



Consulting and Training | Reach New Heights

Course Name

# Mastering the Design of Visitor Experience Concepts through Visitor Journey Simulation

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Sector Name

Sales, Marketing and Customer Service

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## Mastering the Design of Visitor Experience Concepts through Visitor Journey Simulation

### Course Introduction

An in-depth exploration of the art and science of visitor experience design is provided in this course. Through analysis and mapping, participants will improve understanding, enjoyment, and connection to the site's subject or environment by going through the complete visitor experience from beginning to end. Implementing hosting etiquette and norms, improving guest engagement, and sketching out the visitor path are just a few of the important topics covered in this course. It also explores issues related to guest safety and cultural hospitality

The skills of listening to the voice of the visitor (VOV), recognising visitor needs, and developing efficient visitor experience plans will be taught to the participants. Attendees will position themselves as experts in visitor coordination and experience by the end of the course, with the skills necessary to increase visitor satisfaction and journey enhancement.

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## Mastering the Design of Visitor Experience Concepts through Visitor Journey Simulation

### Target Audience

- ✓ Experts in Visitor Experience
- ✓ Coordinators of Visitors
- ✓ Representatives of Customer Service
- ✓ Professionals in Hospitality
- ✓ Coordinators of Events
- ✓ Employees of Museums and Exhibits
- ✓ Professionals in the Tourism Industry

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## Mastering the Design of Visitor Experience Concepts through Visitor Journey Simulation

### Learning Objectives

- ✓ Introduction to Visitor Experience Design is on the course schedule
- ✓ Complex Approaches to Engaging Visitors
- ✓ Analysis of Visitor Needs

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## Mastering the Design of Visitor Experience Concepts through Visitor Journey Simulation

### Course Outline

#### ✓ 01 Day one

**Introduction to Visitor Experience Design is on the course schedule.**

- ✓ First Topic: Overview of Designing Visitor Experience
- ✓ Second Topic: An Overview of Visitor Journey Mapping
- ✓ Topic 3: Developing Blueprints for Visitor Experience
- ✓ Topic 4: Determining Your Strengths and Potential Improvement Areas
- ✓ Topic 5: Improving the Understanding and Pleasure of Visitors
- ✓ Topic 6: Relationship to the Site's Nature or Theme
- ✓ Review & Introspection: Notable Takeaways and Conclusions from Day One

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### Course Outline

#### ✓ 02 Day Two

##### **Complex Approaches to Engaging Visitors**

- ✓ First Topic: Raising Visitor Involvement Levels
- ✓ Topic 2: Protocols and Etiquette for Hosting
- ✓ Topic 3: Making Sure Safety Issues Are Handled
- ✓ Topic 4: Cultural Considerations When Receiving Guests
- ✓ Topic 5: Going Above and Beyond to Improve the Visitor Experience
- ✓ Topic 6: Key Takeaways and Understandings from Day 2 of Visitor Feedback and VOV Reporting Reflection and Review

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### Course Outline

#### ✓ 03 Day Three

##### **Analysis of Visitor Needs**

- ✓ Topic 1: Determining the Needs and Wants of Manifest Visitors
- ✓ Topic 2: Determining Unstated Needs and Desires of Visitors
- ✓ Subject 3: Different Visitor Needs
- ✓ Subject 4: Social and Emotional Needs
- ✓ Topic 5: Functional Needs and Empathy
- ✓ Topic 6: Needs for Convenience, Control, and Information
- ✓ Review & Reflection: Important Takeaways and Ideas from Day Three

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### Course Outline

#### ✓ **04 Day Four**

##### **Introduction to Poka Yoke in the Visitor Experience**

- ✓ Topic 1: Poka Yoke and Error Proofing
- ✓ Topic 2: Applying Techniques for Error Proofing
- ✓ Topic 3: Using Poka Yoke in Real-World Applications
- ✓ Topic 4: Using Poka Yoke to Ensure Visitor Satisfaction
- ✓ Topic 5: Feedback Loops and Constant Improvement
- ✓ Subject 6: Case Studies and Practical Illustrations
- ✓ Review & Introspection: Important Takeaways and Conclusions from Day 4

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### Course Outline

#### ✓ 05 Day Five

##### **Exercises in Simulation and Real-World Applications**

- ✓ Topic 1: Visitor Experience Design in Real-World Applications Topic 2: Visitor Journey Simulation Activities
- ✓ Subject 3: Examining and Enhancing Guest Experiences
- ✓ Topic 4: Formulating Action Plans to Improve Visitor Experience
- ✓ Topic 5: Complete Evaluation and Input
- ✓ Topic 6: Putting Visitor Experience Insights into Practice
- ✓ Review & Reflection: Crucial Takeaways and Understandings from the Course

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## Mastering the Design of Visitor Experience Concepts through Visitor Journey Simulation

### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 27, 2026	May 1, 2026	5 days	4950.00 \$	Spain , Barcelona
Sept. 20, 2026	Sept. 24, 2026	5 days	4250.00 \$	Qatar , Doha
Dec. 7, 2026	Dec. 11, 2026	5 days	4250.00 \$	UAE , Dubai
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 \$	UAE , Dubai

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