



Consulting and Training | Reach New Heights

Course Name

Excellence in tourist experience and visitor care

Sector Name

Sales, Marketing and Customer Service

Document Type

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Excellence in tourist experience and visitor care

Course Introduction

The course will cover tourism psychology and its impact on tourist behavior, Tourism psychology and caring for visitors

Course Methodology

This course combines both theoretical and practical approaches. It is built using an interactive learning method including presentations, case studies, discussions, and group exercises.

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Target Audience

Managers, supervisors, and destination administrators are directly or indirectly involved in the tourism management sector.

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Learning Objectives

- ✓ Define the key factors that influence tourist behavior
- ✓ Explore the importance of visitor care in the tourism industry
- ✓ Examine the different needs of visitors and develop strategies to meet diverse expectations
- ✓ Design effective strategies for visitor safety and risk mitigation
- ✓ Evaluate the effectiveness of visitor management practices

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Course Outline

✓ **01 Day one**

Tourist and visitor care

- ✓ Key motives of today's tourists
- ✓ Factors influencing tourist decision-making
- ✓ Tourist perception and interpretation of experiences

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Course Outline

✓ 02 Day Two

Visitor management planning

- ✓ Principles and steps in visitor management planning
- ✓ Implications for tourism governance and stakeholders
- ✓ Identification of the needs of different types of tourists

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Course Outline

✓ 03 Day Three

Effective communication in visitor care

- ✓ Importance of effective communication in visitor care
- ✓ Emotional aspects of tourism
- ✓ Ethical considerations in visitor care (cross-culture)
- ✓ Development of a communication and informational plan

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Course Outline

✓ **04 Day Four**

Visitor safety and security

- ✓ Risk identification and assessment
- ✓ Emergency planning and response
- ✓ Best practices in visitor safety and security

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Course Outline

✓ 05 Day Five

Visitor satisfaction evaluation

- ✓ Need for evaluating visitor satisfaction
- ✓ Data collection and analysis methods
- ✓ Measuring visitor satisfaction and experience
- ✓ Monitoring and evaluating visitor impact

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 28, 2026	Jan. 1, 2027	5 days	4250.00 \$	UAE , Dubai
April 18, 2027	April 22, 2027	5 days	4250.00 \$	KSA , Riyadh
July 26, 2027	July 30, 2027	5 days	4950.00 \$	Italy , Milan
Jan. 18, 2027	Jan. 22, 2027	5 days	4250.00 \$	UAE , Dubai

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