

Backing Regional Tourism Potential

1st Training for tour guides and animators – Hotel Lirak, Tetovo





Communication with tourists

Build a rapport with tourists

Be friendly



Share stories and interesting information



Resolve complains quickly and fully



Always smile and offer assistance



Identify what guests want and need



Inform of services



How to put “build rapport” into practice?



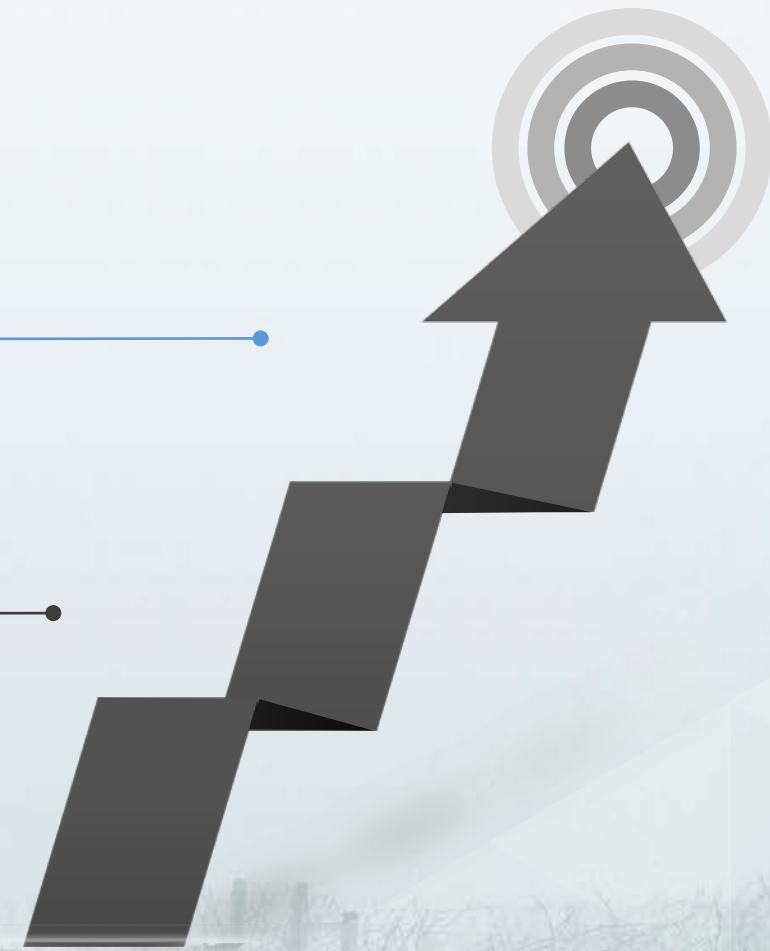
Take chances to talk to tourists



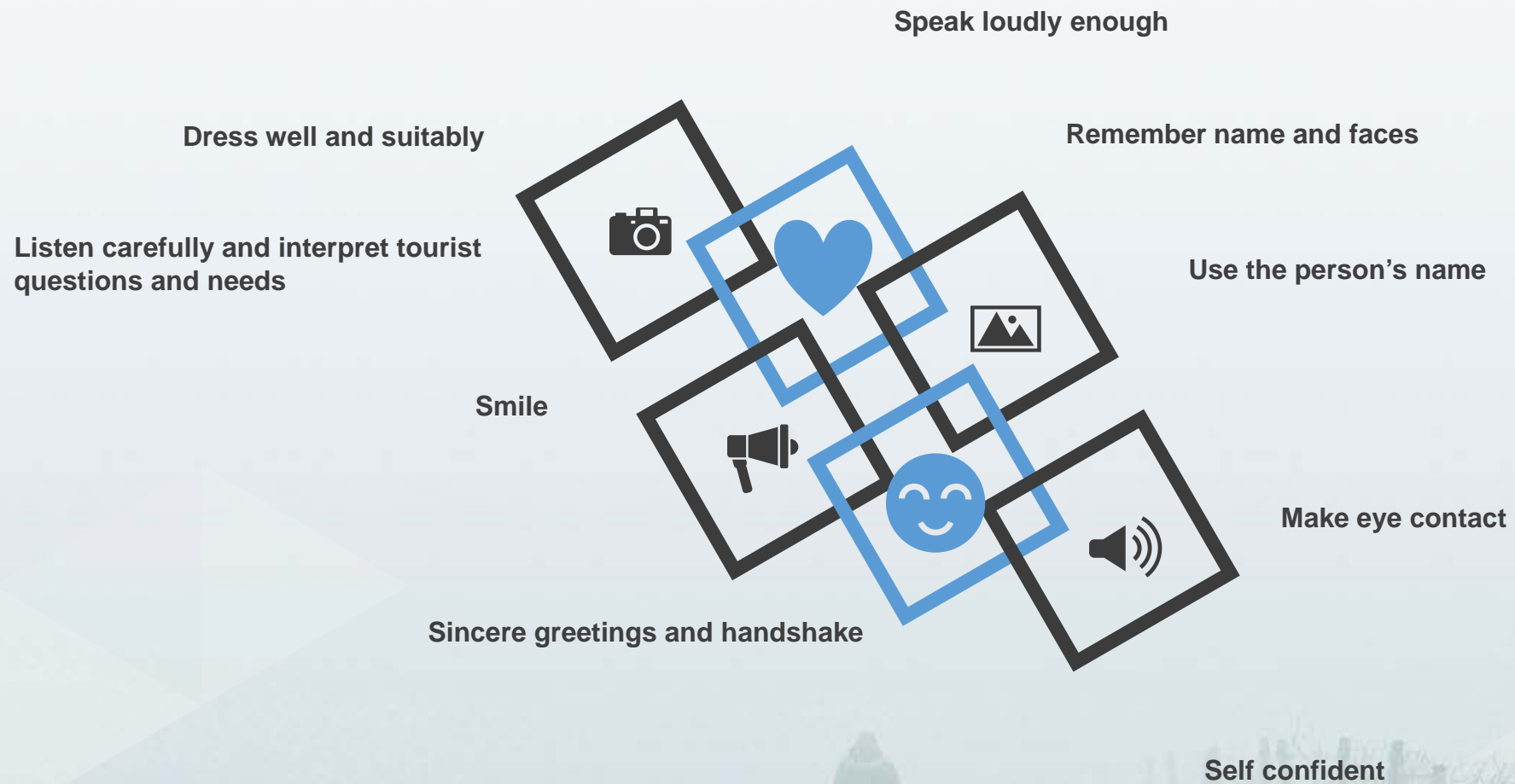
Give information about yourself at initial welcome



Introduction before a tour starts



Practical tips:



Overcoming barriers to effectiveness

Physical barriers

Physical barriers are often due to the nature of the environment. An example of this is the natural barrier which exists if staff is located in different buildings or on different sites. Likewise, poor or outdated equipment, particularly the failure of management to introduce new technology, may also cause problems

How to overcome?

Try to use face- to – face communication frequently

How to overcome?

Recognize we all have different cultural backgrounds and try to evaluate change as a added value to a multicultural group.

Cultural aspects barriers

Cultural differences exist within countries (tribal/regional differences, dialects etc.), between religious groups and in organisations or at an organisational level – where companies, teams and units may have different expectations, norms and idiolects.

Fear of being criticized

This is a major factor that prevents good communication. If we exercise simple practices to improve our communication skill, we can become effective communicators. For example, read an article from the newspaper or collect some news from the television and present it in front of the mirror. This will not only boost your confidence but also improve your language and vocabulary

How to overcome?

Try to build trust

How to overcome?

Deal with the body languages such as postures, gestures, head nods, leg movements etc.

Language barriers

Speaking different languages but sometimes even the usage of jargon can prevent the recipients from understanding the message. Poorly explained or misunderstood messages can also result in confusion.

A silhouette of a hiker with a large backpack stands on a mountain peak, looking out over a landscape at sunset. The scene is framed by a large, light-colored triangle that points downwards. The sky is filled with soft, orange and pink clouds. The hiker is positioned in the center of the frame, with their back to the camera. The overall mood is peaceful and contemplative.

Thank you

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