

Module Two

Building Rapport


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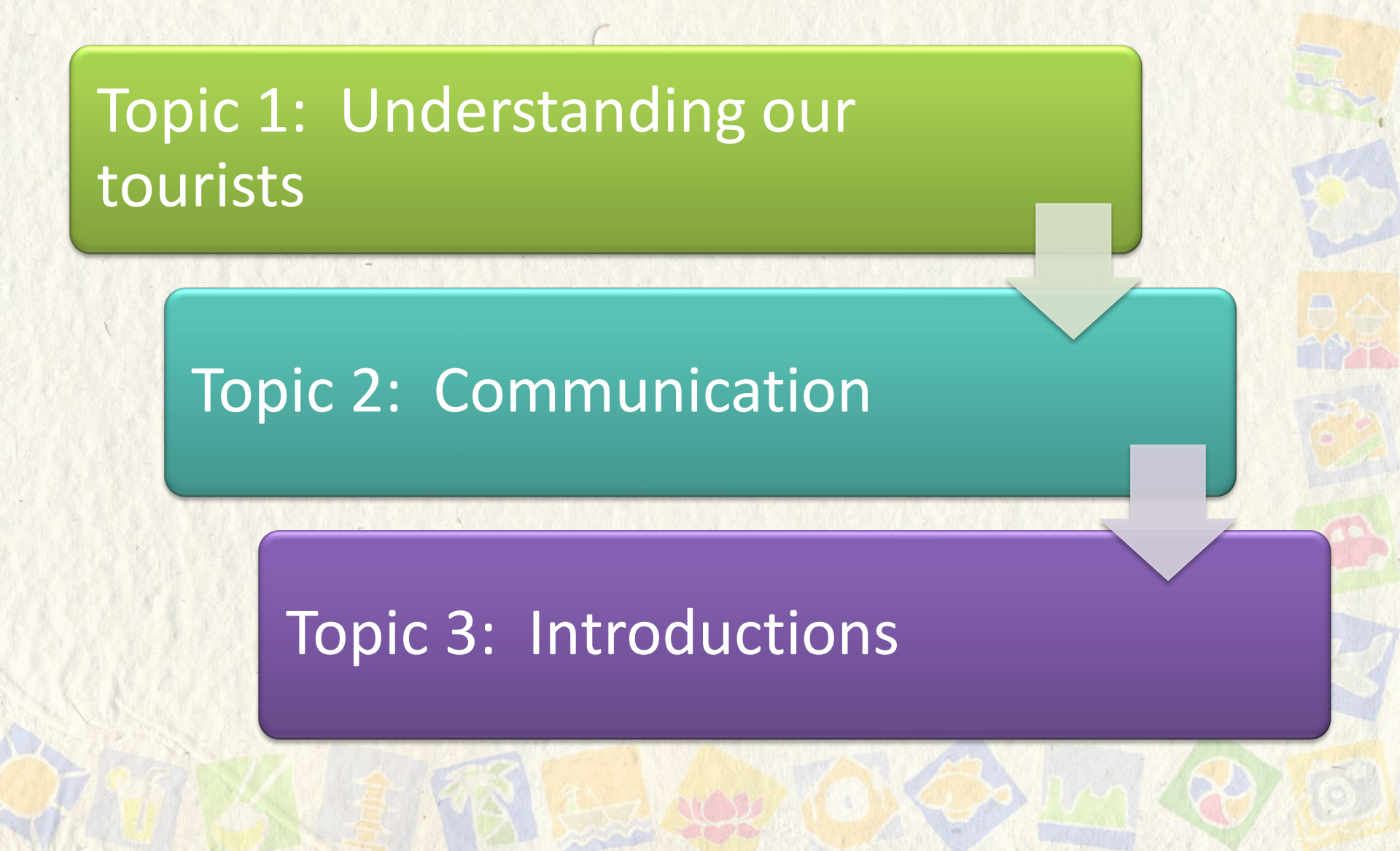
Topic 1: Understanding our tourists



Topic 2: Communication



Topic 3: Introductions





Activity 1: Tuk Tuk Safaris

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- Read the sheet about Tuk Tuk Safaris, and the owner-guide, Ere.



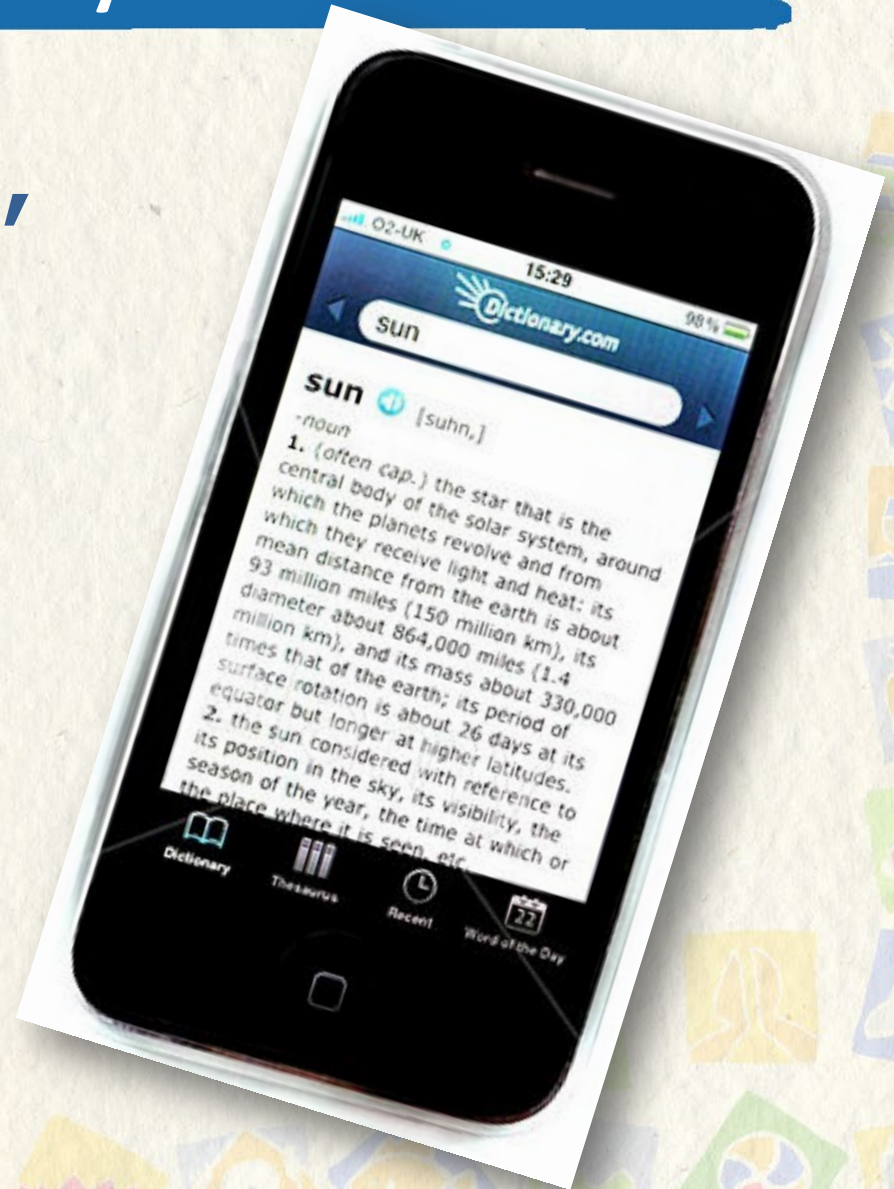
Answer the 3 questions:

- What do Western tourists really like about Ere?
- What did they really like about the tours?
- How does this affect Ere's business?

Activity 2: Dictionary search

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Use your phones,
look up the
meaning of the
word "rapport"



What is Rapport?

A close and harmonious relationship

in which the people or groups

understand each other's feelings or ideas and

communicate well



Why is Rapport important?

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**Better tour experience for:
Your tourist
You!**

**Better
communication**

Trust

Fun

**To build Rapport, we need to know as much
as possible about our tourists**

Topic One

Understanding our Tourists


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 Why people travel

 National characteristics

 Do's and Don'ts

What do they want in Laos? To



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- experience a different culture
- explore a place that is not well known – not a big tourism destination
- learn new things
- have new and interesting experiences
- receive good service
- feel safe and secure
- have a knowledgeable and skilled guide



Our tourist...



Came from far away – a long flight at high cost



Worked hard for the money to pay the trip – wants value for money



Doesn't have much leave, so wants to experience the best and as much as possible on their trip



May be (retired) professional persons with high education who wants very good info on Laos



Is well travelled and can compare the standards of touring in Laos with many other countries in the world



Has responsible tourism values for looking after people and places

More about our tourists...

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Education: usually well educated – higher expectations of a tour guide – they want good information on lots of different subjects

Interests: wide range of interests : history, culture, architecture, food, people, religion, etc.

Enquiring minds: will be curious about many things and will ask a lot of questions

Our Tourists are...

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Foreign country: everything = different

Culture shock

Long way from home

They don't know rules - how to behave, what to say/do...



Conflicts and Complaints

- **Remember:** conflicts and complaints - because expectations weren't met





Learn basic words and phrases



Start with **basics**

Hello

Thank You

How are you?

Nice to meet you

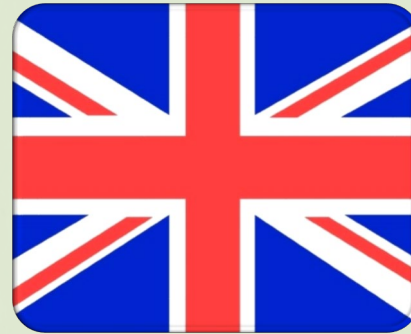
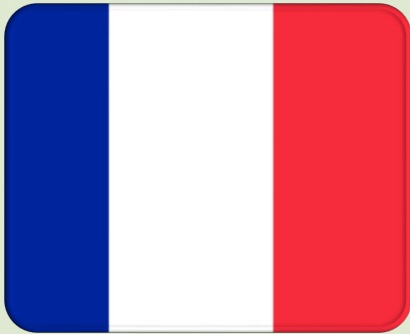
Please

