



COMMUNICATING EFFECTIVELY WITH TOURISTS

PARTICIPANT'S WORKBOOK



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Contents

The participant's workbook

- Module 1 What is communication?
- Module 2 Good communication in the tourism industry
- Module 3 What to say to a tourist
- Module 4 How to make a tourist feel welcome
- Module 5 Talking on the telephone
- Module 6 Communication in problem solving
- Module 7 Networking

Checklist

Further study

The participant's workbook

Welcome to the Course *Communicating Effectively with Tourists*

The course is designed to develop your skills in communication in Tourism.

As you use the workbook, you will gain some ideas and some skills in communicating with tourists and other people in the tourism industry.

At the end of this course, you should be able to

- explain what communication is
- explain why and how people communicate
- identify good communication in the tourism industry
- communicate effectively in different situations.

Difficult language

When you communicate with tourists, you will probably need to use English. This workbook uses English. Some of the language may be difficult. If you find a difficult word or sentence, what can you do?

- *Guess.* Sometimes the other words in the sentence can help you guess the meaning of the new words.
- *Ask.* Ask a friend or your tutor. Asking questions is a very important communication skill!
- *Don't worry.* You don't need to know **every** new word you read or hear. Usually, it is important to understand all of the *ideas*, not all of the *words*.
- *Learn the important words.* If a new word is useful (if you think you will use it for your job or everyday life), learn it. Say it again and again, use it in a sentence, and draw a picture of it.

Module 1

What is communication?

Introduction

Communication is about giving and receiving messages. It is something we do every day, so how we communicate is very important. In this module, you will learn what communication is. You will also learn about barriers that can get in the way of good communication.

Activity 1.1

Talking, a way of communicating

(a) What happens when you talk?

(i) _____

(ii) _____

(b) What things might you talk about when you talk with:

(1) a friend ? _____

(2).your children? _____

(3) a shopkeeper? _____

(4) your brothers or sisters? _____

(5) a visitor from another village? _____

(6) A tourist from another country? _____

With a friend, make a definition of 'communication':

Check your definition with some other classmates. Is your definition different? Is 'communication' easy or difficult to define?

Activity 1.2

Communication Model

We can use a communication model to help us understand how to communicate. There are six elements in a communication model.

Insert Graphic of communication model here from the Graphics folder.

Use file

comm_model_student.eps

OR

comm_model_student.bmp

Study the model on page 4 and complete the following list:

- (a) Se _____
- (b) Me _____
- (c) Re _____
- (d) Ba _____
- (e) Fe _____
- (f) Fo _____

Activity 1.3

Verbal Communication

Verbal communication (talking) is communication using words and speaking.

Give two examples of verbal communication.

(a) _____

(b) _____

There are right ways and wrong ways to communicate when you talk in every situation. You should try to choose the way to talk that suits your situation.

Tick (✓) the right boxes to show how we should talk with a tourist.

- be open and friendly
- be rude
- use the right tone and speed
- speak very fast
- use words the listener will understand
- use swear words

(Would you choose different answers for talking with a friend?)

Activity 1.4

Communication problem

Insert picture here from the Graphics folder on the CD.

Use file :

cartoon.bmp OR cartoon.eps

In the story above,

- The sender is _____
- The message is _____
- The receiver is _____
- The barrier is _____
- The feedback
is _____
- The form of communication is _____

Activity 1.5

Non-verbal Communication

Sometimes our body language says even more than what we say with our words. Body language can give a positive (good) or a negative (bad) message.

Beneath each picture, put a tick (✓) for positive body language and a cross (x) for negative body language.

Poking
tongue

Thumb up

Smile

Hug

Thumb
down

Frown

Folded
arms

Waving

Do you know any body language that means one thing in some cultures, but something else in others?

Activity 1.6

Barriers to Communication

Barriers are the things that stop your message being understood.

Here are some barriers to communication:

- too much information
- poor listening skills
- poor speaking skills
- noise
- accent difference
- listener's mood.

Watch the video and do the following:

- (a) Write down the barriers that you notice. What caused these barriers?

- (b) How would you solve the problems? Talk to others about this.

Module 2

Good Communication in the Tourism Industry

Introduction

Good communication is important in the tourism industry because it prevents misunderstandings and mistakes.

In this module, you will see how important good communication is.

Activity 2.1

How important is good communication?

Tick (✓) the correct boxes. Each statement has more than one correct box.

A good communicator

- speaks clearly
- listens carefully to what is being said
- checks that the message is right
- says too much, too quickly.

The results of good communication are that

- the message is heard correctly
- the message is understood correctly
- there is information overload (too much information).
- the message is clarified (checked and made clear)

Good communication is important for tourism because

- all tourists are rich.
- messages about tours and travel are important
- if you get the message right, you will avoid costs and bad feelings
- you need to listen more carefully to tourists than to locals because they may have different expectations (ideas about how things should be done)

Activity 2.2

A communication problem – notes for a talk

Think of a time when something you planned went wrong and then answer the following questions. You will be asked to give a two-minute talk about it in class. Whatever you choose to talk about, make sure you give a clear answer to the questions.

