



Together for sustainable tourism

HOSPITALITY AND CUSTOMER SERVICE

Customer service is paramount in tourism as it is not a tangible product. The relationship you will develop with your customers will directly influence their appraisal of the destination. When they return home, they will remember you, your good spirit and the happiness they felt during their journey. Your role is to carry out all possible actions to ensure their well-being before, during, and after their stay.

BASIC REQUIREMENTS FOR PROVIDING GOOD CUSTOMER SERVICE

- 🏠 Be courteous, cheerful, and patient.
- 🏠 Try to avoid long waiting periods.
- 🏠 Listen to the client, be understanding and show empathy.
- 🏠 Manage expectations; it is better to promise less and deliver more, rather than disappoint the customer.
- 🏠 Repeat information and use translation tools if you realize that communication is not fluid.

BEFORE THE STAY

Before the customer's arrival, most of the customer service is done remotely by telephone and via digital media. At this stage of planning, travelers generally want to know how to prepare for the trip, learn more about the places to be visited, its attractions and peculiarities.

- 🏠 Websites, social media, and online booking platforms introduce your business to the customer and enables him or her to get his or her first impression. It is important to provide him or her with information about the destination, climate, available activities, and prerequisites for making the trip.
- 🏠 To answer the questions of customers, the customer service representative should be able to answer the phone or reply messages within a reasonable period (48hrs tops).
- 🏠 Once the reservation has been made, it is good to reconfirm payment methods, dates, type of accommodation, and services included with the customer before his or her arrival. It is also an opportunity for you to offer additional services, for example, transportation from the airport.
- 🏠 If he or she doesn't want to pay for the suggested transport service, it is important to give him or her a description of the available means of transport, related costs and travel time. You can also help him plan his or her itinerary, especially if you know the territory and its roads well.



DURING THE STAY

Once the traveler has chosen your business, it is necessary to deliver the service for which he or she paid. From the time he/she arrives the accommodation until he/she leaves, he/she must feel “at home”.

- 🏠 As soon as he/she arrives and goes through the door, welcome him/her and help with the luggage. You can tell him/her to settle down comfortably and offer a beverage while he/she is being registered. Ask for his/her complete information (name, date of birth, nationality, etc.) for his/her security and your reports.
- 🏠 Upon completing the registration, show him/her his/her room as well as the various facilities and services offered by the establishment so that he/she can acquaint himself/herself with the premises. Inform him/her of reception availability hours, latest time of vacating the room, and breakfast service (if applicable).
- 🏠 If your accommodation is in a rural community, show him/her the surrounding area, nearby places of interest, and introduce him/her to neighbors. Let him/her know of the existing tourist activities and help him/her plan his/her stay.
- 🏠 Always make sure your customer is doing fine and satisfied with the services received. Be available to answer questions or find solutions in case of dissatisfaction. In case you must leave the reception, look for a replacement to attend to customers.

AFTER THE STAY

After his/her stay, assess the traveler’s level of satisfaction and get his/her comments to rectify the negative points of your business and reinforce the positive ones. Aftersales service the opportune time for you to encourage your client to visit again and urging him/her to share his/her experience with family and friends.

- 🏠 After checking out, consult your customer to find out if he/she needs transport services and wish him/her farewell before he/she leaves. If you have a customer satisfaction survey, ask him/her to fill it out. You can later read the comments and take his/her suggestions into consideration.
- 🏠 Ask him/her to assess and comment on the business online, via booking platforms, Google or Facebook. If he/she has taken pictures, you should encourage him/her to share them and to identify the business.

EXAMPLE OF PHRASES FOR YOUR CUSTOMER SATISFACTION SURVEY

1. Assess the comfort of the room.
2. Assess the quality of the food served.
3. Assess the attention received during your stay.
4. Assess the cleanliness of the room and common areas.
5. Would you recommend our accommodation?

Don't forget to include a section for comments and suggestions.



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