Goodbye



Our main Western source markets

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French

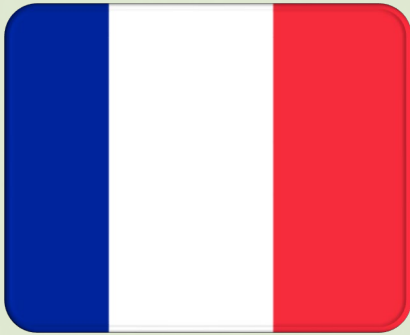
German

British

American

Activity 4: Nationality

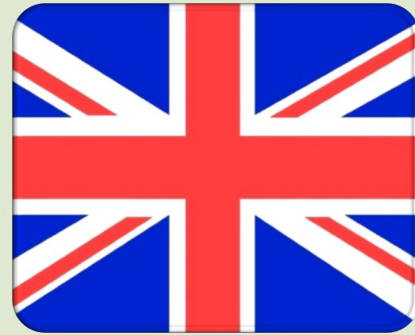
Characteristics



French



German



British

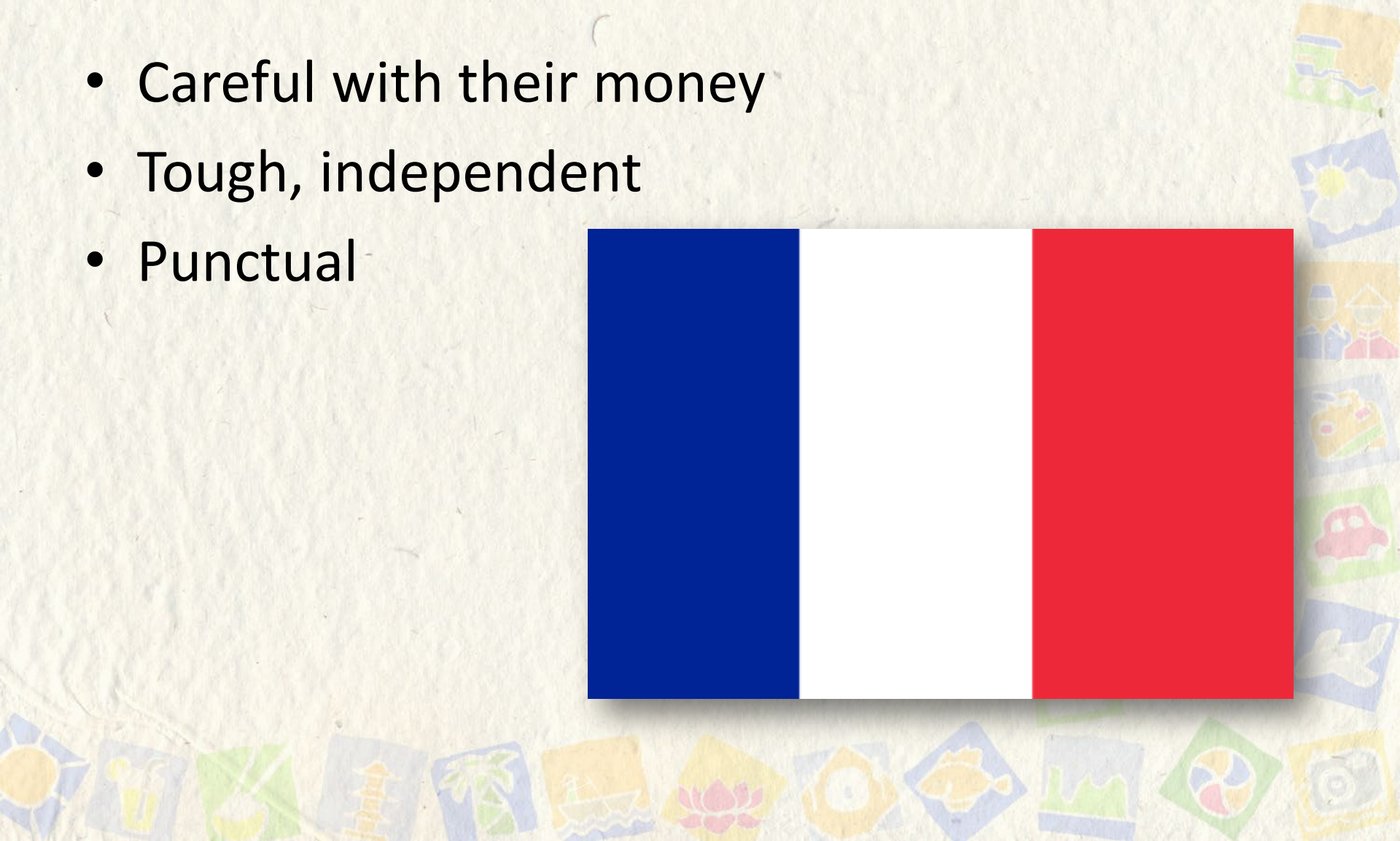
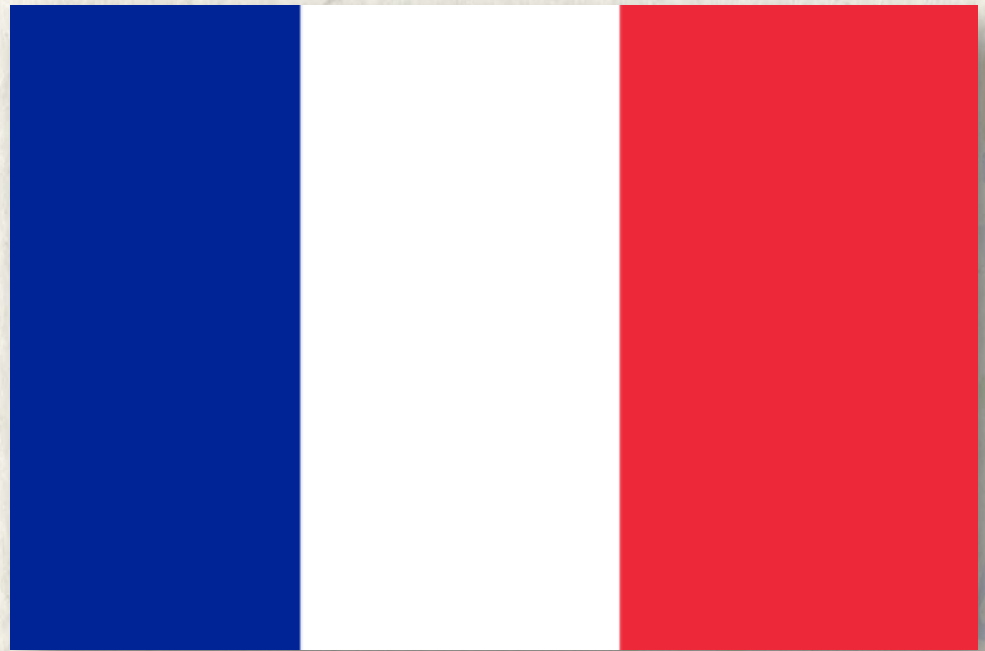


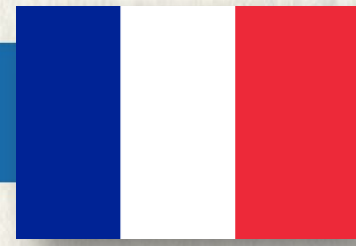
American

The French

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- Careful with their money
- Tough, independent
- Punctual



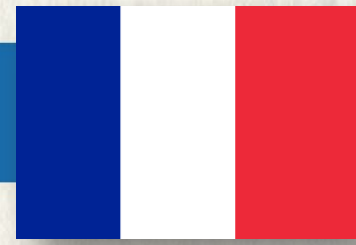


Likes

- Polite manners
- Culture, philosophy, the big picture
- Local food
- Cleanliness

Dislikes

- Lack of education
- Not being straight/honest
- Being treated like a 'tourist'
- Being badly dressed and presented



Do's

- If there is a problem, immediately solve it
- Listen to complaints & find a quick solution
- Accept if they invite you to their table for a meal

Don'ts

- Think that people mean what they say
- French can say things to be polite, but are not serious about them

- They come from far away
- Expect everything to work very well
- Not very warm personalities
- Well organised
- Can appear to be rude
- Respect traditions and culture
- Like drinking!





Likes

- Straight/well-said communication
- Factual to the point info
- No covering up uncomfortable truths
- Punctuality
- Clean and orderly hotels and restaurants
- Beer!

Dislikes

- Lateness, running behind schedule
- Non-communication about what is happening
- Making up facts
- Doing too much
- Too much unnecessary service

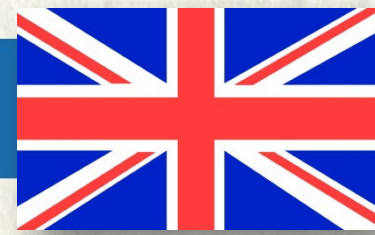


Do's

- Tell them the facts

Don'ts

- Leave out uncomfortable info e.g. government, politics, royal family
- Over-communicate/ talk too much

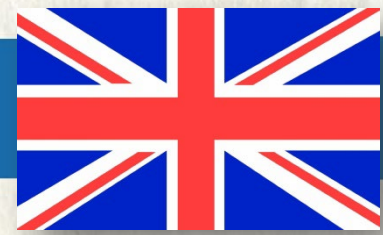


Likes

- Warmth
- Learning new, interesting things
- Their own food
- Hygiene and cleanliness
- Fun and entertainment
- Good table manners

Dislikes

- Taking risks
- Too much information
- Mosquitos
- Noise
- Being touched



Do's

- Ask what they want you to call them: older pax can be very formal
- Understand that they are part of a multi-country SEA tour
- Recognise sarcasm is part of their humour
- Talk about sports

Don'ts

- Be too casual with older British pax
- Take offence at their humour
- Talk about personal matters

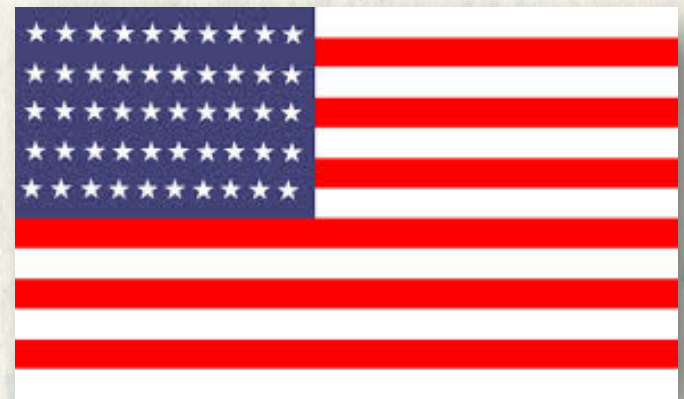
What is 'sarcasm'?

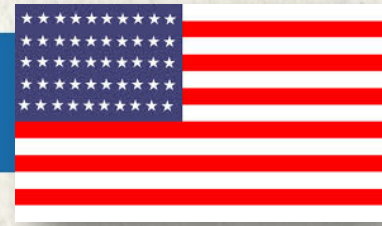
A 'nasty' remark that is supposed to be funny.
When someone says the opposite of what they really mean.

Examples:

- When something bad happens: "That's just what I need, great! Terrific!"
- When you expected something to happen, especially after warning someone about it; "Well what a surprise!"
- When someone says something that is very obvious or stupid; - Really? No! You are so clever!"
- When someone does something wrong: "Very good, well done, nice!"
- When something happens that you don't want or need: "That's just what we need!"

- Very demanding travellers
- Even older Americans are young at heart
- Fun, entertaining
- Like to show off a bit
- Careful with their money, but still generous



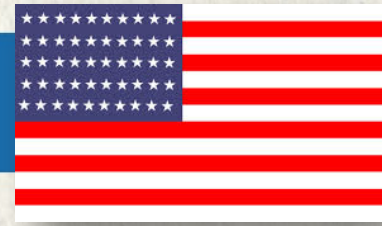


Likes

- Very high service expectations
- Willing to try new foods
- Children
- Pets
- Safety

Dislikes

- Bad guides
- Asking about age
- Walking too long
- Stepping out of comfort zone: e.g. risk taking, food, activities, etc.



Do's

- Mostly first time visitors to Asia – help them with culture shock!
- Know less about Asia than pax from other countries – will need info
- Recognise that service expectations are very high
- Go the extra mile!

Don'ts

- Talk about personal matters e.g. marital status, weight, age, income etc.

Ways to build Rapport



Ideas for Building Rapport

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When and Where?

Start of the day: at breakfast

Chat during meals

Call to room after check-in to see if everything is OK

In the vehicle

During activities

During free time: e.g. give ideas on what to do

Ask feedback in general – about the day, the activity, during the trip, etc.

Repeat a question from a single tourist, and tell the whole group. E.g. “Lisa just raised a good question”

Ideas for Building Rapport

Build on conversations when you greet people:

**Remember &
use name**



**Mention a
previous topic
of conversation**

**Check that a
query has
been resolved**

Use **anecdotes**

Relevant to
site, location
or tour

Adds interest
and insight.

an·ec·dote [an-ik-doht]
noun, plural an·ec·dotes

I. a short account of a particular incident or event, especially of an interesting or amusing nature

Use humour



Appropriate
humour at
appropriate times

= fun and
enjoyment



Check people's welfare

Ask if they need anything

Make sure they are okay and prepared

Help them to solve problems



Ideas for Building Rapport



**Interpersonal
communication
skills**



Involve your tourists



Tell them what is going to happen

Give them something to do

Give them something to look at or read



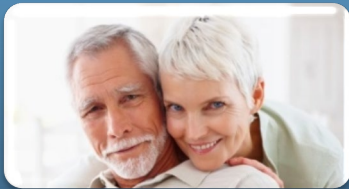
Finding out Tourists' needs and interests



Country: where are they from?