(a) What went wrong?

(b) What should have been done?

(c) What were the results of poor communication in that situation?

(d) How did you fix the problem?

(e) What could be improved for next time?

Module 3

What to say to a tourist

Introduction

Communicating with a tourist is different from talking with someone local. This is because the tourist has been travelling from one place to another and has lots of different expectations. They may not know anything about your country and might not know the proper things to say or do.

In this module, you will learn what is special about talking to tourists and learn ways to begin to talk to a tourist.

Activity 3.1

The tourist

Tick (✓) the correct boxes to identify who a tourist is.

A tourist is someone who

- goes from one place to another
- does not travel
- stays for a short time only
- stays for a year or more
- comes here to study
- does not earn money locally
- is involved in business

Activity 3.2

What to say to a tourist

Watch the video of a local host greeting a tourist and then do a role-play with a friend. One of you should pretend to be a tourist, the other should pretend to be a host.

Hosts

- Ask the tourists what they want.
- Tell the tourists what they can do.
- Ask the tourists about themselves and their interests.
- Tell tourists about local customs. Tell them about any special rules for your village or culture.
- Be helpful and show that you want to give information.

Tourists

- Ask questions about your host and his or her place.

When you have finished, change roles.

Activity 3.3

What the community expects

Talk to your friends or people of the community and ask them what they expect the tourists might want to do and what they should and should not do.

Write down what you find out in the space below.

Discuss these expectations with your tutor next time you meet.

Module 4

How to make a tourist feel welcome

Introduction

Tourists usually meet many people during their trip. When they come to your place, they may be tired from travelling or uncertain of the new environment. They have needs and expectations to be looked after.

In this module, you will learn ways to treat a tourist as an honoured guest and help them to feel comfortable.

Activity 4.1

What will tourists expect?

For each of these headings, write down at least two examples of what you think tourists will expect or will want to know when they visit.

We have given one example for each heading.

Information

- a good restaurant

-
-

Experiences

- fishing trip

-
-

Quality Services

- warm welcome

-
-

Product Knowledge

- what local events are happening while they are here.

-
-

Food

- clean food

-
-

Transport

- Good taxi services

-
-

Accommodation

- Clean accommodation
-
-

Activity 4.2

Important knowledge, skills and attitudes in providing quality service to tourists

For each of the following items, write in the box whether it is **PK** (product knowledge), **S** (skills), or **A** (Attitude).

- Being polite to guests
- Having a smile that comes from the heart
- Knowing the local bus timetable
- Greeting a tourist in their own language
- Using and remembering guests' names
- Being positive about your country and your workplace
- Keeping the place clean
- Making appropriate eye contact
- Telling guests about events
- Providing a range of brochures
- Treating all tourists as welcome guests
- Advising guests on shopping

Activity 4.3

Being a welcoming host

Look again at the video of a host welcoming a tourist that you looked at in Module 3.

This time, look at how the host uses his communication skills and shows a positive attitude to make the tourist feel welcome. Notice how to:

- greet the tourist warmly
- introduce yourself first
- be friendly and polite
- show positive body language.

Now find a partner, and role-play being host and tourist. When you finish role-playing, ask your partner how it felt to be greeted in a friendly way. Then change roles.

Activity 4.4

Personal presentation and grooming

Cleanliness and health (hygiene) are very important. They can be a life-and-death matter. Not only that, but good hygiene is good business. Customers will be offended and angry if you communicate a poor attitude by not using good hygiene. Use this list to check your own hygiene practices.

Personal presentation checklist

When I am working with other people, whether they are tourists or locals, I make sure that I

(✓)

- Bathe or shower daily
- Wear clean, well-ironed clothes
- Have clean shoes
- Keep my hair clean and tidy
- Cover any sores or wounds
- Keep my fingernails short and clean
- Don't cough or spit anywhere near food or other people
- Don't smoke near customers
- Don't scratch or pick sores
- Wash my hands often
- Brush my teeth often
- Stand straight and do not slouch

Module 5

Talking on the telephone

Introduction

The telephone is a very useful tool in the tourism industry – but only if you use it the right way!

In this module you will learn about how to use the telephone well so you can

- understand messages
- write messages down correctly
- make phone calls.

Activity 5.1

Why good communication on the telephone is important

Tick (✓) the correct box to show whether each statement is **true (T)** or **false (F)**.

T or F

- The first time someone hears you, they should think you are friendly and good at your job.
- If the caller has rung the wrong number , it is a good chance for a chat.
- The way you answer a telephone gives the listener an image of your business.
- Good use of the telephone saves costs.
- Answering the phone on the first ring shows you are not busy.
- Using the telephone can save time.

Activity 5.2

Answering the phone

Watch the video clip on answering a telephone correctly. As you watch it, make notes (write down the important ideas) under these headings. You may have to watch the video two or three times.

