

MODULE 4: DIFFERENT PEOPLE - DIFFERENT NEEDS

INTRODUCTION

This module explores who and why people travel. There are hundreds of reasons why and each traveller has their own set of needs which are discussed. It is important for the student to begin to recognize how people are different and how they can help them best.

OVERVIEW



Knowledge

- The students learn about the different needs of different travelers and know that everyone has different ways of communicating.



Attitude

- The students are more understanding of travellers and more aware of their different needs.



Learning Goals

- The students understand a variety of reasons why people travel and are aware of different ways to communicate with a traveller.



Skills

- The students are able to recognize why people's needs are different and how to anticipate them and best accommodate them.

SESSION 4A: Why people travel

SESSION 4B: Different people, different needs

SESSION 4C: Help! How do we communicate?

BEFORE YOU START, YOU NEED...

- Markers, pens and drawing utensils
- Flipcharts in place
- Large pieces of paper
- Printed student diaries

- To download the video of 'Why People Travel'
- To read the supplementary pieces from module 1
- Printed and cutted travellers personas



- Preparation time (30 min)
- Training time (3 x 90 min)



SESSION 4A: Why people travel



Knowledge

- The students learn about the different needs of different travellers.



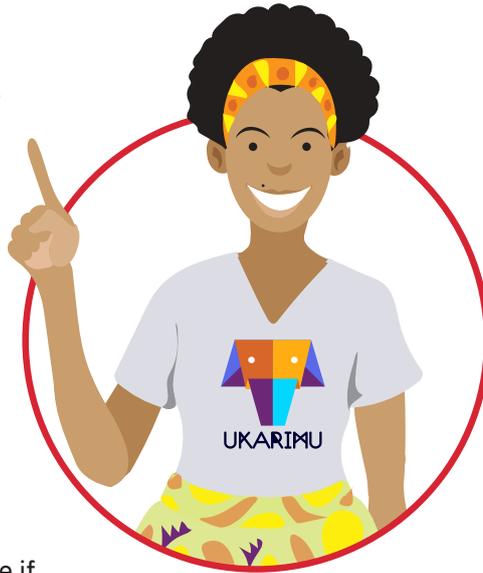
Learning Goals

- The students understand a variety of reasons why people travel.



Attitude

- The students are more aware of different reasons for travellers and their expectations.
- The students are more comfortable helping someone if they understand them.



Skills

- The students are able to identify different reasons for travel and begin to recognize differences in needs for different types of travellers.

AGENDA



Energizer

(15 min)



Reading:
A brief history of travel

(15 min)



Discussion:
What different reasons can you think of why people travel?
(20 min)



Video:
Why people travel/Interviews of different people
(20 min)



Exercise:
What's in my suitcase
(20 min)



INSTRUCTIONS

Energizer (15 min)



- The group divides the hosting tasks.
- The energizer team leads an energizer.

Reading: A brief history of tourism (15 min)



FACILITATOR'S NOTE:

Read 'History of Tourism' again from module 1 and discuss it more thoroughly.



SAY:

- *Some of the most famous travellers were Genghis Khan, Marco Polo and Mansa Musa as far back as the 12th century. They had to take hundreds of people with them to facilitate the journey as there were few hotels, restaurants, etc. What was it like for pilgrims to travel to Mecca?*



FACILITATOR'S NOTE:

It is important for the student to learn that travel didn't "just start yesterday" and how the industry has grown through the years to accommodate these travellers.



SAY:

- *People have been travelling for centuries. Their reasons for travel have changed over time depending on their desires and needs, but some themes have remained constant throughout time. Let me read this brief history of tourism and we will begin to explore this module's topic of Different People/Different Needs.*



FACILITATOR'S NOTE:

History of Tourism is a supplemental piece provided. You can either read it together as a group out loud or give the students time to read it for themselves.



Discussion: Different reasons to travel (20 min)



SAY:

- *We are going to discuss some different reasons why people travel. From what you have just heard / read we can tell that people have been travelling for many many years. The most common reason for travel is curiosity - the desire that we all have to learn about other people and their lives and to experience different places and cultures.*



ASK:

- *I want to encourage you to think way back to the time of explorers:*
 1. *Do you think it was easy to travel when there were no hotels or restaurants, cars or airplanes?*
 2. *How did they get from place to place?*
 3. *What did they eat? Where did they get their food?*
 4. *Do you agree that people travel out of curiosity?*
 5. *Can you identify some of the different types of travellers and where they go and why?*

Video: Why people travel (20 min)



PREPARE:

- Download the video of 'What is tourism?' from module 1.

