



Sales, Marketing and Customer Service

**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.

Target Audience

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

Learning Objectives

At the end of the training course, participants will be able to

- 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

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

- **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

- **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
- **04 Day Four**

Visitor safety and security

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

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 6, 2025	April 10, 2025	5 days	4250.00 \$	KSA - Riyadh
Dec. 22, 2025	Dec. 26, 2025	5 days	4250.00 \$	UAE - Dubai
July 14, 2025	July 18, 2025	5 days	4950.00 \$	Italy - Milan