



**WELCOME**







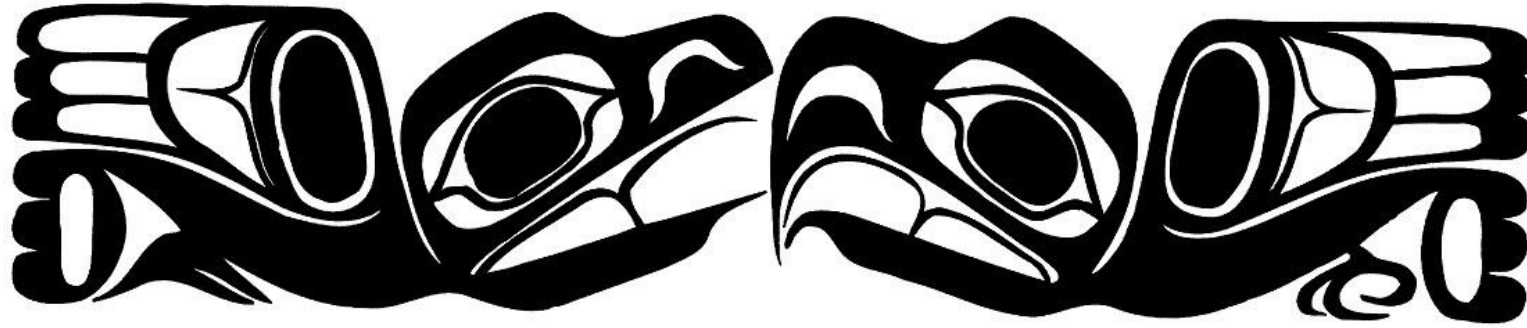












# **The Importance of Customer Service in Cultural Tourism Development**

Presented by

Camille Ferguson,  
Economic Development Director  
Sitka Tribal Enterprise for Sitka Tribe of Alaska



# WHY TOURISM?

TOURISM IS AMERICA'S #1 SERVICE EXPORT

\$1036 BILLION DOLLARS IN THE U.S. IN 2017

8.8 MILLION JOBS



# WHY DEVELOP CULTURAL TOURISM?

## ECONOMIC OPPORTUNITY

- 1.96 MILLION VISITORS TO INDIAN COUNTRY
- 41,000 NEW US JOBS (IN 2016)

## SOCIAL BENEFIT

- YOUTH AND ELDER ENGAGEMENT
  - PERPETUATION OF CULTURE
- ABILITY TO TELL YOUR OWN STORY



# #1 PLAN - BUT WHY PLAN?

- SECURE COMMUNITY INPUT ON DIRECTION
- PLANNING--PROCESS TO RESOLVE LOVE/HATE VIEWS TOWARD TOURISM
- ALIGNS THE COMMUNITY TO MOVE FORWARD
- RESOLVES BARRIERS
- USEFUL FOR GENERATING RESOURCES
- ASSESSES HUMAN RESOURCES

# PROCESS FOR PLANNING

- Analyze, research and discuss your tribe's:
- SWOT)
  - Strengths, challenges, opportunities, threats
- Key issues
  - Potential positive gains
  - Potential negative impacts
  - Resources—internal and external

| Strengths  | Weaknesses   |
|--|--|
| <ul style="list-style-type: none"><li>• Strategic location</li><li>• Political stability</li><li>• Relatively liberal society</li><li>• Attractive climate (winter sun)</li><li>• Impressive desert landscape</li><li>• High-quality infrastructure and tourism facilities that satisfy modern tastes</li><li>• Worldwide recognition as a shopping destination</li><li>• Firmly established on the global retail map</li><li>• Economic and tourism policy</li><li>• Attractions and Events</li><li>• MICE (Meetings Incentives Conferences and Events) well established</li></ul>                            | <ul style="list-style-type: none"><li>• Relatively short length of stay</li><li>• Low repeat visitors</li><li>• Lack of national tourism plan so individual emirates are competing with each other for a share of similar markets.</li><li>• Centralised planning and development process</li><li>• Infrastructural development remains dependent on regional oil-based capital</li><li>• Rapid modernisation that may create adverse effects on the local society</li><li>• Tourism planning is centred on high-quality tourist experiences and the needs of the visitor rather than the welfare of those being visited</li></ul> |
| Opportunities  | Threats  |
| <ul style="list-style-type: none"><li>• Technology (promoting small and medium-sized tourism agents [TA's] to adopt Internet)</li><li>• Extensive marketing (with special focus on India and China)</li><li>• Using its existing conference event business as a platform for expanding its leisure tourism market (capture business visitors to return as leisure tourists)</li><li>• Economic wealth and investment in world-class facilities</li><li>• Developing cultural tourism initiatives and the cultural tourism product of the host society.</li><li>• Winning the right to host EXPO 2020</li></ul> | <ul style="list-style-type: none"><li>• Prevailing political instability in the Middle East region</li><li>• Increased competition from tourism development in other emirates (Abu Dhabi) and other states (Oman and Qatar)</li><li>• Current global and regional growth rates</li><li>• Environmental impacts of tourism development and the scarce natural resources(water)</li><li>• Adverse socio-cultural impacts of tourism development</li><li>• Continued rapid tourism development may result in supply significantly exceeding demand</li></ul>  |