Culture

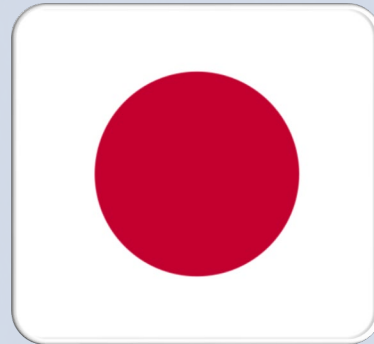


Age: how old are they?



Education: levels?

Example: linking to their Home Country



Pound Sterling: £
Metric and imperial

USD: \$
Imperial: Pounds, ounces, gallons, miles

Euro: €
Metric system kg, km, etc.

Yen: ¥
Metric system kg, km, etc.

Unit Converter

App by Mobitrendz



Distance calculator App





Watch



Listen



Answer questions

Accommodating needs and wishes

Time for a rest



Personal enjoyment of the site

Time for people to chat



Quiet time



Free time



Photo opportunities:

If they can't take photographs = complaint

Try to give them lots of opportunities

Extra time for photos

Offer to take photos



Be in the photo

Hold bags/other items



Personal interaction opportunities

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'Up close and personal' opportunities...

Special access to 'off limits' area

Meet staff/ people @ site/venue



Special photo opportunities

Special introductions and more contact (time) with special people... in villages, etc.

Special people:

- Village leaders
- Chief of village
- Midwife
- Monks
- Governor
- Shaman



Cannot always plan these opportunities... some happen by chance along the way: **how to:**

1. Usually no cell numbers for these people
2. Ask local people where to find special people
3. Find them and ask permission to engage with them – in their home, talk to tourists, etc.
4. Tell tourists how to behave: photos or not, shoes off, safety – low doorways, etc.
5. Introduce them, help with communication - interpret

When:

1. Can arrange special meetings with such people in free times as an extra opportunity, e.g.
 - Meeting with monks;
 - Alms giving ceremony, etc.

This is often a highlight of a tour to the tourist!!!



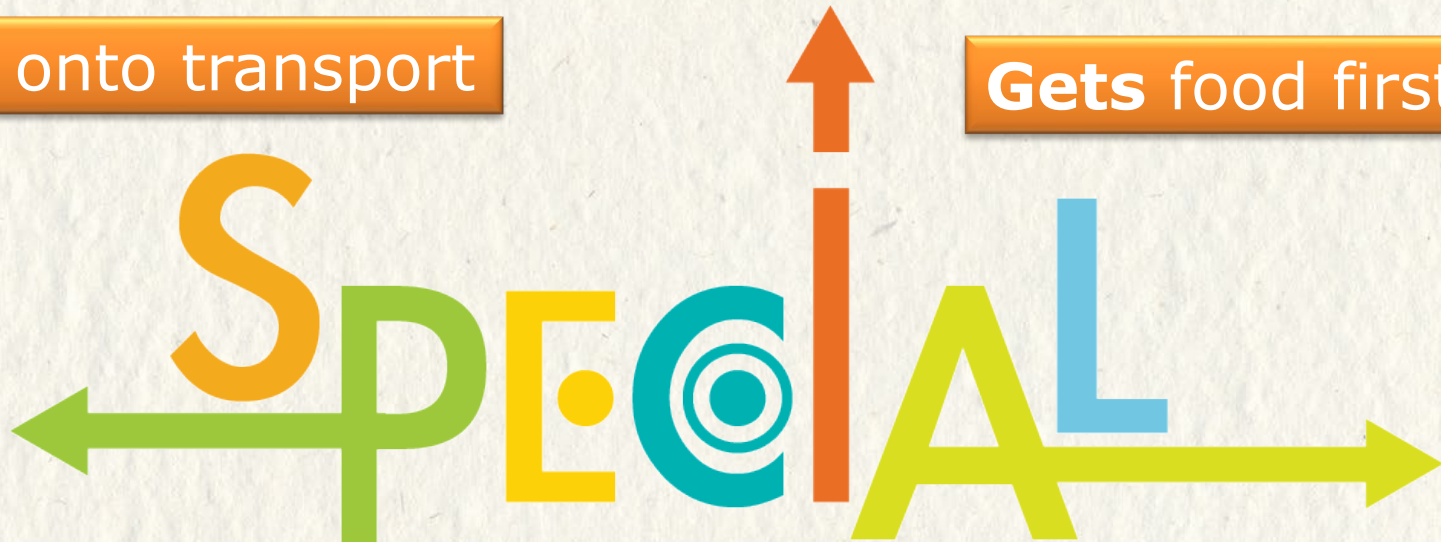
Sarah Shaw

Special Treatment

Special treatment – often small things

First onto transport

Gets food first



Front of lines/queues

'Best' seats' at meals

Sit together for meals/refreshments

Special interest groups – Interested in:

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Food



History



Nature



Architecture



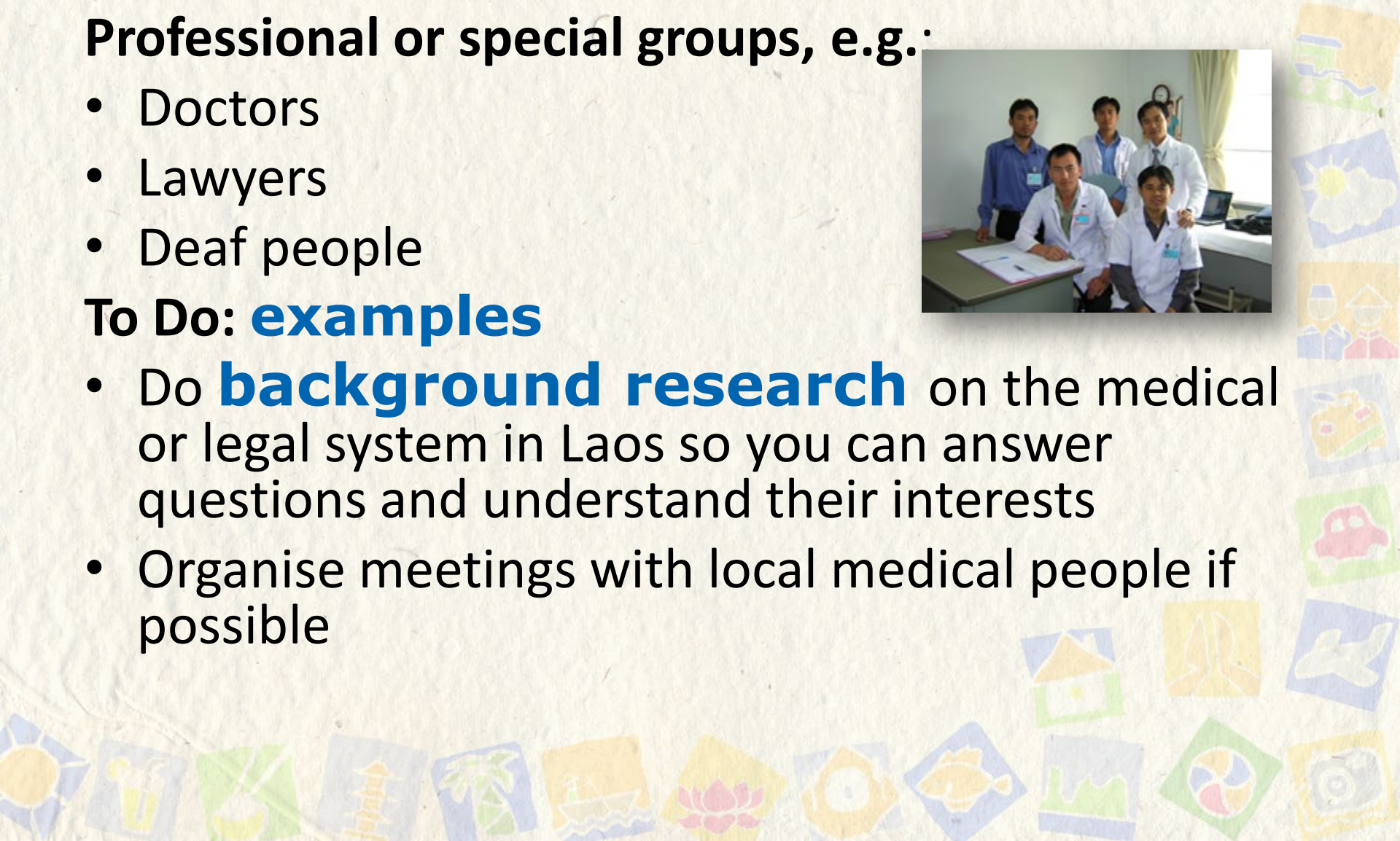
Arts and culture

Professional or special groups, e.g.:

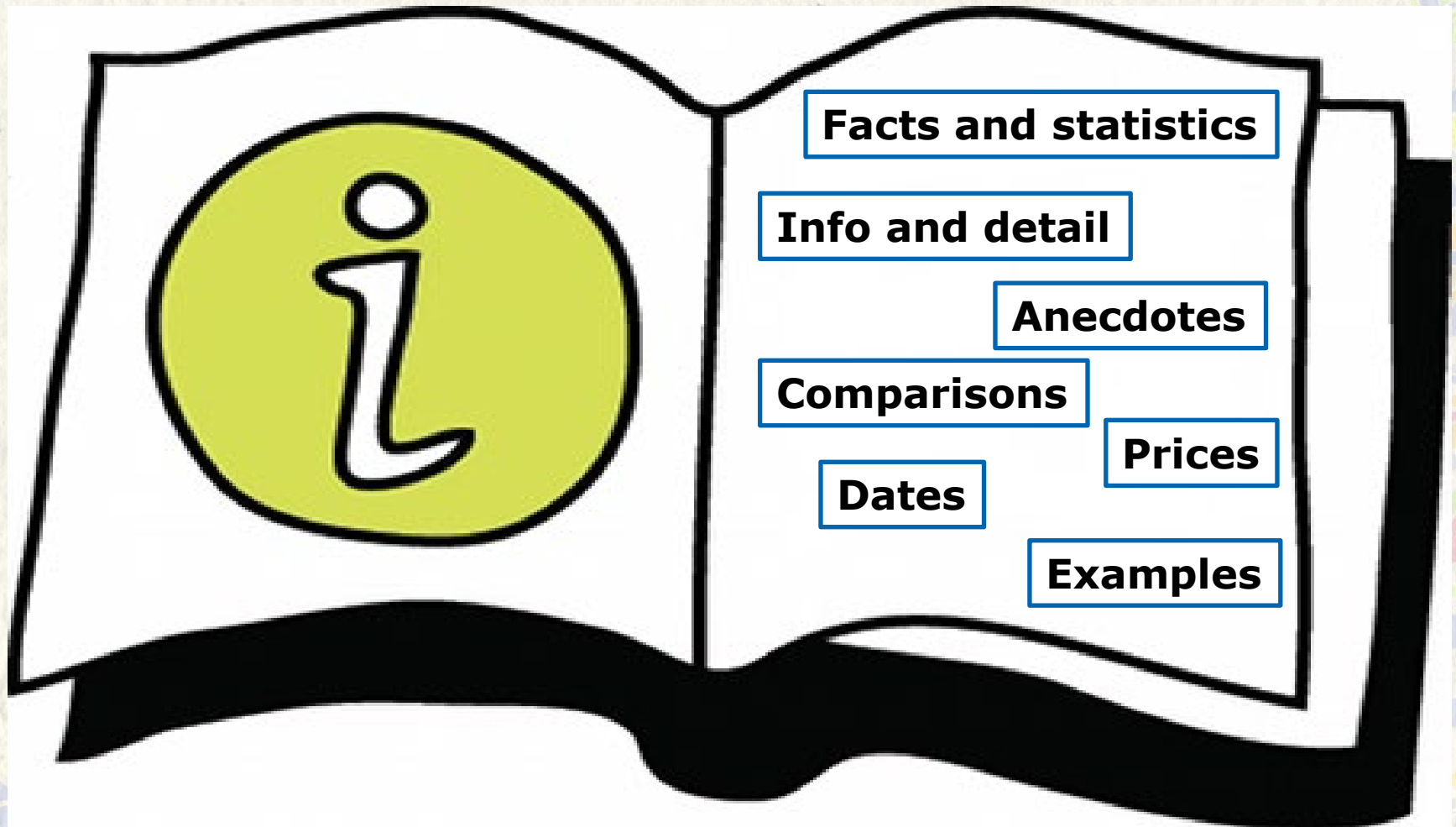
- Doctors
- Lawyers
- Deaf people

To Do: **examples**

- Do **background research** on the medical or legal system in Laos so you can answer questions and understand their interests
- Organise meetings with local medical people if possible



Do **homework** to add content to commentary:



Specialist groups: Briefing includes:

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Briefing from Ops Department:



Don't take offence!