- Equipment (things the speaker used)
- The way the person answering said who was speaking
- Tone of voice (what message did the voice – not the words – give?)
- How the message was written
- How the message was checked
- How the call ended
- How the message was delivered.

When you have finished, compare your notes with others.

Activity 5.3

Rules for good telephone use

Write down 8 rules on how you should answer a telephone and 5 rules on how you should make a telephone call.

(a) Answering a telephone:

(1)

(2)

(3)

(4)

(5)

(6)

(7)

(8)

(a) Making a telephone call:

(1)

(2)

(3)

(4)

(5)

Activity 5.4

Role-play

Do a role-play with a partner on making and answering a telephone call. Use the rules you wrote in Activity 5.3. Write down any messages. Change roles when you have finished.

Module 6

Communication in problem solving

Introduction

Dealing with tourists is not always easy. Sometimes they may not understand you or you might not understand them, and you both might feel embarrassed.

Sometimes they might end up doing the wrong thing because they do not know any better, or they might just be a difficult person.

This module will help you use communication skills to solve problems that can happen between hosts and tourists.

Activity 6.1

How to deal with a difficult tourist

Tick (✓) the correct boxes.

If you see a tourist doing something wrong, you should

- move away from them
- politely explain what to do
- ignore the wrong behaviour
- get angry with them
- get someone to help if you cannot explain yourself.

If you see a customer get angry

- tell them to be quiet
- ask them to explain the problem
- ignore them
- listen carefully
- identify and fix the problem.

Activity 6.2

Solving a communication problem

Imagine you are talking with some friends in your own language.

A tourist from another country who knows you comes along and sits with you.

Your friends feel shy because they do not feel they can speak the language of the tourist well.

They leave.

The tourist asks you, "What have I done wrong?"

Discuss this story with your group and use the six steps listed below to solve the problem. Look at the problem from your side and from the side of the tourist.

Work out a solution that will be good for both sides.

Step 1 – Identify the problem

Step 2 – Identify the possible causes

Step 3 – Identify the possible consequences (what might happen because of the problem?)

Step 4 – Identify possible solutions

Step 5– Study and rank the solutions (put them in order from best to worst)

Step 6 – Decide on the action to take

Module 7

Networking

Introduction

Networking involves communicating with many different people to get them to co-operate.

This may involve planning, organising, encouraging, following up and checking, and making sure you do your part.

Networking needs clear communication, willingness, and good manners.

In this module, you will learn how to set up a communication network for tourism and how to use a communication network when you plan an event.

Activity 7.1**Who is in your network?**

Under each heading, give the names of one or two local people or companies who are involved in each activity: When you have completed this list, you should have a useful list of contact people.

| Headings | Names of people or companies | Phone No. (if available) |
|----------------------------------|-------------------------------------|---------------------------------|
| Tour guide | 1. 2. | |
| Weavers and carvers | 1. 2. | |
| Handicraft sellers | 1. 2. | |
| Local dancers and musicians | 1. 2. | |
| Fishermen | 1. 2. | |
| Growers and suppliers of food | 1. 2. | |
| Restaurant and motel owners | 1. 2. | |
| Village headmen or town officers | 1. 2. | |

If you do not know the names of local people, you can ask other participants or ask friends and family.

Activity 7.2

How to involve people in a network

Your tutor has discussed with you the example of the firewalkers and who was involved in the network so that the event could happen.

In a group, plan an event for your local area that would attract tourists. This could be a real event, or it could be one you make up. Examples might be:

- dancing competition
- an organised home stay
- a fishing competition
- whale watching
- sport events
- eco-tourism trips
- a tour of historical sites
- a village tour.

As you plan the event, one person in the group should write down answers to these questions.

- who will be involved?
- what will each person need to do?
- who should talk to them?
- when do they need to be involved?
- will they need to be paid? If so, how will you pay them?
- how will you make sure tourists are informed about what they should and should not do?
- how will you make sure the tourists arrive?
- what will you have to do, using your communication skills, to make this event happen?

This activity will give you practice for all your communication and networking skills. You should now be an effective communicator!

Checklist

What can you do, and what do you know after doing this workbook?
Put a tick (✓) for YES.

- I can say what communication is.
- I can identify the elements of communication.
- I can tell what body language is.
- I can overcome communication barriers.
- I know why good communication is important.
- I can fix communication barriers.
- I know what a tourist is.
- I know what tourists might expect.
- I know what to say to a tourist.
- I know how to provide quality service to tourists.
- I know how to be a welcoming host.
- I can demonstrate good grooming.
- I can receive and make telephone calls correctly.
- I can deal with difficult customers.
- I can solve communication problems.
- I can set up a communication network.
- I can use my network to plan an event.

If you put a lot of ✓, 😊 well done!

If you didn't put a lot of ✓, you could ask your tutor to explain some of those things again or you could go back through the module again.

Further study

You may want to learn more about tourism. If you do, find out about these courses:

(The delivering institution is to add other relevant courses that participants may like to consider.)