payment system
 - Cancellation or changes by the client
 - Cancellation schedules
 - Cancellation or changes by the company
 - Insurance
 - Liability
 - Health and safety
 - No smoking policy
 - Booking forms, medical declaration, group details, and parental consent forms
 - Visitors for clients
 - Hire of equipment
 - L) Service and feedback
 - m. M) Photographs, marketing, and social media
 - n. N) Special needs or requests



Points to remember

Understanding clearly and sufficiently the different characteristics of outdoor recreation activities helps more in the identification of clients' requirements.

Receiving carefully and professionally the outdoor clients' inquiries helps in responding to them satisfactorily.



Self-reflection

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

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

UNIT 3: PREPARE STAFF FOR THE OUTDOOR ACTIVITY



Unit summary:

This unit provides skills, knowledge and attitudes about the staff of outdoor activity is focused on people to assist leaders and volunteers.

Self-Assessment: Unit 2

1. Fill in the self-assessment below.

There are no right or wrong ways to answer this survey. It is for your own use during this course. The trainer will read a skill that is listed in the left column. Think about yourself: do you think you can do this? How well? Read the statements across the top. Put a check in column that best represents your situation.

At the end of this unit, we'll take this survey again.

My experience	I don't 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					
Identify the qualities of competent staff					
Carry out the activity					
Select equipment, tools and supplies for outdoor activities					
Collect equipment, tools and supplies for outdoor activities					
Identify site for the outdoor activity					
Select site for the outdoor activity					

Key Competencies:

Knowledge	Skills	Attitudes
1. Identify the qualities of competent staff	1. Demonstrate the qualities of competent staff	1. To be careful when demonstrating the qualities of competent staff
2. Select equipment, tools and supplies for outdoor activities	2. Carry out the activity	2. To be professional when selecting equipment, tools and supplies
3. Describe site for the outdoor activity	3. Select site for the outdoor activity	3. To be careful selecting site for the outdoor activity



Steps:



Discovery activity



Task:

A new outdoor recreation company has recently started operating near your school. What is the management of this company has to do, to ensure the staff are well prepared for the outdoor activities?

Topic 3.1: Preparing the staff for the outdoor activity

Activity 1: Problem Solving



Task:

A group of tourists has made booking for enjoying nature based adventure tourism activities, and needed an escort to get more experience. You are hired to complete the task of this group:

Describe the qualities that you think you may possess

Identify other staff who may participate in the activities to fulfill the group's satisfaction

Have a look at Key facts (indicative contents) 3.1 and ask your trainer for clarifications.

Key Facts:

Preparing the staff for the outdoor activity

✓ Identification of the qualities of competent staff:

The following are the good qualities of competent staff in outdoor recreation industry:

- Physically fit
- Hardworking
- Skillful
- Leadership and experience
- Hard skills
- Resourcefulness
- Supportive
- Knowledgeable
- Teamwork and leadership
- Innovation and creativity
- Problem solving and decision making
- Passion
- Determination
- Fearlessness
- Vision
- Confidence
- Embracing failure
- Proactive

✓ **Types of operational problems in outdoor recreation activities:**

The following are some operational problems facing outdoor recreation activities⁷:

- Discriminatory provision of recreation services
- Unsatisfied recreational needs
- Inadequate sports equipment
- Inadequate outdoor recreation facilities
- Unethical entertainment
- Opening access to public land
- Lack of time
- Social influence
- Lack of energy
- Lack of willpower
- Fear of injury
- Lack of skills
- Lack of resources

Activity 1: Problem Solving

Refer to the scenario of “Activity3: 1: Problem Solving” then answer the following question:

Identify different skills to carry out the activity for the group.



Activity 2: Guided Practice



Task:

You were hired as a manager of an outdoor recreation activity company. Today, your company receives a group of 15 tourists from South Africa who two weeks ago requested booked for different outdoor recreation activities prepared by your company. As the company manager, you are tasked to prepare staff to take these tourists to the site activities and assist them. Approach your trainer for any help you may need to perform better your task.

⁷ Jamie A. (2014). RSpb 365 Outdoor Activities You Have to Try. DK Publishing (Dorling Kindersley), London, England, United Kingdom.



Activity 3: Application



Task:

Visit a local destination attraction site where, outdoor activities are applied by tourists and identify qualities and skills that possessed by the outdoor staff. Write a report on what you have learnt from the field visit.