FACILITATOR'S NOTE:

There is also a written supplementary piece on 'why people travel'. Watch the video from module 1 again or discuss the supplementary piece.



SAY:

- *Let's watch this video of actual travellers and see why they leave their homes and what they look for when they travel.*



**SAY:**

- You can see from this video that people travel for many different reasons. Think of people who visit relatives, business people, honeymoon couples, elderly on a tour, backpack tourists, perhaps even less for-granted ones: football supporters, people working as an airplane stewardess, people who have roots in Africa and want to see where their parents are from, etc. It is important to realize that every guest or client is different. They have different needs and objectives. They stay in different places, travel by different means, eat different foods and do different activities depending on their circumstances. It is important to be attentive to those needs.

Exercise: What's in my suitcase? (20 min)

**SAY:**

- When people prepare to take a trip they usually start to prepare weeks, sometimes even months before they depart. They need to pack their suitcases according to what they will be doing on their trips. Let's see what they've packed.
- I'd like you all to sit in a circle. One of you will begin by saying, "I packed in my suitcase.... A map".. The next person will say, "I packed in my suitcase... a map and my book". The next person will say, "I packed in my suitcase a map, my book and....." and so on. Use your imagination.

**FACILITATOR'S TIP:**

Try to go around the circle twice. Items do not always have to be realistic – they can say "I packed in my suitcase an elephant..." but try to keep them on track to think about what a traveller would pack to prepare for their journey.



SESSION 4B: Different people, different needs



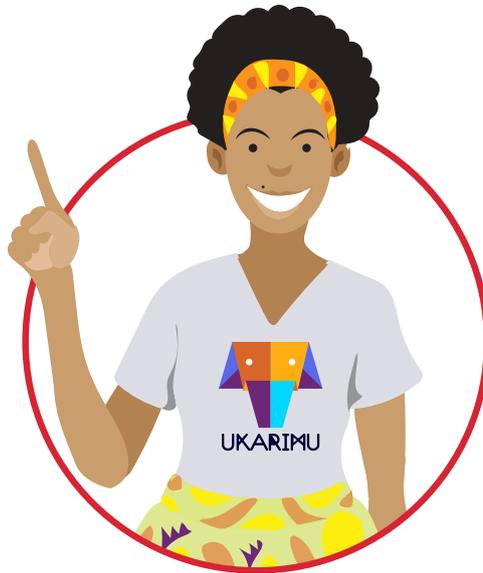
Knowledge

- The students begin to see that people have different needs depending on why they are travelling.
- The students are introduced to the concept of customer service.



Attitude

- The students are aware that everyone's needs are as important.



Learning Goals

- The students realize that different people have different needs.



Skills

- The students are able to recognize why people's needs are different and how to anticipate them and best accommodate them.

AGENDA



Exercise:

What does a tourist look like?
(30 min)



Exercise:

What do they need?
(40 min)



Discussion:

The Extra Mile
(20 min)



SAY:

- *This session is particularly important. The main goal of good hospitality is being able to read the guest and determine what you can do to make them comfortable, guide them around, provide good services and make sure they have the best experience possible. But first let's see what a tourist looks like.*



INSTRUCTIONS

Exercise: **What does a tourist look like?** (30 min)



PREPARE:

- Have large pieces of paper and drawing utensils ready for the students.



SAY:

- *Let's have some fun and draw what you think a typical tourist looks like. Please take a piece of paper and draw what is in your imagination. Give them a nationality and a story about why they are in your country. Then we will look at your results.*



FACILITATOR'S TIP:

If a student finished too fast inspire the student to add elements.



SAY:

- *Think about what he or she wears; what do you see of the place he or she visits; what does he or she carry, what means of transportation fit in the picture?*



FACILITATOR'S NOTE:

After 15 minutes, the students present their pictures of what a typical tourist looks like.

Other students explain what they see on the picture. Are the details in the picture recognizable by the group? Hopefully some of the pictures will show people with backpacks, cameras, different nationalities. The ultimate result is that we all start recognizing different types of visitors and understand what fits in the picture.