Tourist's culture is different to yours – don't take offence!

Action	You	Tourist
Show feet		
Step over someone		
Eat with mouth open		
Spit on street		

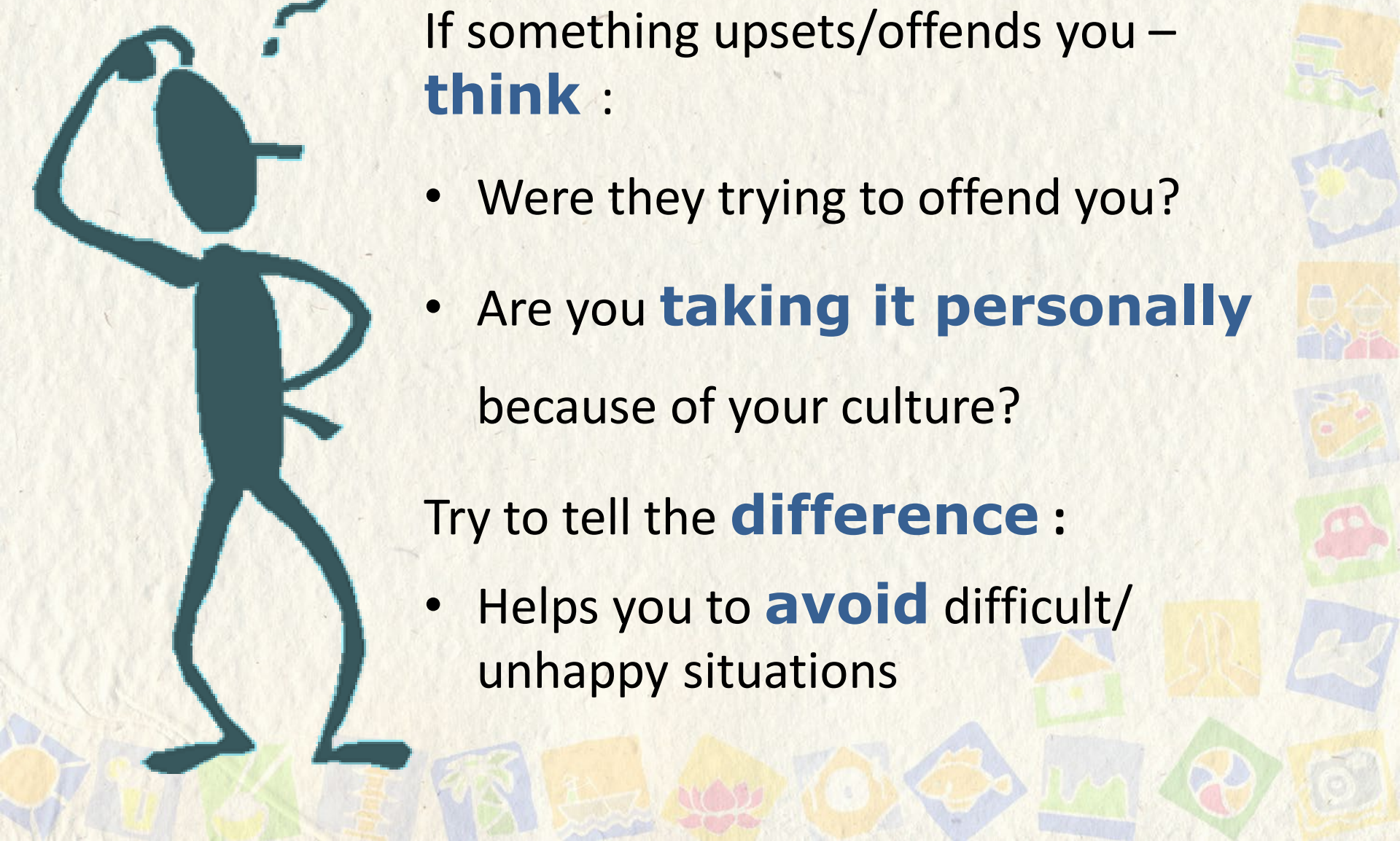


If something upsets/offends you –
think :

- Were they trying to offend you?
- Are you **taking it personally** because of your culture?

Try to tell the **difference** :

- Helps you to **avoid** difficult/unhappy situations

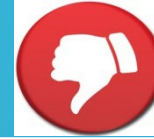


Suitable conversation topics

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- Stay with **general info** and topics: weather, sports, events, etc.
- Ask about families, children, etc.



- Ask women their age
- Ask how much money people earn
- Say rude things about groups e.g. homosexuals, vegetarians, different religions, ethnic groups, etc.

Types of questions

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Where
do you
live?



Why are
you on
this tour?

Tell me
about you
family?

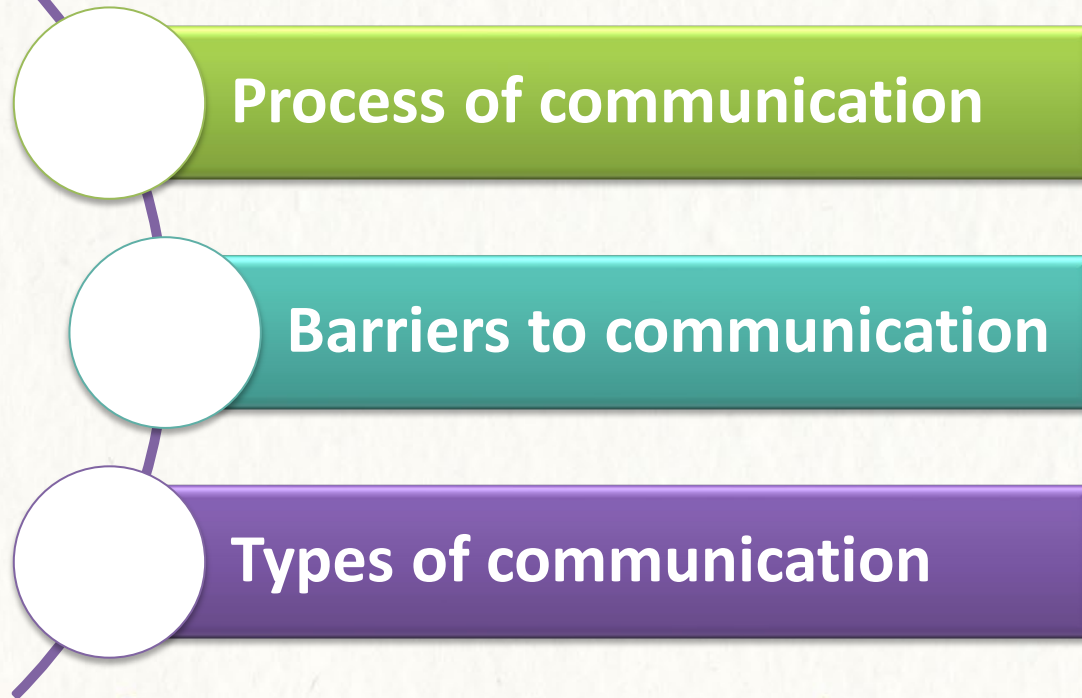
Have you
been on
tours
before?

What
interests
you?

How was
the
experience?