Topic 3.2: Selecting equipment, tools and supplies for outdoor activities

Activity 1: Problem Solving



Task:

You work for a tour company which has received a group of tourists who are interested in outdoor activities whereby, they need different tools and equipment to facilitate them in the tour. Identify the factors you should consider while selecting the tools and equipment.

Have a look at Key facts (indicative contents) 3.2 and ask your trainer for clarifications.

Key Facts:

- ✓ Selection of equipment, tools, and supplies for outdoor activities:



Whether you are hiking, climbing or paddling, here are some tips to help you prepare for your adventure for the selection of tools and equipment of outdoor activities.

Following are some of the factor to be considered while selecting appropriate equipment and tools:

Ease of Operation: Faster operation, less fatigue, and fewer errors go with ease of operations. Here are some contributory factors; indexing the amounts, operating the control keys etc.

Flexibility: Unless there is enough work to keep a highly specialized machine busy, it is better to select one which can be used for different types of work. In absence of flexibility, the purchase of the machine is not at all justified.

Durability: A machine is used by different people under varying conditions. Unless, it is strong and durable, it would be a poor investment.

Portability: A machine is frequently moved from user to user or from one place to another place in the same work area.

Compactness and ease of handling saves time and energy and increase the use of the machine. Modern machine has been reduced in size and weight without the sacrifice of the quality.

Adaptability: If a machine can be used without disrupting an existing system, it would be better to do so than go in for one which necessitates a considerable rearrangement of the forms and records involved in extensive recopying of information and of adjustments in procedures.

Service: Reliable and continuous performance demands quick repairs and proper maintenance. The machine which can be serviced promptly has advantage over one which cannot be serviced.

Operating cost: This includes such things as supplies, the space occupied, the special equipment and forms required, repairs, etc.

Reputation of the Supplier: Few people have the expertise to judge the mechanical qualities of a machine so one has to depend upon the integrity of the manufacturer and dealer to furnish a good machine and to backup claims and guarantees.

✓ **Key factors of selecting suppliers of outdoor tools and equipment:**



✓ **Identification of camping equipment:**

Camping is the act of staying and sleeping in an outside area for one or more days and nights, usually in a tent.



The following are the important camping equipment:

- Sleeping bag
- First aid kit
- Tent
- Toilet paper
- Sunscreen
- Sleeping pads
- Sunglasses

- Pillow
 - Hand sanitizer
 - Water bottle
 - Insect repellent
 - Cooler
 - Headlamp
 - Cutting board
 - Map and Compass or a charged GPS
 - Lantern or head lamp
 - Backpack
 - Flashlight
 - Kitchen stove
 - Camp stove
 - Chair
 - Hammock
 - Pocket knife
 - Hiking boots
 - Fire starter
 - Weather-appropriate clothing gear
- ✓ **Identification of food items for camping**

The following is a list of essential camping food:

Dry foods

- These include:
- Cereal
- Bread
- Pasta
- Rice
- Powdered milk
- Crackers

Fuel food

- These include:
- Eggs
- Beans
- Tuna
- Soups
- Vegetables
- Fruit
-

Jars:

- Stir in sauce

Condiments

- These include:
- Sauces
- Jam
- Peanut butter
- Sugar

Beverages

- These include:
 - Tea, coffee and hot chocolate
 - Long life milk
- ✓ **Identification of cooking equipment used for camping**

The following are the must-have cooking equipment while camping:

- Camp stove
- Fuel
- Camping lighters
- Reusable dinnerware
- Cookware
- Collapsible water container
- Camping kettle

Cooking utensils where the commonly used are:

- Slotted spoon
- Ladle
- Spatula
- Cheese grater
- Bottle opener
- Colander
- Scissors, and
- Tin opener
- Oven gloves or hot pad
- Seasonings
- Reusable food containers
- Cool box
- Reusable tablecloth
- Bin bags
- Washing-up kit

✓ **Identification of other equipment and tools**

Other equipment and tools to be found at a campsite include the following⁸:

- Repair kit
- Navigation
- Biodegradable wet wipes
- Rubbish bags
- Toilet paper and trowel
- Swings
- Slides
- Seesaws
- Monkey bars
- Jungle gym
- Climbers
- Rings
- Spring riders
- Funnel ball



Activity 2: Guided Practice



Task:

Assume that you are going to start a tour company that specializes in outdoor activities:

List down the suppliers of outdoor tools and equipment.

