



Sales, Marketing and Customer Service

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, 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.

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**

Learning Objectives

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

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

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

• 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

• 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

• **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

• **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

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 21, 2025	April 25, 2025	5 days	4950.00 \$	Turkey - Istanbul

FROM	TO	DURATION	FEES	LOCATION
Sept. 14, 2025	Sept. 18, 2025	5 days	4250.00 \$	Qatar - El Doha
Dec. 1, 2025	Dec. 5, 2025	5 days	4250.00 \$	UAE - Dubai