Topic Two

Communication



Activity 5: Broken Telephone

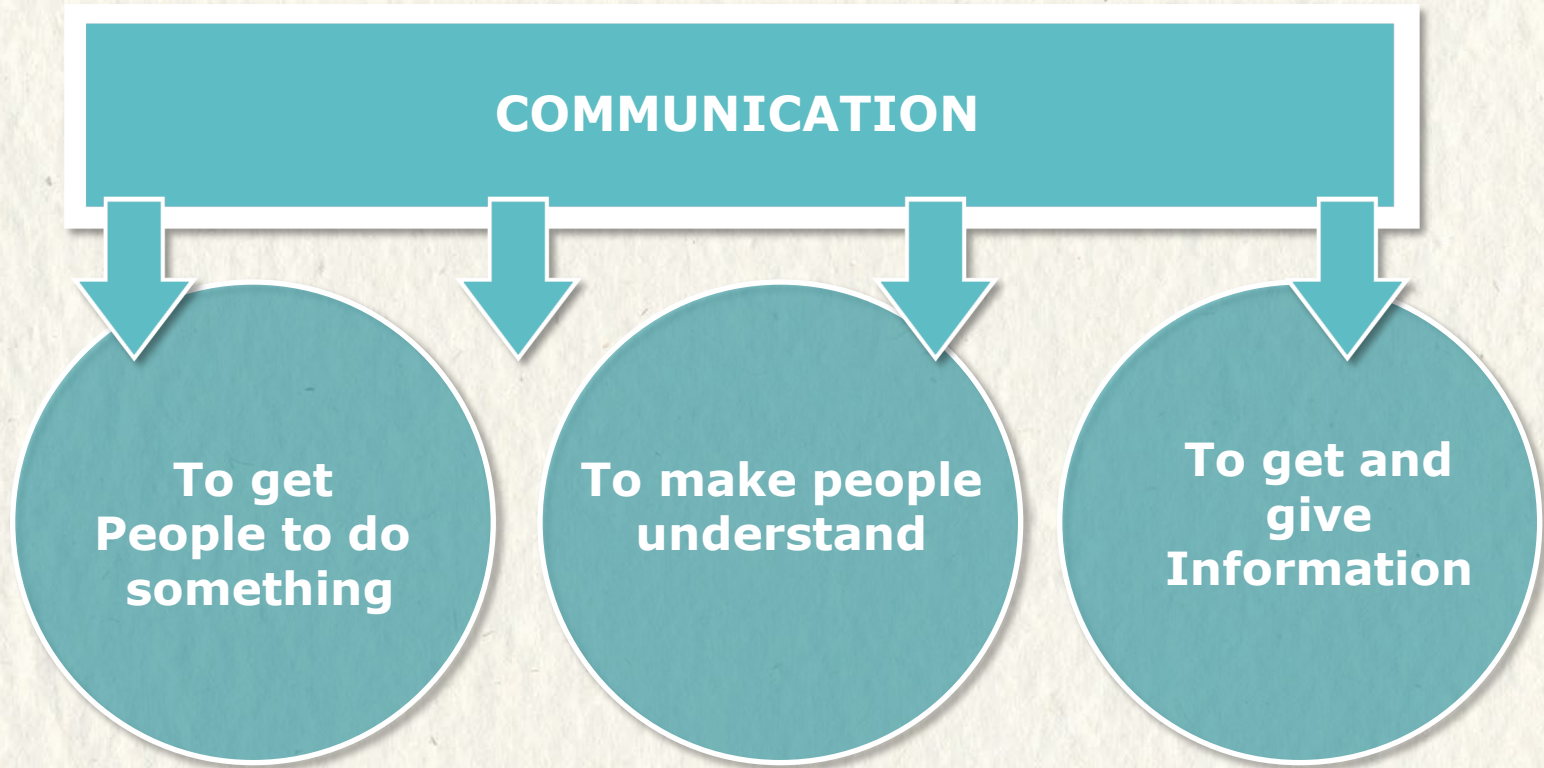
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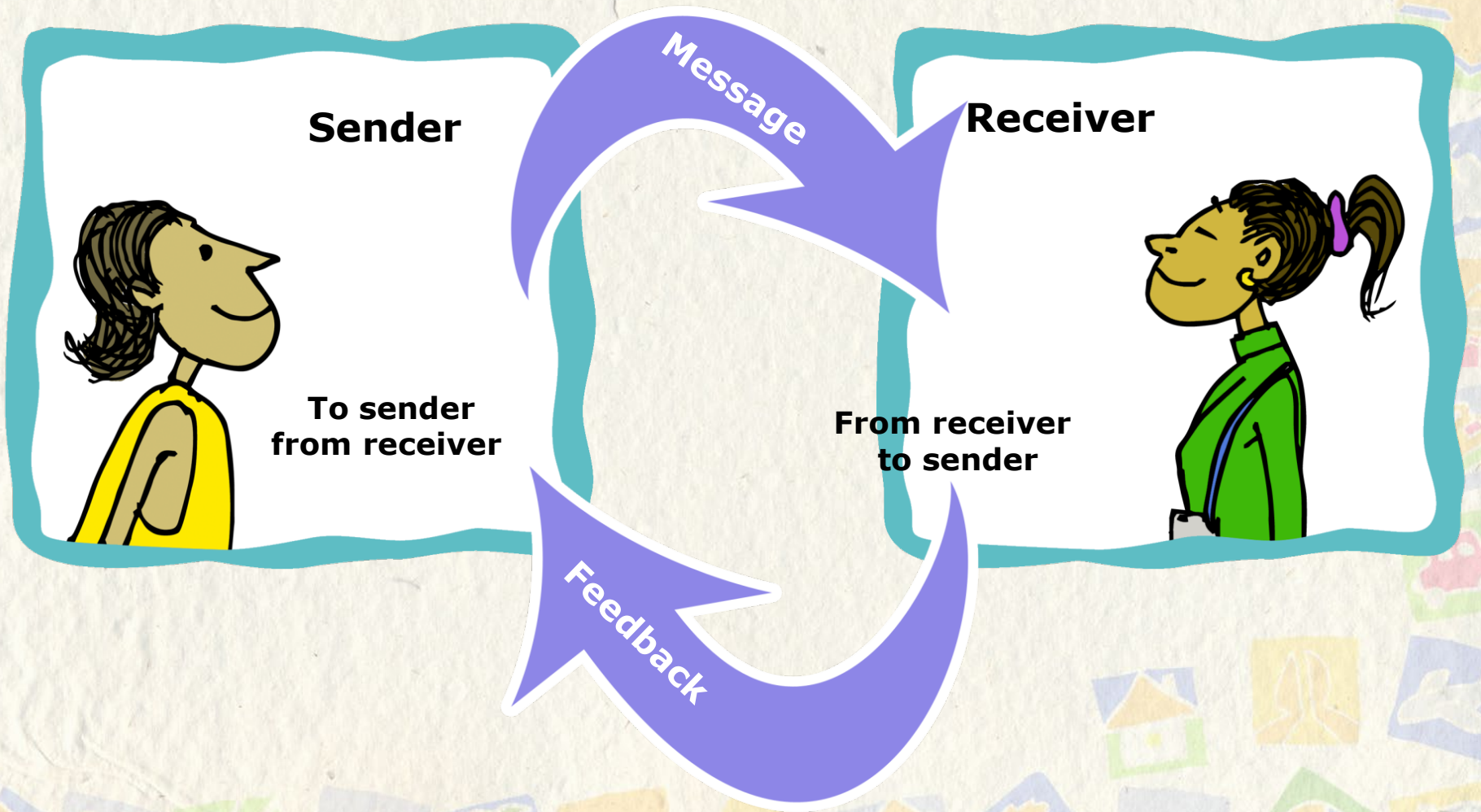
- Stand in a semi-circle
- The trainer will whisper a message to the first person in the line
- This person will whisper it to the next person, who will whisper it to the next person.
- The last person must say it out loud for the whole group to hear.
- Was this successful or unsuccessful communication?



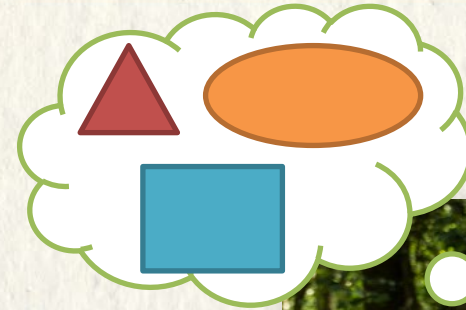
Why communicate?



Communication process



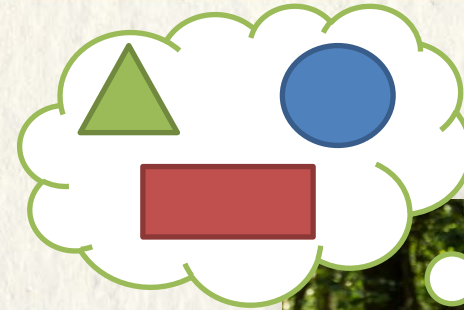
Communication... getting the message over



Successful communication?



Communication... getting the message over



Message

Verbal:

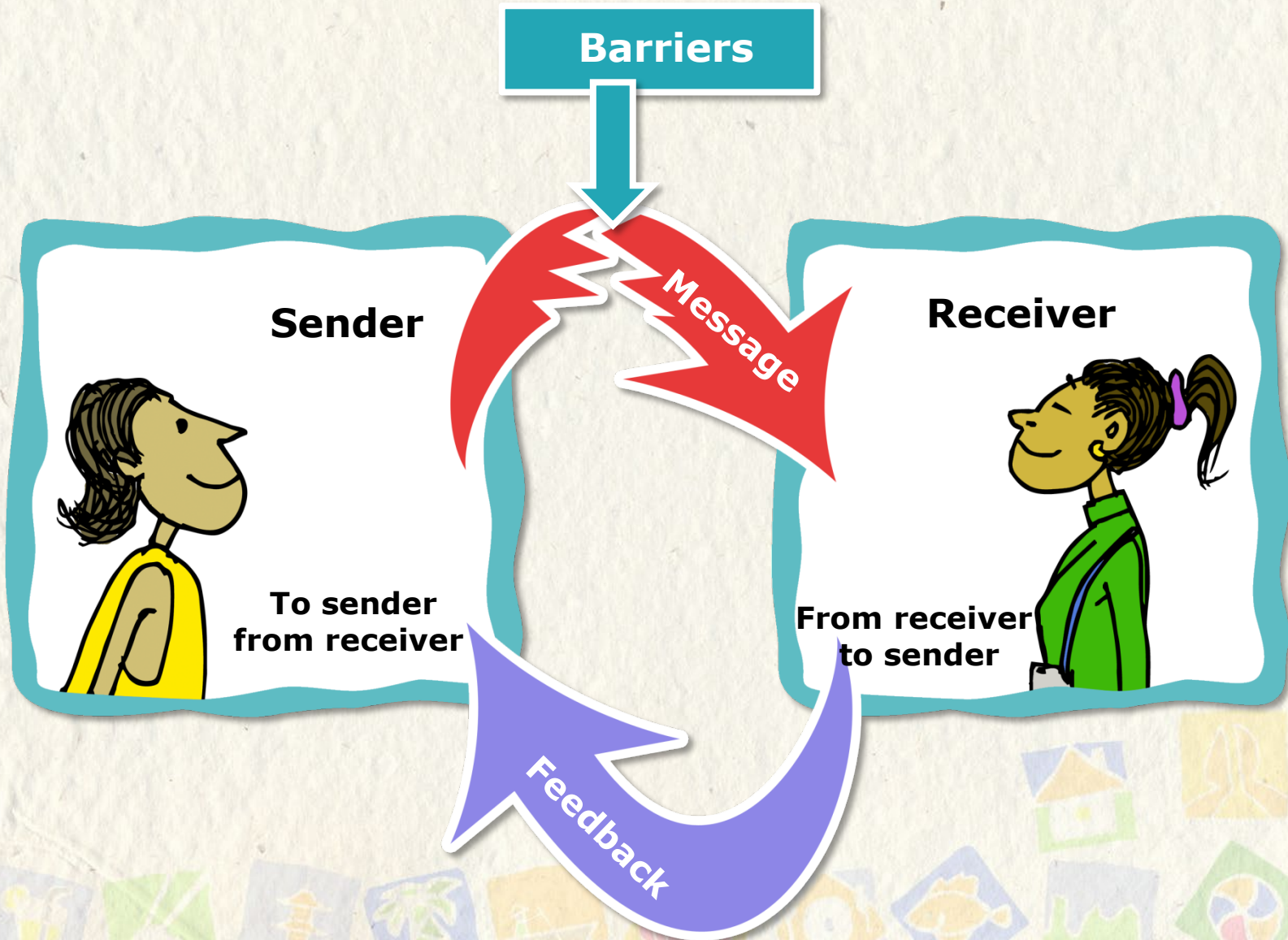
- Written or spoken

Non-verbal:

- Expressions
- Body language
- Tone of voice
- Gestures



Unsuccessful Communication.



Most barriers are:

1. Cultural
2. Language
3. Physical

If you can't use words,
learn and **use signs,**
gestures and **symbols**



Barriers to communication

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Noise: traffic, people, etc.