# IDENTIFY STAKEHOLDERS

- TRIBAL GOVERNMENT
- LOCAL GOVERNMENT
- TOUR OPERATORS
- LOCAL BUSINESSES
- COMMUNITY RESIDENTS
- NEIGHBORING COMMUNITIES
- TOURISM OFFICES
- TRANSPORTATION- BUSES & TAXI
- HOSPITALITY- HOTEL & B&BS





# INVOLVE YOUTH & ELDERS

- ELDERS BRING WISDOM AND AUTHENTICITY AND INTEGRITY
- YOUTH ARE THE MEANS TO PERPETUATION OF CULTURAL
- PARTICIPATION IN PLANNING PROCESS CAN INSPIRE YOUTH TO LEARN TO PART OF COMMUNITY
- PARTICIPATION INSPIRES YOUTH TO COME BACK TO THEIR CULTURE





# **ASSESSING YOUR INVENTORY FOR TOURISM PLANNING**

- SCENIC BEAUTY
- HISTORY
- ENTERTAINMENT
- RECREATION
- TRADITIONAL FOODS
- LODGING/CAMPING
- ARTS & OTHER SHOPPING
- MUSEUMS/CULTURAL CENTERS
- SPAS AND RESORTS
- GAMING



# CONTINUE .., RESOURCE INVENTORY

- VISITOR SERVICES
  - TOURS, WELCOME CENTER, HOTEL/MOTELS, RESTAURANTS, GAS STATIONS
- RECREATION
  - BOATING, BIRD WATCHING, BICYCLING, HUNTING, FISHING, CANOEING, HIKING, GOLF
- HUMAN RESOURCES
  - GUIDES, ARTISTS, ENTREPRENEURS, WEB DESIGNERS, GRANT WRITERS, EVENT ORGANIZERS, CRAFTSPEOPLE, SINGERS, DANCERS, FUNDRAISERS, CULTURAL COMMITTEE