⁸ Jim, D. (2021). Outdoor Recreation: Good for You and Good for the Economy. Expansion Solutions Magazine, Alabama, USA.



Activity 3: Application



Task:

Visit a local tourism company which offers outdoor activities and its main products, and then accomplish the following tasks:

List the tools and equipment which the company uses to deliver to tourists

Identify the factors considered while selecting tools and equipment to offer

Identify the factors considered by the company in selection of suppliers of outdoor tools and equipment

Write a report on what you have learnt from the study tour.

Topic 3.3: Selecting site for the outdoor activities

Activity 1: Problem Solving



Task:

A group of tourists has made a reservation of campsite as its accommodation. As a competent employee in tour company which is specialized in camping tourism related services, do the following tasks:

Identify the factors to consider while selecting a good outdoor site

Describe the characteristics of a good outdoor site

Have a look at Key facts (indicative contents) 3.3 and ask your trainer for clarifications.

Key Facts:

Selecting site for the outdoor activities

✓ Identification of factors to be considered for selecting outdoor site

- The factors to consider include the following:
- Nature of activity
- Performance requirements
- Facilities at the activity site
- cost of activities
- Duration of activity
- Benefits from the activity
- Location of the activity site

✓ The characteristics of a good outdoor recreation site

The following are the characteristics of a good outdoor recreation site:

Transport

Consider how people are going to get to the activity, do you need to provide transport?

Also remember the impact your activity or event is going to have on the roads close to the event location. Is there ample parking at the venue?

Signage

Will you need clear signage to help people find the start of the activity or have an agreed meeting point for participants?

Catering

Consider whether you need to provide food at the activity or is this something participants can bring themselves?

First Aid

A specific member of staff must have a recognized first aid qualification, for example Red Cross Emergency First Aid at Work. Some larger events will require the presence of a first aid area with services like St John's Ambulance.

Toilets

Access to toilet facilities is an important aspect for any activity or event. Ensure they are available for participants, particularly at the start and end of the activity.

Waste Management

The activity or event location should be left as it was found; therefore, volunteers and staff should be ready at the end of an activity to clean up all rubbish. Remember to follow the principles of, Leave No Trace.

Evaluation

Plan how you will evaluate the activity and note any learning points participants got from the day or event. Complete a separate evaluation with all staff and volunteers to discuss what could be improved or changed for future activities and events.

✓ Identification of facilities at the outdoor activity

The following are some facilities to be found at an outdoor recreation activity site⁹:

- Communication facilities
- Transportation facilities
- Sport facilities such as tennis court, golf course,
- Equestrian center or stable
- Nature interpretation facilities

⁹ Simon Bell (2005). Design for Outdoor Recreation. Taylor & Francis Group, New York, United States.

- Outdoor pools
- Fitness trails
- Athletic fields or tracks
- Outdoor rinks
- Bowling greens
- Pedestrian trails
- Ski facilities or trails
- Picnic areas
- Fairs or exhibition grounds
- Change rooms
- Washrooms
- Seating for spectators
- Soccer pitches
- Skateboard parks
- Walking trails
- Open spaces and park areas

Activity 2: Guided Practice



Task:

Refer to the scenario in Activity 3.1: Problem Solving and perform the following task

1. Identify five essential components of an Outdoor Space or site
2. Approach your trainer for any help when necessary.



Activity 3: Application



Task:

Visit a local outdoor site company and do the following tasks:

Identify the local outdoor activities that are available

Learn how to prepare a checklist of the outdoor site to ensure it is appropriate to receive tourists

Write a report on what you have learnt from the study tour.