Exercise: **What do they need?** (40 min)



PREPARE:

- There is a supplemental piece that has the description of different travellers and scenarios for different needs. This is part of a game on matching the needs to the tourists. **Print these travellers personas and the different needs and cut it according to the lines.**





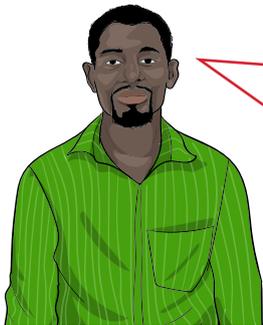
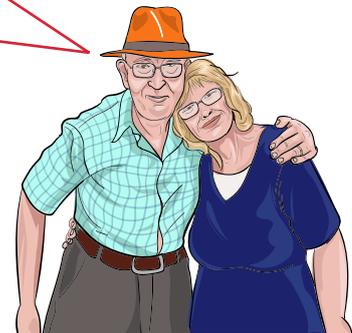
READ:

- Try to use different accents for the characters



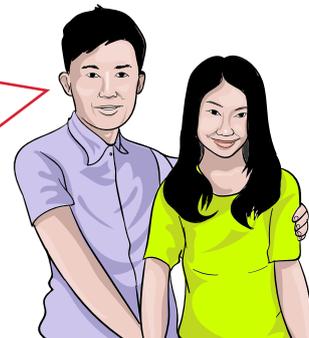
Hi guys! My name is Anders and I come from Sweden. I am 23 years old and for the past few months I have travelled by myself all over the continent. I am writing a travel blog about food in every country and I like to experience as many things as possible. I travel by public transport, as that is the cheapest. Over the past few weeks I have been a little bit ill, as I must have eaten something bad. But that's just part of the adventure, I guess. Luckily I am now recovered, but I would like to visit a pharmacy, though. I am excited to be in this country, as my cousin has lived in this place before.

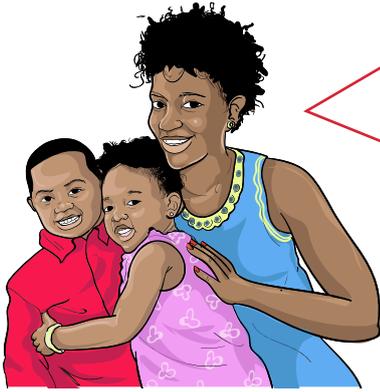
Nice to meet you, we are Anne and Peter, we come from the Netherlands. We are so excited to finally be in Africa! You know, when you are in your late 60s travelling is not easy, since we are not the fittest anymore. Especially Peter cannot walk long distances as his hip is hurting him too much. We had a long flight and tomorrow we will go on a big safari trip. So it would be nice to have a good sleep, as we are very tired. We have waited for years to be able to go on this trip. Now that we are retired we can finally do so! We hope that this trip will be just like we imagined it: we hope the people are nice, that this place is safe and that we don't have to fix everything ourselves.



I am sorry, but I don't have a lot of time to introduce myself properly. You know, tomorrow is the big conference where I will be speaking and my flight got delayed so I don't have a lot of time. What I can say is: my name is Mr. Kuffour and I come from Ghana. I am an expert in digital banking services and I know this country very well. I think that is all you need to know. Now I will be going to my room, as I still need to prepare a lot. But send me some lunch as I am starving.

Good afternoon, I am Kenji and I am here with my wife Akane and we have just arrived from Japan. I can't believe we are here! Last week was our wedding and now we are on our honeymoon! This will truly be the best time of our lives. We are so in love. We want to have it all perfect as this will be a once in a lifetime experience! We want the room to be spotless and the room needs to be cleaned very often. We would like to go to the best restaurant in town, tonight. We don't care how much it costs. Also, we don't eat meat, but I guess that is not a problem. Can you get us a driver in a luxurious car?





Hello! My name is Esther and I am glad to be back in the country of my roots. Since I was 6 years old, I have lived in London and now I am back! I am very interested to explore this place and see if it is like how I remembered it. I am here with Timothy and Jacky, my 7-year old twins. I hope they'll like it too, because my husband and I are actually thinking of starting a business in solar panels in this city. That would mean that we will return to this place. Unfortunately, he wasn't able to be here with us, as for him it is the first time in this country. The coming weeks we will explore the place, but I also want my children to have fun. So far, they seem to love it!

? ASK:

- How can you help them?

Use the card game: put the picture cards of the 5 different guests in the middle on the ground or on a table.

? ASK:

- Look at the cards and think about the scenarios we just listened to. Who is who?

FACILITATOR'S NOTE:

The students discuss together. Until it is clear to all which card fits with which profile.

Give each student one or more "need cards"

SAY:

- Now, one by one I would like you to read what is on your "needs card" and puts it with the profile card that you feel it belongs to.

FACILITATOR'S NOTE:

If you see that the student does not make the right connection, ask the group if they agree. The group can discuss. It is not important that they answer correctly. It is most important that they discuss and learn from the exercise together. If they together cannot make the right connection, explain why you think it is different.



