

Read the case study and answer the questions that follow

The story

The village of Pea was very excited. The tour guide had telephoned, and Mary had taken down the message that 10 tourists were coming off the cruise ship for lunch at 2 o'clock.

The whole village got involved in making "umukai" (underground oven cooking). Food was gathered and put in the pits, the floorshow party gathered, work stopped for the day.

At 10 o'clock, a minibus stopped at the village, and two (2) people got out. They looked very surprised at the huge feast half prepared and the floorshow practicing. 'Where are all the other tourists?' asked Mary. 'This is all there is', said the tour guide. 'I said 2 people for 10 o'clock!'

You can see from this story what can happen when communication in the tourism industry is not good. The hosts are unhappy; the guests are unhappy with sad faces.

Questions:

1. What two forms of communication occurred?
2. How do we know the guests were unhappy?

Read the following case study then answer the following questions

A group of fourteen tour operators from England went on a familiarization trip (fam trip) to Mauritius. Since the purpose of the fam trip is to encourage the tour operators to sell Mauritius as an option in their country, it was important that the fourteen tourists (participants) should sample some of the local sights. One of the sights chosen was the Botanical Gardens at Pamplemousses, in the south of the country. An on-site tour guide was to meet the bus at the venue. On arrival at the sight, the tourists disembarked from the tour bus. The group of tour guides was seen sitting on a patch of grass. After five (5) minutes, one of the men stood up and approached the group. He immediately launched into his tour commentary in French. As if on an alarm clock, the tour guide sped through the garden without allowing the tourists to take photographs. On embarking the bus, all the tourists evaluated the tour and found some things that they all found went wrong and needed to be corrected.

Questions:

1. Besides commentary, what is the primary role of the tour guide in the "eyes" of the tourists?
2. What went wrong in the case study? Identify at least two things.
3. Which strategy or strategies should be used to correct these errors?

Read the following case study and answer the following questions

A group of fourteen (14) consisting of travel agents and tour operators from England went on a familiarization trip (fam trip) to Mauritius. Since the purpose of the fam trip is to encourage the tour operators to sell Mauritius as an option in their country, it was important that the fourteen tourists (participants) "sample the product". So they went to some of the local sights. One of the sights chosen was the Botanical Gardens at Pamplemousses, in the south of the country. An on-site tour guide was to meet the bus at the venue.

On arrival at the sight, the tourists disembarked from the tour bus. The tour guide approached the bus with a cigarette hanging from his mouth. Without a proper greeting, he launched into his commentary of the Botanical Gardens in his native tongue of Creole. When walking through the area, there were deer and a turtle farm, but the tour guide sped along without allowing the tourists time to take photographs. At a stop, one of the tourists asked a question and the tour guide replied that he did not know the answer and it was not a relevant question anyway.

On returning to London, the travel agents and tour operators refused to sell the package tour to Mauritius that included a visit to the Botanical Gardens. The representative from the Mauritian Tourism Promotion Authority that organized the fam trip wondered why this was a frequent occurrence with all the tour operators on that trip. Hence a follow-up call was made to the travel agents and tour operators on the trip. All the comments centered on the tour guide and his performance.

Questions:

1. What are three (3) things that the tour operators might have said about the tour guide?
2. In about one hundred (100) words, write how you would correct the errors of the tour guide.