Formative assessment

1. Competent staff in the outdoor recreation industry must be physically fit, hardworking, and skillful.
2. Leadership and experience are not important qualities for staff in the outdoor recreation industry.
3. Competent staff in the outdoor recreation industry do not require hard skills or resourcefulness.
4. Knowledgeable staff in the outdoor recreation industry are not necessary for providing quality services.
5. Teamwork and leadership skills are not important for staff in the outdoor recreation industry.
6. Operational problems in outdoor recreation activities can include discriminatory provision of services and unsatisfied recreational needs.
7. Adequate sports equipment is never an operational problem in outdoor recreation activities.
8. Lack of resources is not an operational problem in outdoor recreation activities.
9. Fear of injury is not a common operational problem in outdoor recreation activities.
10. Lack of skills is not a challenge faced in outdoor recreation activities.
11. Ease of operation is an important factor to consider when selecting outdoor equipment and tools.
12. Flexibility is not a necessary factor to consider when selecting outdoor equipment and tools.
13. Durability is not an important consideration when choosing outdoor equipment and tools.
14. Portability is not a factor to consider when selecting outdoor equipment and tools.
15. Adaptability of a machine is not important when choosing outdoor equipment and tools.
16. Service and prompt maintenance are not important factors to consider when selecting outdoor equipment and tools.
17. Operating cost is not a consideration when choosing outdoor equipment and tools.

18. The reputation of the supplier is not important when selecting outdoor equipment and tools.
19. A sleeping bag is an important camping equipment.
20. Cereal and bread are considered fuel foods for camping.
21. When selecting an outdoor site for activities, which of the following factors should be considered?
- a. Nature of activity
 - b. Performance requirements
 - c. Facilities at the activity site
 - d. All of the above
22. Which of the following is a characteristic of a good outdoor recreation site?
- a. Availability of transport
 - b. Signage for easy navigation
 - c. Provision of catering services
 - d. All of the above
23. What is an important facility to consider at an outdoor activity site?
- a. Communication facilities
 - b. Transportation facilities
 - c. Sport facilities
 - d. All of the above
24. What should be available at an outdoor activity site for participants' convenience?
- a. Toilets
 - b. Waste management facilities
 - c. First aid services
 - d. All of the above
25. What is an important aspect to consider for the evaluation of an outdoor activity or event?

- a. Transportation facilities
- b. Signage for easy navigation
- c. Learning points and feedback
- d. All of the above



Points to remember

Identify participant needs and expectations

Identify equipment and resources appropriate for the activity according to organizational policies and procedures

Factors affecting the selection of equipment used in outdoor activities to ensure appropriate use of equipment for specific outdoor activities are differ from organizations.



Self-reflection

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

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

REFERENCES

1. Barbara, S. Hawk (1997). *The Big Book of Jobs*. VGM Career Horizons, Toronto, Canada.
2. Bob B. (2007). *Safety, Risk and Adventure in Outdoor Activities*. Paul Chapman Publishing Ltd., London, United Kingdom.
3. David. M & Mark. P (2004). *Conditioning for Outdoor Fitness: Functional Exercise and Nutrition for Every Body*. Mountaineers Books, Washington D.C. United States.
4. Don Brundige and Sharron Brundige (1998). *Outdoor Recreation Checklists (Equipment Lists and Tradeoffs for All Major Outdoor Activities)*. Bd Enterprises Ltd, Khumaltar, Nepal.
5. Dustin Vaughn Warncke (2021). *Achieving Success in the Outdoor Industry: Accomplish your Goals of Content Creation, Pro-Staff Sponsorships, Audience Building& Beyond*. Warncke Enterprises, Texas, United States.
6. Ellen Shenk (2000). *Outdoor Careers: Exploring Occupations in Outdoor Fields*. Stackpole Books, Mechanicsburg, Pennsylvania.
7. Jamie A. (2014). *RSpb 365 Outdoor Activities You Have to Try*. DK Publishing (Dorling Kindersley), London, England, United Kingdom.
8. Jim, D. (2021). *Outdoor Recreation: Good for You and Good for the Economy*. Expansion Solutions Magazine, Alabama, USA.
9. Joseph et al., (1994). *The Complete Book of Business Plans: Simple Steps to Writing a Powerful Business Plan*. Sourcebooks Trade, Naperville, Illinois, USA.
10. Neil, J. Emma J. Stewart, Mandi Baker (2021). *Leisure Activities in the Outdoors: Learning, Developing and Challenging*. CABI, Wallingford OX10, United Kingdom.
11. Patricia et al., (2007). *Outdoor Inquiries: Taking Science Investigations Outside the Classroom*. Heinemann, Portsmouth, New Hampshire, USA.
12. Rick Saez (2019). *Trails to the Top: Outdoor Adventure Insider Stories and Advice to Manage Business and Grow Careers Start Your Dream Job Today*. California, United States.
13. Simon Bell (2005). *Design for Outdoor Recreation*. Taylor & Francis Group, New York, United States.



RTB | RWANDA
TVET BOARD

February 2023