How can you help each guest? (answers may apply to more than one set of tourists)

1. Make sure there is a speedy and reliable internet connection
2. Take their luggage to the room
3. Provide information on the nightlife of the town
4. Provide a room that is easily accessible by foot
5. Give a lot of privacy
6. Teach some greetings in the local language
7. Send somebody to the room to ask if everything is perfect
8. Explain which restaurants are nice
9. Mention which places are not safe.
10. Don't mention the day to day struggles that locals have.
11. Talk about the area and the local people.
12. Ask if there are any dietary preferences.
13. Explain different options for public transport
14. Provide a map of the city
15. Ask if they have the right power adapter; if not provide it or tell where to get it.
16. Explain which tourist attractions provide the best value for money.
17. Provide information on the nearest clinics and pharmacies.
18. Explain how bargaining works.
19. Ask if he/she has binoculars.
20. Mention child friendly restaurants.
21. Mention nanny services.
22. Pay attention to which titles he/she uses to refer to themselves.
23. Explain the possibilities for buying a local sim-card
24. Explain that laundry services are available.
25. Ask whether he or she needs a wake-up call so that they don't oversleep.

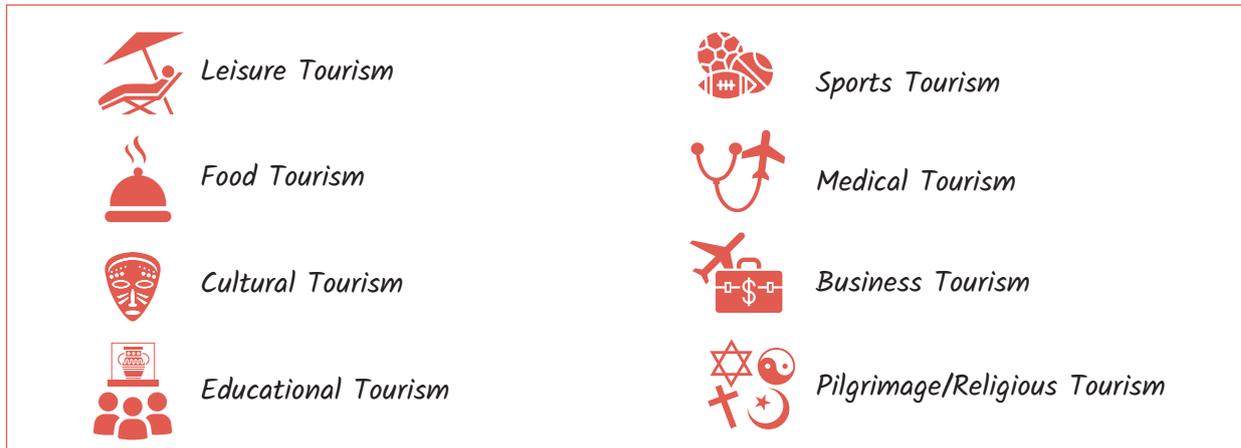


Discussion: **The extra mile** (20 min)



SAY:

- We have looked at different reasons of why people travel and different travellers. The main goal of hospitality is excellent customer service. Let's look one more time at Why People Travel and see what types of people they might be and specific needs they might have. I will call out some types of tourism and I want to hear at least 3 needs or elements that are typical for the type of travel.



SESSION 4C: Help! How do we communicate?



Knowledge

- The students know that everyone has different ways of communicating.
- The students learn the importance of effective communication.



Attitude

- The students feel more willing and comfortable helping a foreigner even knowing they don't speak the same language.



Learning Goals

- The students are aware of different ways to communicate with a traveller.



Skills

- The students are able to communicate more creatively with people who speak different languages.

AGENDA



Exercise:
Greet me!

(20 min)



Game:
The gibberish game

(20 min)



Exercise:
Communication gone wrong

(20 min)



Discussion:
How communication can be challenging

(15 min)



Reflection:
Diary

(15 min)



INSTRUCTIONS

Exercise: 'Greetings to you!' (10 min)



SAY:

- Have you ever been someplace where you didn't speak the language?
- It is important that we understand that different people speak different languages - especially tourists. They may have travelled a long way and your language and culture is very different from theirs. The first thing we do when we meet someone is to greet them. In many African countries in particular people are very good at greeting someone before the conversation continues. A genuine smile always works but let's try some other ways of greeting each other.
- I'd like you all to get up and move around the room. I am going to call out an action and I want you to greet a few people in that way. First of all, greet each other with a smile. Make sure the other person sees you. Go!
- After they have greeted 3 or 4 people change the command to: (or use some of your own!)
 - Greet someone you don't really trust.
 - Greet someone like they are a long lost friend.
 - Greet someone who has really bad breath.
 - Greet someone who you have a crush on.
 - Greet someone in a completely made up language (gibberish)
 - Greet someone like you are a robot.
 - Greet someone like you are from Japan.
 - Greet someone like you are a business person who is very late to a meeting.
 - Greet someone like you are a very old person.
 - Greet someone like you are a 5 year-old child.