# **GATHER EXISTING PLANS RELATED TO TOURISM DEVELOPMENT**

- LAND USE
- ECONOMIC DEVELOPMENT
- MANAGED TOURISM
- MARKETING
- BUSINESS
- CULTURAL CENTER OR MUSEUM
- ARCHITECTURAL



# CONDUCT A RESOURCE INVENTORY

## ➤ NATURAL ATTRACTIONS

- RIVERS, FOREST, SCENERY,  
MOUNTAINS

## ➤ MADE ATTRACTIONS

- TRAILS, MARINAS, GARDENS

## ➤ HERITAGE ATTRACTIONS

- MUSEUMS, EXHIBITS,  
MISSIONS, GALLERIES



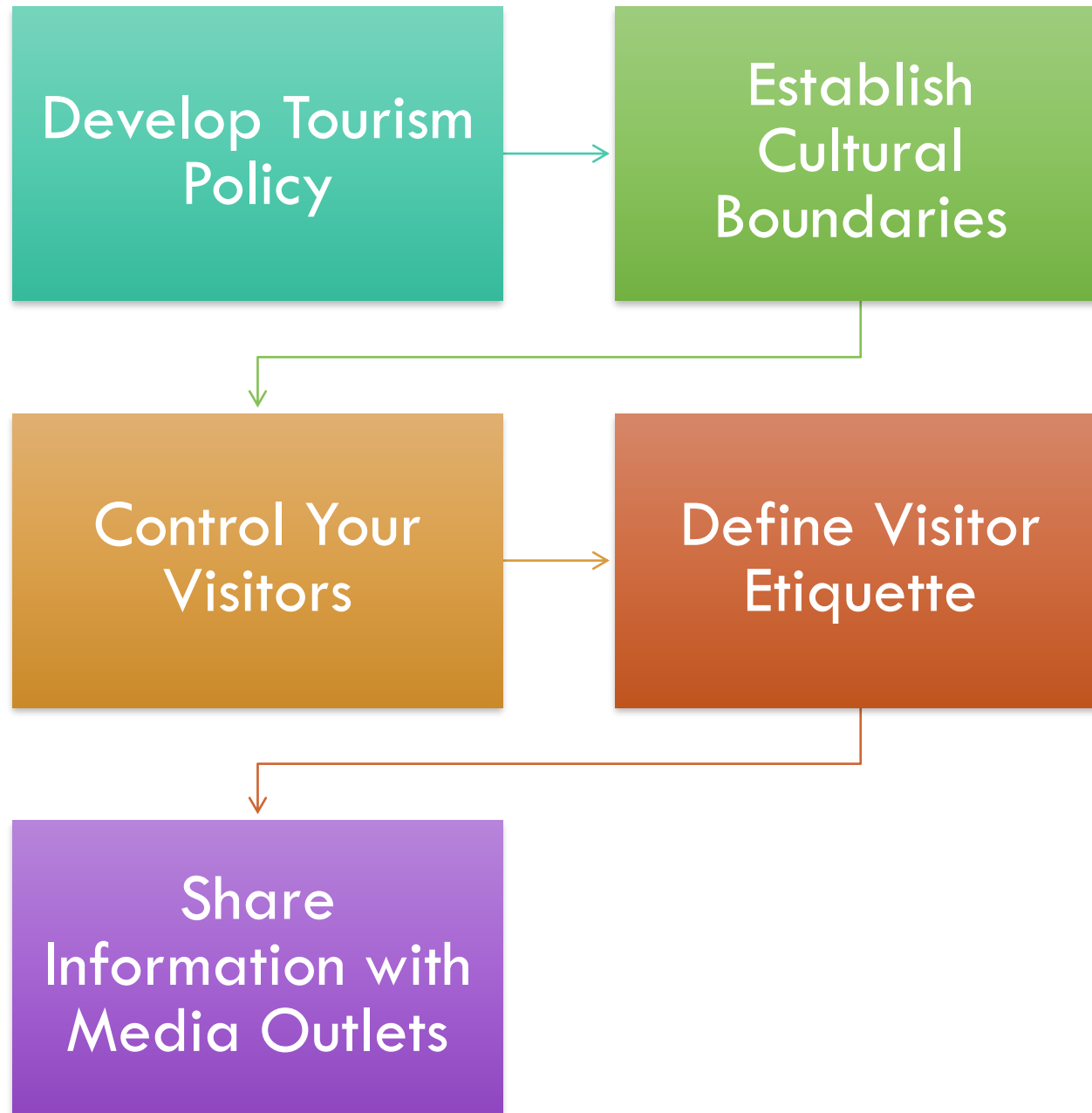


# DEFINE YOUR THEME

WHAT WORKS FOR YOUR TRIBE?

- HISTORY?
- ARTS?
- RECREATION?
- SCENERY?





**DEFINE  
VISITOR  
STRATEGIES  
TO PREVENT  
NEGATIVE  
IMPACTS**



# #1 DEVELOP TOURISM POLICY

- WHAT WILL BE ALLOWED
- WHAT IS NOT ALLOWED
- PROTECTING CULTURAL PRIVACY
- PREVENTING ENVIRONMENTAL IMPACTS

RESOLVE THE COMMUNITY'S MIXED FEELINGS  
TOWARD TOURISM BY DEVELOPING A POLICY

VISITORS WILL FEEL MORE WELCOME!



## #2 DEFINE CULTURAL BOUNDARIES

- WHAT CAN WE SHARE?
- WHAT MUST WE PROTECT?
- HOW WILL WE COMMUNICATE?
- THE BOUNDARIES TO VISITORS?





# #3 CONTAIN YOUR VISITORS

- STAGED ACTIVITIES
- POST RESTRICTED AREAS
- USE CLEAR SIGNAGE
- FESTIVALS & SCHEDULED EVENTS
- SET REGULATIONS & COMMUNICATE



## #4 DEFINE VISITOR ETIQUETTE

- WHERE ARE THEY ALLOWED OR ENCOURAGED TO GO?
- WHAT AREAS ARE RESTRICTED?
- ARE YOU CLOSED FOR CERTAIN ACTIVITIES?
- ARE THERE TOPICS YOU WILL NOT DISCUSS?
- WELCOME THEM IN THE ETIQUETTE STATEMENT, WHILE EDUCATING THEM ON NEEDS FOR CULTURAL PRIVACY.





