

The place and role of clients in risk management in adventure tourism

# **CLIENTS AND RISK MANAGEMENT**

# RIGHT APPROACH

ADVENTURERS



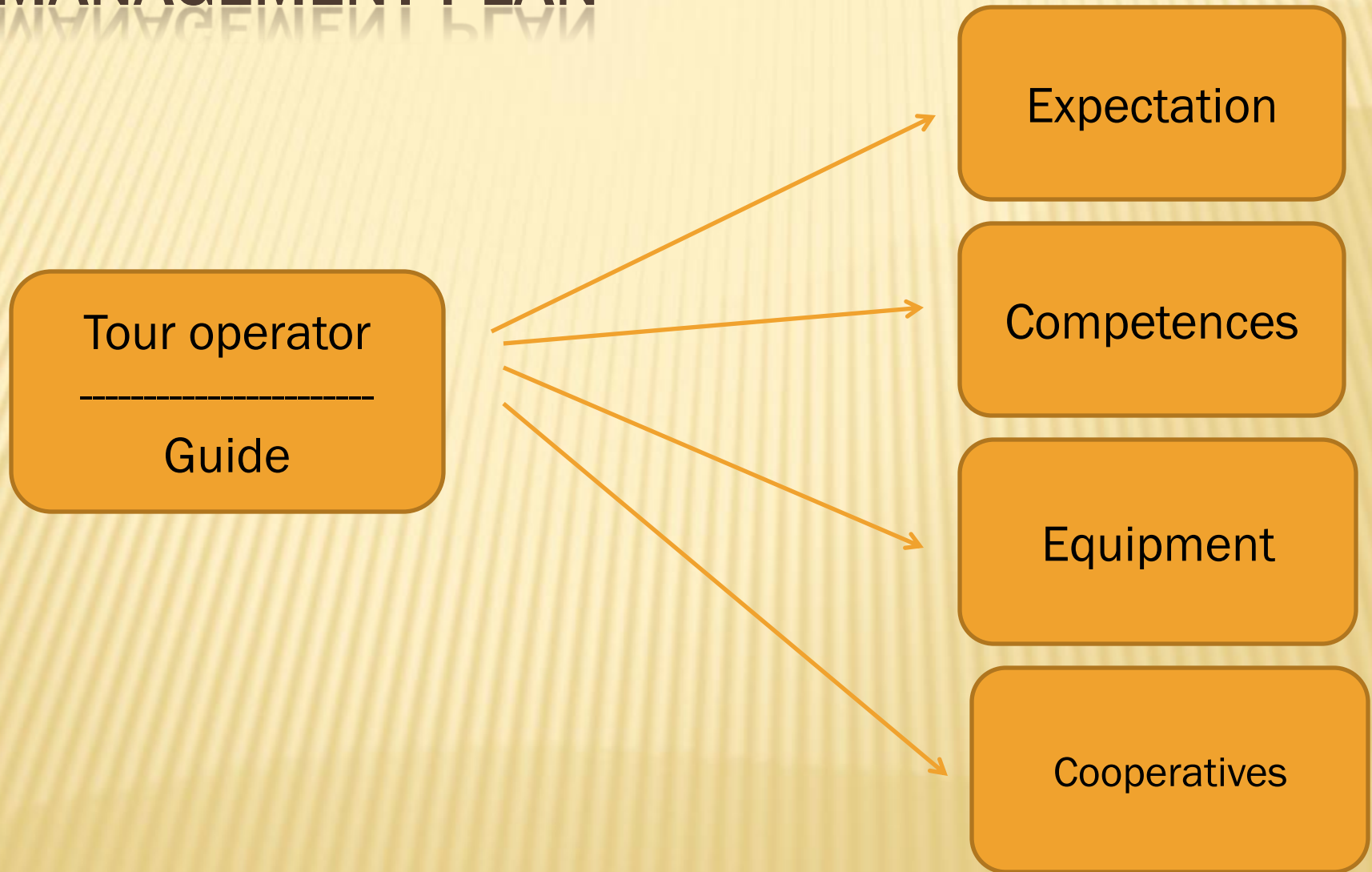
Attracting clients

**SAFETY  
FIRST**

Do it on a safe way



# CUSTOMERS COMPULSORY PART IN THE RISK MANAGEMENT PLAN



# RULES, STANDARDS AND PROCEDURES

*Why is it Important to Follow*





# CLIENTS AND SCENARIO

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The role of clients depends primarily on four basic determinants in the scenario:

1. Is the guide hurt or not?
2. Can the guide manage the situation?
3. What is the severity of the accident (character and scope)?
4. Customer structure (age, gender, experience ...).

# THREE POSSIBLE OPTIONS

Customers are involved and provide help in managing the problem

Clients are passive observers, but they are safe for themselves

Customers produce panic and pose additional danger

# IN WHICH CATEGORY IS THE AVERAGE CUSTOMER COMING TO SHARA MOUNTAIN?

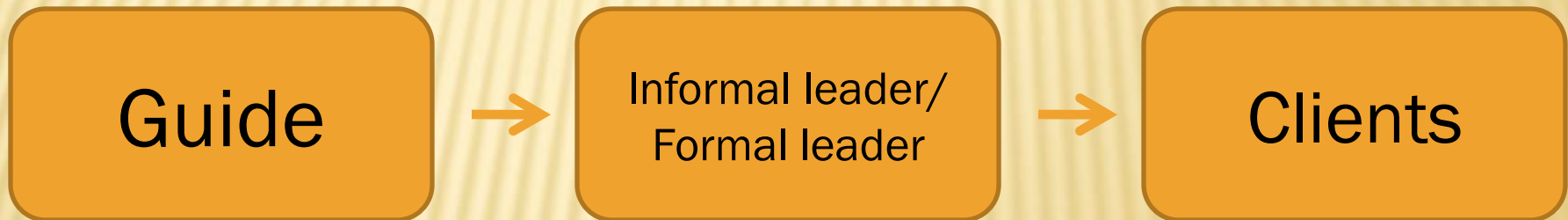
Macedonia is a relatively "unexplored destination"

Customers with an adventurous spirit and great experience

Customers with a research spirit but without experience

Excursors who are on business visit in Macedonia

# WAYS OF COMMUNICATION GUIDE - CUSTOMERS





# PREPARING THE CLIENT

Preparing the client in the process of arranging the arrangement

- Presenting rules, educational videos, check lists ...

Preparing the client right before the start and during the tour

- Conversations, flyers, videos, documents for understanding.

# LEADERSHIP IS A PROCESS

Getting to know the group

- Respecting the work procedures
- Compliance with standards

Shaping the group

- Possession of good "soft skills"

Preparing the group

- Possession of knowledge
- Possession of pedagogical abilities