FACILITATOR'S NOTE:

Depending on time discuss a few of the motions and what made them act the way they did.

Game: The gibberish game (20 min)



SAY:

- Pick a partner. I will give you a scenario and Partner A will speak only gibberish.
- Partner B will translate exactly what Partner A is saying (NOT explaining the situation)
 - I am from Japan but I am looking for an Indian restaurant.
 - I am looking for a public bus that will take me to the stadium.
 - I was in my hotel room with my dog and someone left the door open and my dog ran out!
 - My 85 year old mother is very sick and she needs a clinic.



Exercise: Communication gone wrong (20 min)



SAY:

- Now we are going to see how mistakes can be made by miscommunication. I want you to line up, facing the person in front of you. We will start with the person at the back of the line with everyone else facing away. I will give that last person in line a message and they have to use body language to tell the message forward. That person will tap the person in front of them and make a 2 or 3 second motion. You only make the motion once! Then you will turn away and the person in front will tap the person next in line. They will then make the motion from the previous person. When they are finished they will turn away. The new person will then tap the shoulder of the person next to them and make the motion and then turn away, etc. NO speaking! When you get to the end of the line the last person will tell the rest what he/she thinks the message was. Did the message come across?
- Messages you can use:
 - I am preparing a meal.
 - I have been tying thatch for your hut.
 - I was milking a cow and the cow kicked me.
 - There are no more rooms anymore.
 - I am sorry!
 - I am collecting eggs from a stubborn chicken.



FACILITATOR'S NOTE:

- Maybe make 2 lines if you have a large group
- Try to do this exercise 2 or 3 times rotating the people in the line.

Discussion: How communication can be challenging (15 min)



Have a brief discussion on how communication can go astray. Try to bring in situations when people speak different languages or dialects.



FACILITATOR'S TIP:

See the facilitator guide about different ways of leading a discussion for some inspiration.



Reflection: **Diary** (15 min)



 **SAY:**

- *We have talked about many things today and now it is time to give you some time to reflect in your diaries.*



HISTORY OF TOURISM

Long before the creation of the word “tourist”, travel took place for a number of reasons. In the beginning, it was simple. As weather seasons changed, animals migrated and people travelled to survive. They moved on foot because they were limited to fairly small geographical areas. Travel may have remained a localized experience but people by nature were driven by a sense of curiosity. In the search for the unknown, they may have crossed lakes or rivers or even climbed a mountain to satisfy their own sense of adventure and curiosity.

After each new discovery, early travellers may have been filled with wonder and amazement which we can only imagine. We discover that there is a rich history of people and cultures that formed the foundation of tourism. While some cultures were travelling for religious pilgrimages to explore holy places, others set out to discover and conquer new lands. Those who had ships were able to travel farther and could begin to control resources and trade routes. These reasons for travel and the progressive development of world cultures are what have created Tourism as we know it today.

As organized human societies became even more established and spread geographically, there was economic growth and development of better technology. This led to better methods of transportation such as passenger trains, cars, ships and eventually air travel. As a result, markets across the world became more connected and business and leisure became more intertwined. Business travel became a necessity and, due to thriving business, leisure became an advantage. Tourism suppliers such as passenger ships, resorts, spas, restaurants, tour operators and hotels quickly emerged to serve the growing needs of these travellers and the four basic components of Tourism became defined as Transportation (How do I get there?), Accommodation (Where do I stay?), Food and Beverage (What do I eat?) and Activities (What do I do?). Throughout this course we will see how the Tourism Industry continues to grow as individuals create more free time and modes of transportation keep improving. Longer distances can be covered, currencies are more easily exchanged and common languages are spoken. With the advent of the worldwide web the world has become more reachable and open international borders have made global travel more accessible, but with these freedoms come more demands.

Today travellers “tourists” still do travel out of a sense of adventure and curiosity just like the earlier travellers, but we will look at even more reasons why people travel today. With these ever changing needs of tourists today, modern Tourism is exploding with exciting opportunities and you will see if there is a place for you.