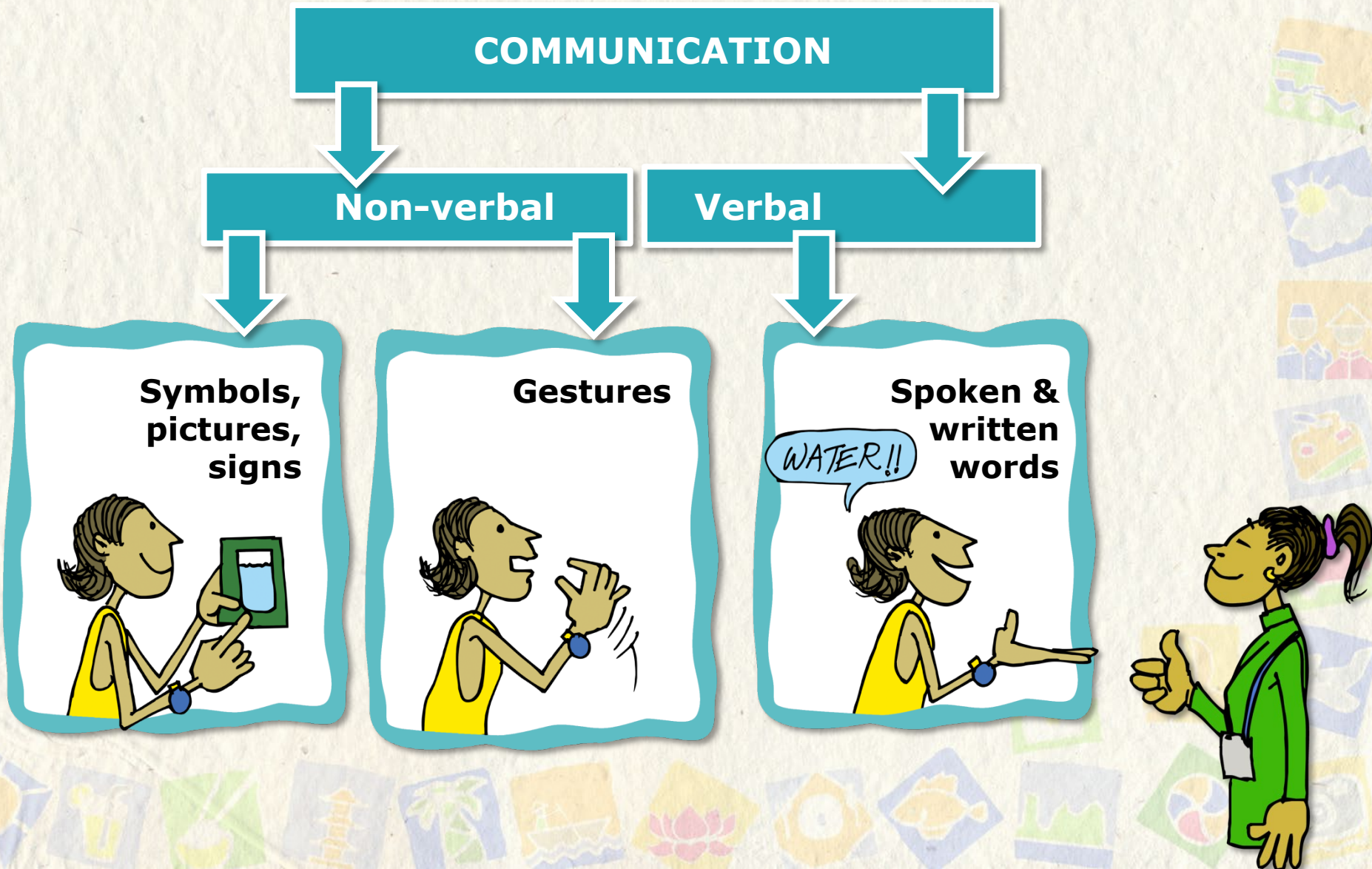
Language: different understanding of words

Accents: how words is said: **PRACTICE!!** Learn!

Culture: some cultural ways may offend others:
e.g. British sarcasm

Physical: wrong interpretations of body language

Types of communication



Non-verbal communication

We can communicate without words!

Body Language



Gestures



link

Non-Verbal Communication

Symbols



Pictures



A



B



C



D

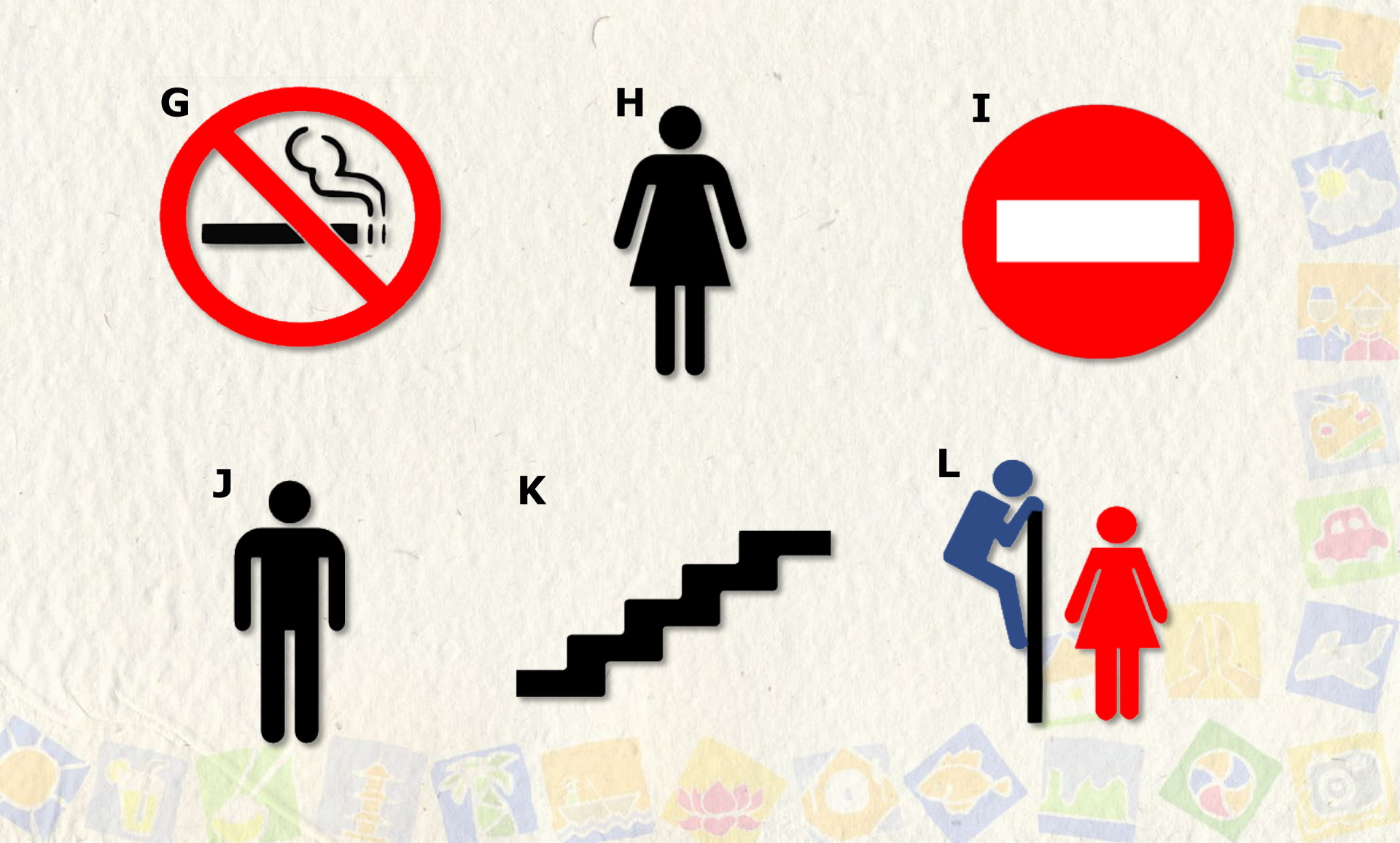
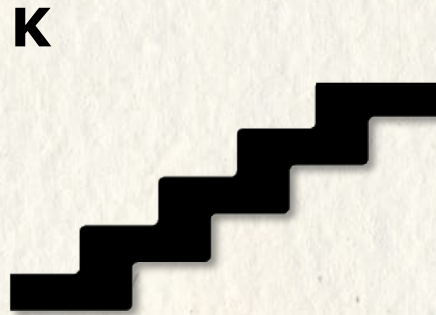


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F



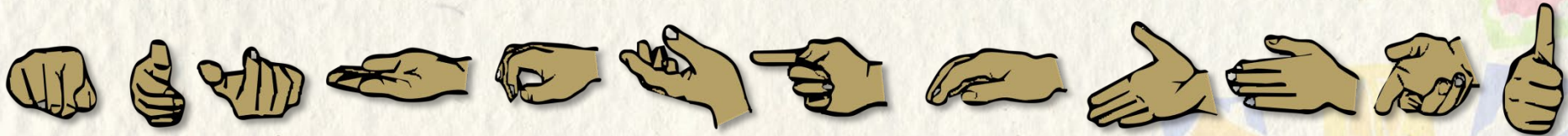


Activity 6: Gesture Game



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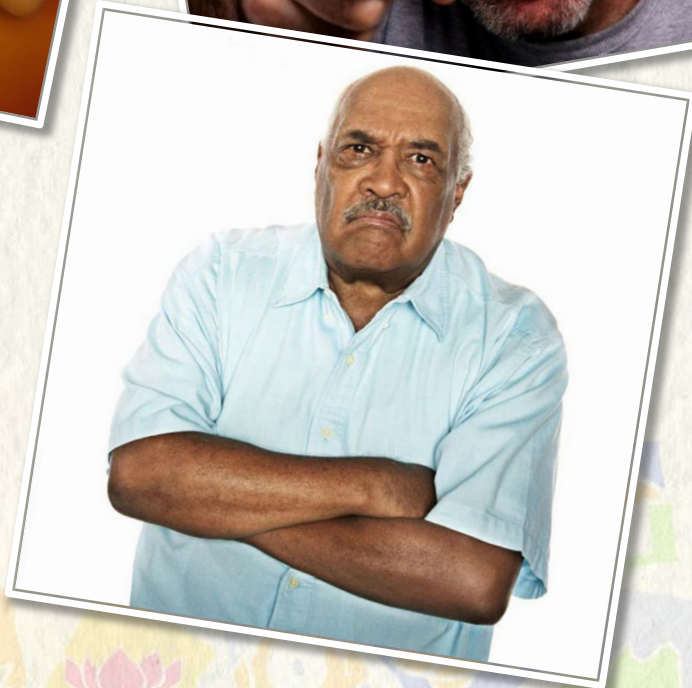
- ❖ Your trainer will give you cards with gestures you may get from tourists
- ❖ Take turns to do these
- ❖ Your classmates must try to identify what the gestures mean.
- ❖ Learn the correct gestures so that you can identify them when your are working



- ❖ **A form of non-verbal communication**
- ❖ **A guest can show how they feel with the actions of their bodies**
- ❖ **We need to read these to identify a guests' mood and respond to it in the right way**
- ❖ **What are the guests telling us in the next slide?**



What are these guests telling us?



