

# Management of Tourism Crises for Guides

## Aim for Training :

To exchange the measurement for tourism crisis and improve the ability of handling the emergency on tour.

## Contents :

Type of tourism crisis.

Features of tourism crisis.

Management of tourism crisis.

Skill of solving tourism crisis.

## A. Basic Concept and Cause of

Tourism Crisis

Understanding:

### What is tourism crisis?

The cause of tourism crisis.

### 1 The Basic Concept of Tourism Crisis

1. Definition by World Tourism Organization.
2. Definition by Professor Banks.
3. Inherent implication in Chinese.

### 2 The Causes of Tourism Crisis

1. Caused by nature environment.
2. Caused by local society.
3. Caused by unexpected public health event.
4. Caused by political affairs.
5. Caused by social economy.
6. Caused by tourism industry.

## B. The Characters and Influences of Tourism Crisis

Understanding :

How many types of tourism crisis?

In what way it inference the tourism industry?

### **1 Characters of Tourism Crisis**

1. Unexpected ness to happen to tourist.
2. Harmfulness to attack tourism industry.
3. Urgency for tourism enterprise to handle.
4. Duality of the dangerous and juncture.

### **2 Influence of Tourism Crisis**

1. Inference to the tourist.
2. Inference to tourism enterprise.
3. Inference to tourism industry.
4. Inference to tourism destinations.
5. Inference to our tour guides.

### **C. Management of Handle the Tourism Crisis**

#### **Understanding :**

How to prevent the tourism crisis?

How to handle the tourism crisis?

#### **1 Contents of Tourism Crisis Management**

1. The keys of tourism crisis management.
2. The purposes of tourism crisis management.
3. The substances of tourism crisis management.
4. The groups of tourism crisis management.

#### **2 Techniques for Tourism Crisis Management**

1. Methods of tourism crisis management.
2. Skills of tourism crisis management.

### **D. Cases of Tourism Crisis**

#### **Understanding :**

What kinds of crisis you may meet as being a guide?

What sort of skills you should have to handle the crisis?

## **The Case of Traffic Crisis Analysis**

### **1 Prevent from Traffic Crisis Accident**

1. Keep a good relationship with the driver.
2. Be on alert against the transport crisis.
3. Warn the driver regularly as our duty.

### **1 Handling with Traffic Accident**

1. Arrange first-aid treatments for wounded.
2. Keep the accident scene intact and call the departments concerned for help.
3. Report the accident to the travel agency.
4. Try to placate the tourists of the group.
5. Write out a report the accident to the agency.

## **The Case of Relationship Crisis Analysis**

### **2 Prevent from relationship crisis**

1. Characteristics of guide services.
2. Patterns of guide services.
3. Composition of guide relationship.
4. To concert the relationship crisis between the guide and the tour group.

### **2 Deal with the relationship crisis**

1. Showing your good faith.
2. Try to understand others.
3. Guide to a good result.
4. Build up a harmonize relationship.

## **The Case of Reputation Crisis Analysis**

### **3 Prevent from the Reputation Crisis**

1. Pay attention to the small matters.
2. Tread the guests equally.
3. Be good at communication.
4. Have a positive attitude to everything.

### **3 Handle with Reputation Crisis**

1. To be sincerity and fair.
2. To be self-respect and self-dignity.
3. To be magnanimity and toleration.
4. To be good at understanding with tourist.

### **The Case of psychology crisis Analysis**

1. Psychological tiredness.
  2. Psychological pressure.
  3. Psychological anxiousness.
  4. Psychological reverse.
1. Personal relationship conflicts.
  2. Management system yet setup.
  3. Misunderstanding of the career.

### **4 Handle with the Psychological Crisis**

1. Adjust working manner psychologically.
2. Change your working attitude.
3. Face the setback calmly.
4. Create a cheerful mood.

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### **Deal With the Daily Tourism Crisis**

How to Adjust the Tour Itinerary Flexibly?

- Carry out the tour itinerary efficiently and accordingly.
- Make fully using of time to meet the tourist satisfaction.

How to help your guests go shopping?

- Have a good motive to meet your guests requirement.
- To be knowledge able on goods and to be a good advisor for shopping.

How to Recommend the Options to Tourist?

- Help the tourist to fully use the spare-time, and be considerate of others.
- Your options must be worth of its value, and to lead the guests feel worth seeing.

How to get a good result by guiding a group that hard to get along with?

- To communicate with the guests and lead to change their attitude towards you.
- To suite the remedy for the case and deal with the key persons.

How to handle the complaint properly?

- Keep calm and reasonable to find the core of the matter.
- Continue to serve the group without showing any negative mood.
- Thanks the guests by the way of contacting them separately.

How to face the embarrassment for failing in answering the questions of tourists?

- Remain cool and calm, never show your nerves and embarrass to the guests.
- Be practical and realistic, do not pretend to know.

How to face the embarrassment for failing in answering the question of the tourist?

- Make modest and prudent, take those who know the answer as your teacher.
- Remedy the weakness promptly, give the answer to the tourist as soon as you have a result.

How to deal with the tourist like to put blame on you for their unhappiness?

- Step forward bravely to face the challenge.
- Be a cool-minded to find away to solve the problem
- Communicate with the tourist, and explain with patience to get their excuse.

How to deal with the tourist like to put blame on you for their unhappiness?

- Remedy the weak-point promptly, and pay for a loss.
- Be very warm towards the guests, and win their praise by providing them a high standard service.