Western Interpretation of body language

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Eye contact

No eye contact

Look around, break eye contact, dart eyes around

Close eyes

Rub eyes

Narrowed eyes

Roll their eyes

Raise eyebrows

Hand over the mouth

Thin folded mouth

Tilt head to the side

Clearing throat

Restless hands, drum fingers

Tap feet

Rub hands together

Hands in fists

Use hands with downward facing palms

Arms crossed across chest

Bad posture – shoulders drooping

Look at their watch

Look at their watch



Remember

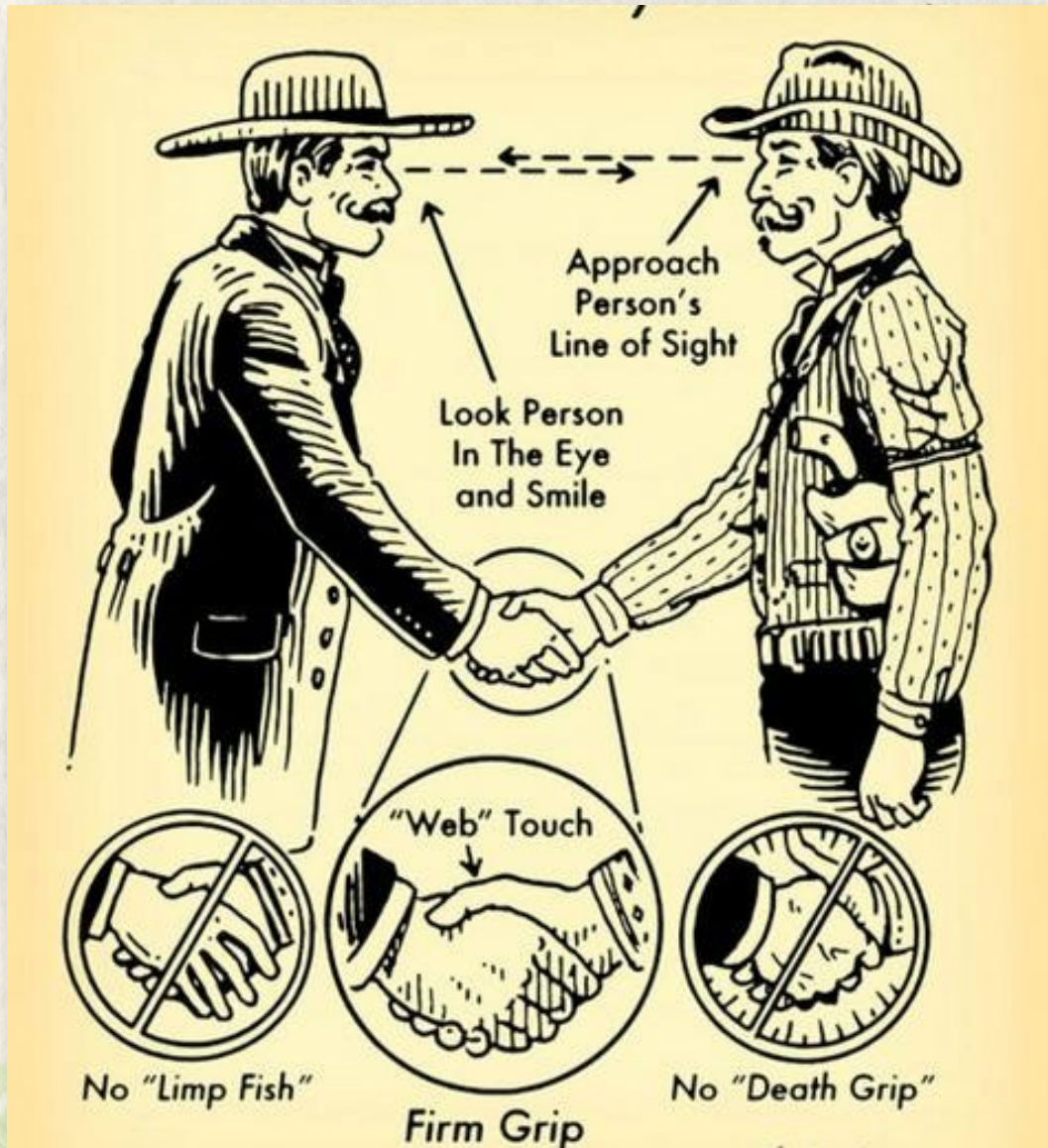
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Your body language says a lot about YOU!

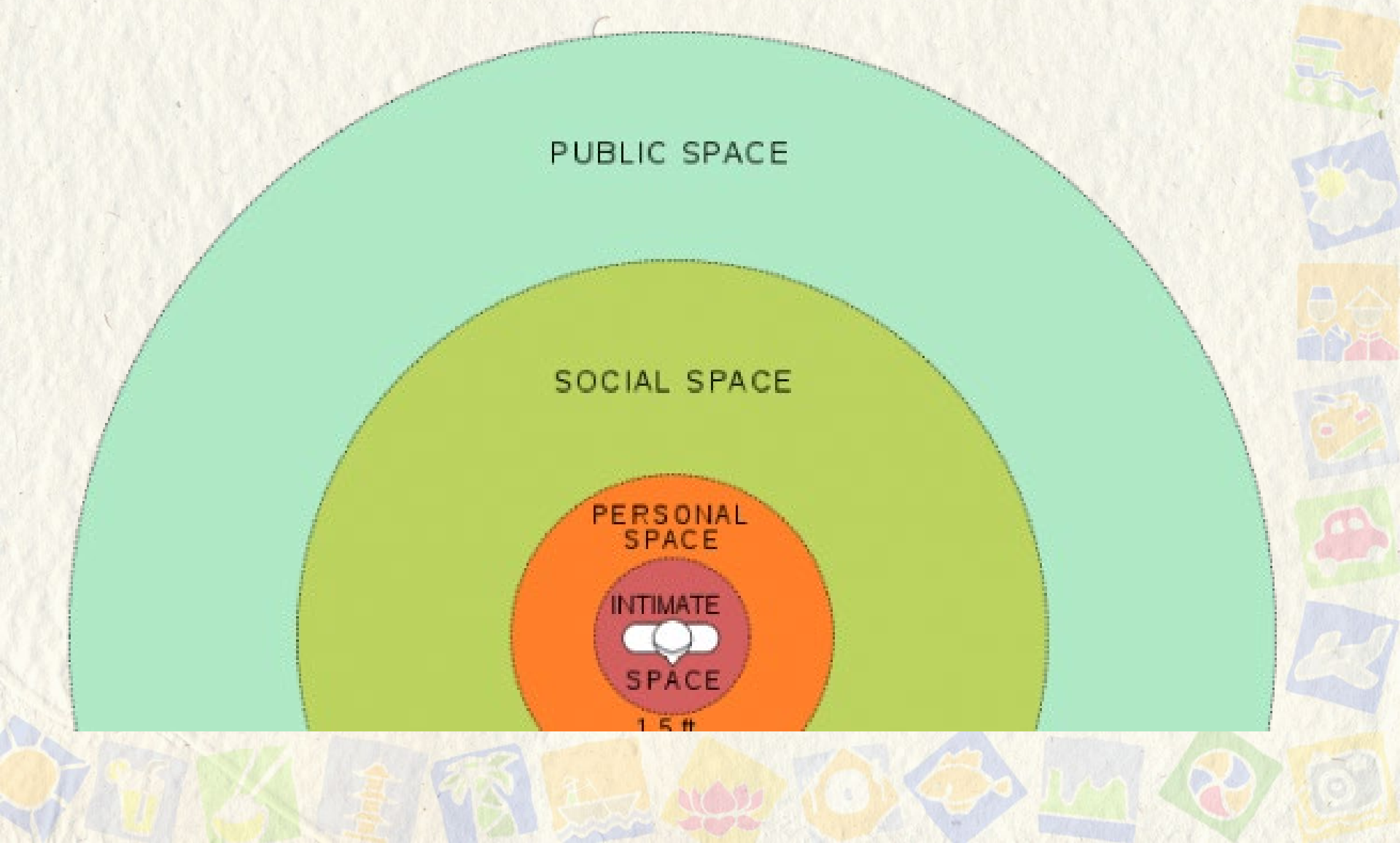
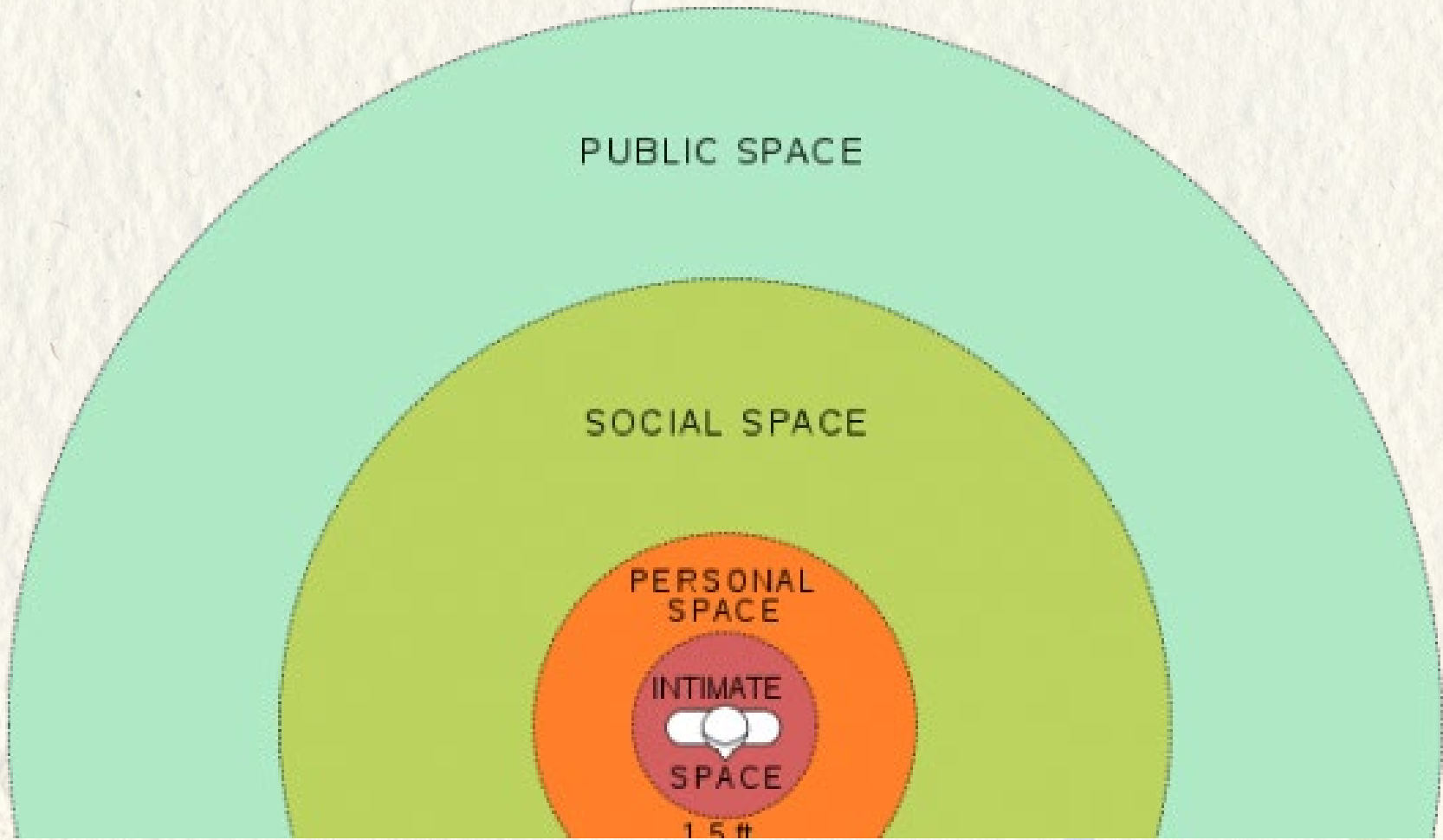


Your tourists will be watching you too!

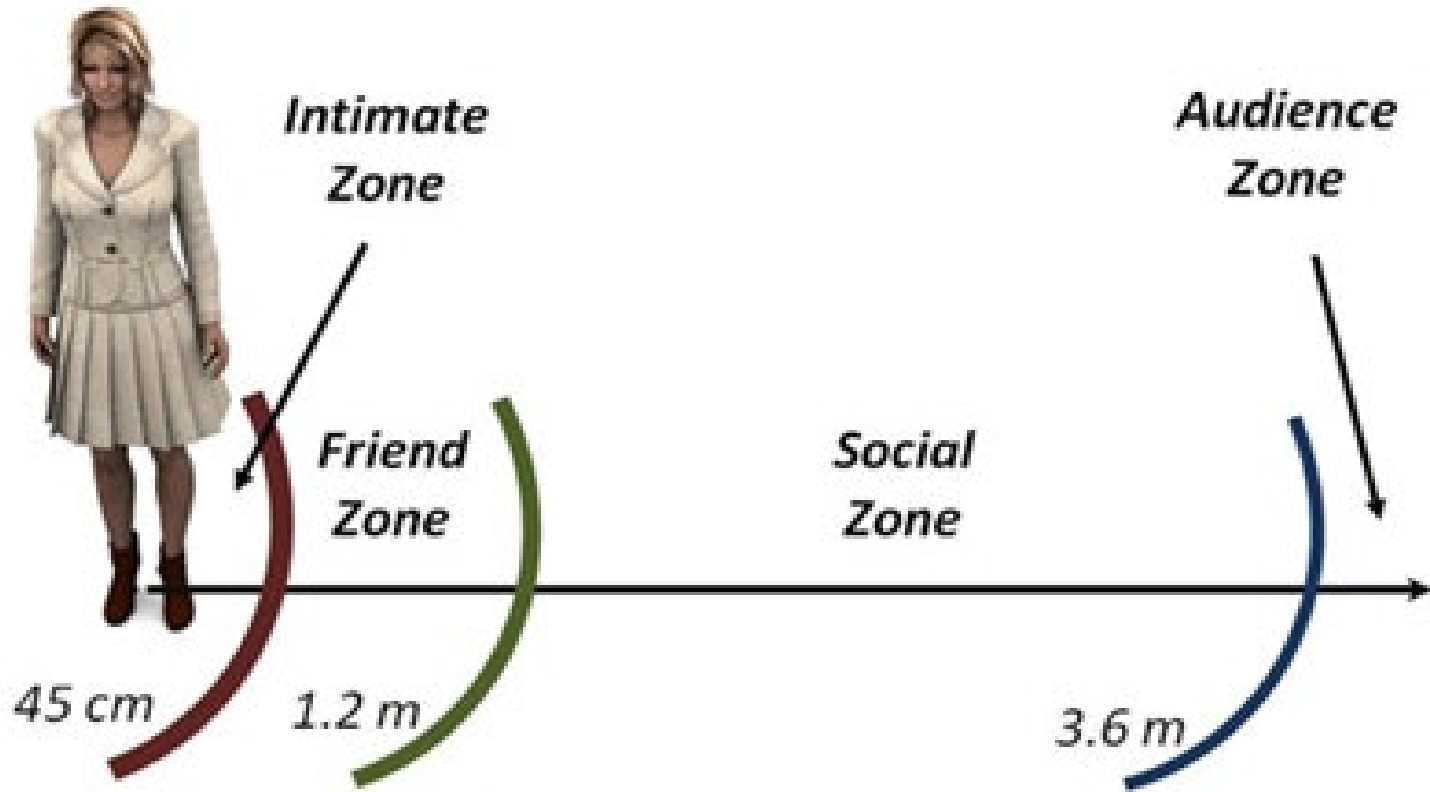
Handshakes



Personal Space



Personal Space



Personal Space



Communication tips

Don't stand too close

Eye contact

Firm handshake

Full attention

Smell nice

Non-verbal feedback

Suitable greeting



Moderate tone of voice

'Open' body language



Topic Three

Introductions

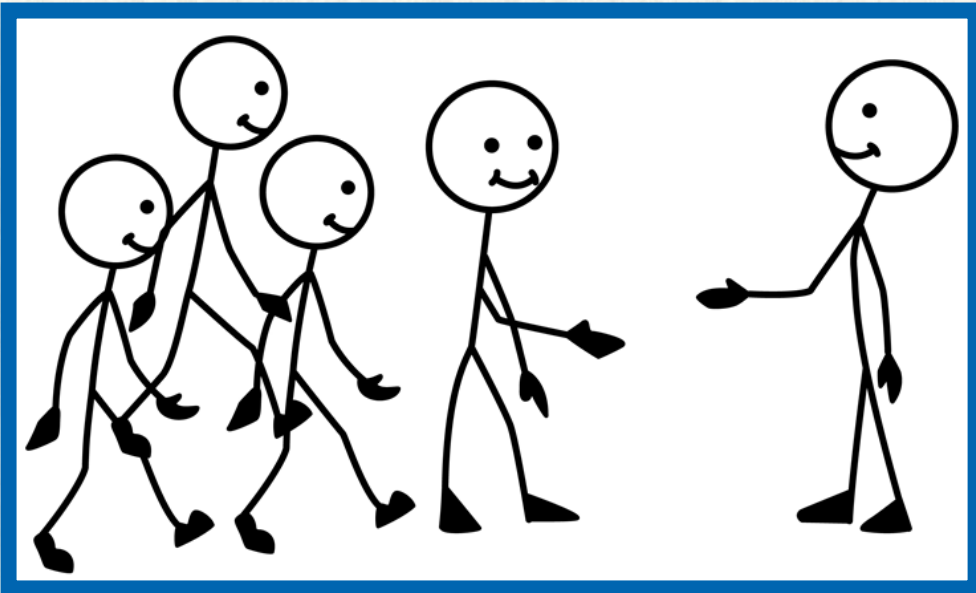

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 Introduce yourself

 Introduce tour members

Greet and welcome tourists

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Be **prepared** and be there

Meet and greet - a friendly smile

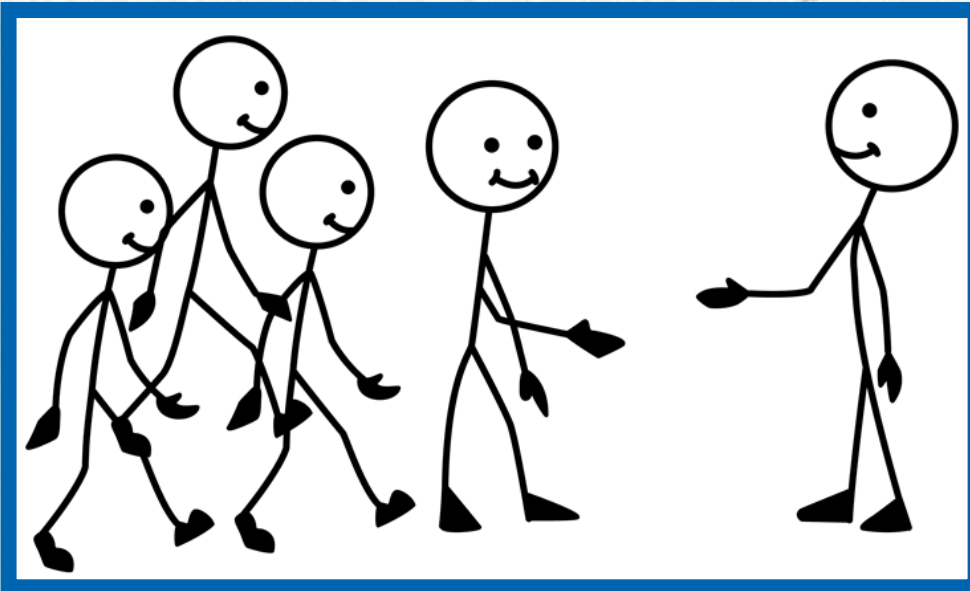
Booking checks

Gather and welcome members

Start on time, even if there are latecomers

Why introduce yourself??

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Build trust between guide and tourist

Open yourself to the travellers

Start building rapport

Make a geographical connection – where are you from.

Give a bit of background on Laos

Build tourist confidence in your skills and experience as a guide

Introduce Self

Create the right impression through:



Information about YOU:
Right type and amount

Formality:
Right level

Role/responsibilities:
Be clear!

**Do not overpromise!!
Rather under-promise and over-deliver**



BACKGROUND INFORMATION

I come from _____

- (mention/show on map and make a link to something interesting from that part of the country – e.g. Ho Chi Minh trail, which we will look at more closely later in the tour)
- This creates curiosity and openness to questions during the tour

BACKGROUND INFORMATION

I've been a _____ Tours Guide for the last
_____ years, and I love my exciting job!

I'm proud to represent my country and
culture, so please don't hesitate to ask me
questions about Laos!



RESPONSIBILITY

My job is to **show** you our beautiful country and **share** what I can about it. I will **help you** with the **organised activities** on our itinerary.

RESPONSIBILITY

If there are **other activities** you would like to do in your spare time, you can **ask me** where to arrange these for you, but I will not be leading those.



RESPONSIBILITY

I will also **not be** driving you – for that we have an experienced driver, who I will **introduce** you to soon

Activity 7: Role Play introductions

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Instructions:

- You will each have 3 minutes to do an introduction on yourself as if you are introducing yourself to a tour group.
- Watch and listen to your colleagues, and be prepared to give them some supportive feedback on:
 1. Content of the introduction
 2. Speed: how fast or slow
 3. Voice: could you hear clearly
 4. Length: was it too short or too long?

Conclusion


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 Module Summary

 Next Module

 Questions?

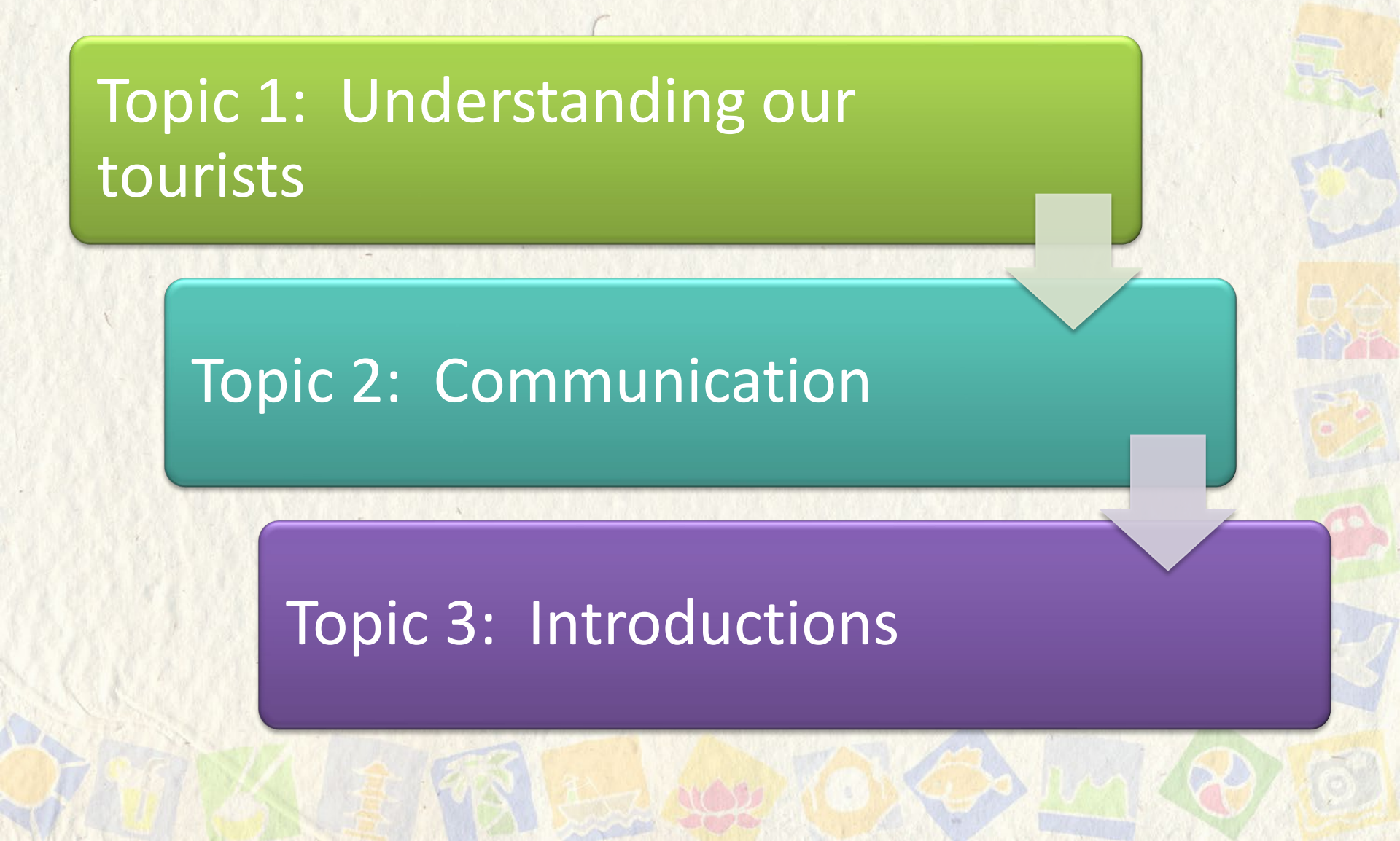
Topic 1: Understanding our tourists



Topic 2: Communication



Topic 3: Introductions



Module Three

Interpretive Skills


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Thank You! Kop
Chai!


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