# Welcome to Sheet'ka

History is not only about what happened, it is also about the present, yours and ours. We cordially invite you to experience Sitka on a Tlingit Cultural Tour! Not as an outsider looking in - but as a participant, with us, in an ancient and ever-changing world.




## WHAT IS MISSING?

- IMPORTANCE OF PROFESSIONALISM
- IMPORTANCE OF GOOD CUSTOMER SERVICE





# IMPORTANCE OF PROFESSIONALISM

- Ensures good performance by all
  - Ensures good team spirit
  - Keeps employees motivated
  - Ensures justice to everyone's efforts
  - Maintains the right amount of communication
- 

# PROFESSIONALISM TIPS


|            |                              |
|------------|------------------------------|
| Make       | Make excellence your goal    |
| Get        | Get your basics right        |
| Take       | Take your job seriously      |
| Switch off | Switch off personal problems |
| Focus on   | Focus on your work           |
| Be         | Be willing to learn          |
| Be         | Be a team player             |
| Enjoy      | Enjoy what you do            |





Are professionalism and good customer service the same or different?

Some good customer service habits to develop include the following:

- Follow up on promises
  - Treat the customer the way you want to be treated
  - Take ownership of the interaction
  - Provide alternatives
  - Express understanding
  - Use positive language
- 

# WHAT IS CUSTOMER SERVICE ?

Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation.



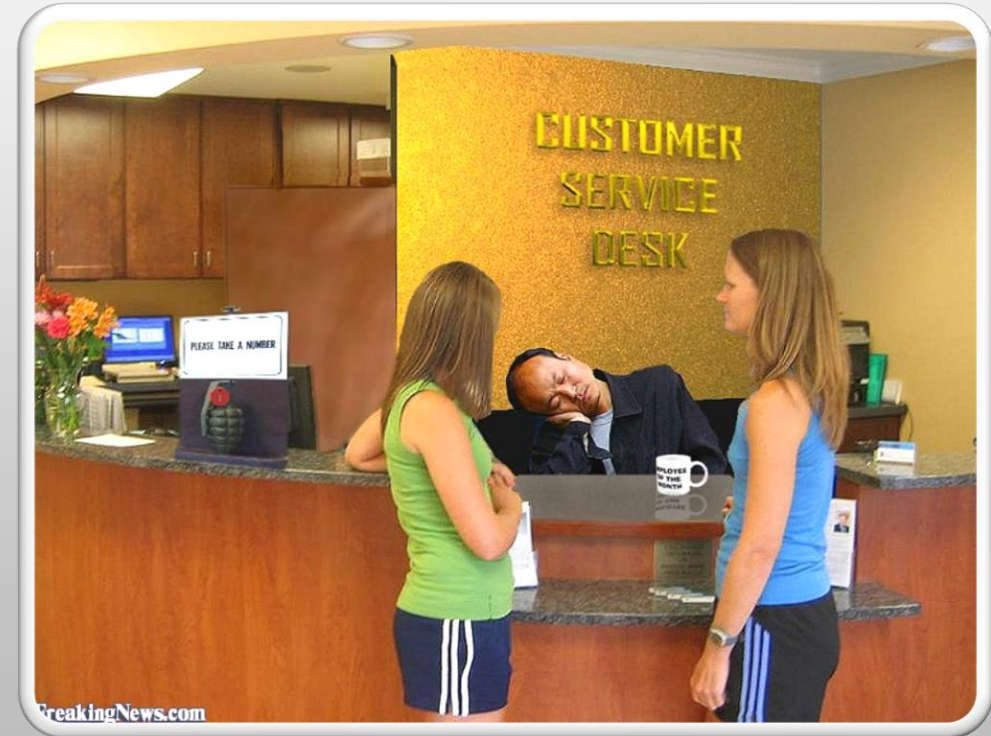


# FIRST IMPRESSIONS



# FIRST IMPRESSIONS

- **THE FIRST 30 SECONDS**
- **NO SECOND CHANCES**
- **SOME TIPS TO REMEMBER**
  - **FOCUS ON THE OTHER PERSON'S NEEDS**
  - **DEMONSTRATE GOOD LISTENING SKILLS**
  - **CHECK YOUR APPEARANCE**
  - **REMEMBER NAMES**





# ELEMENTS OF COMMUNICATION

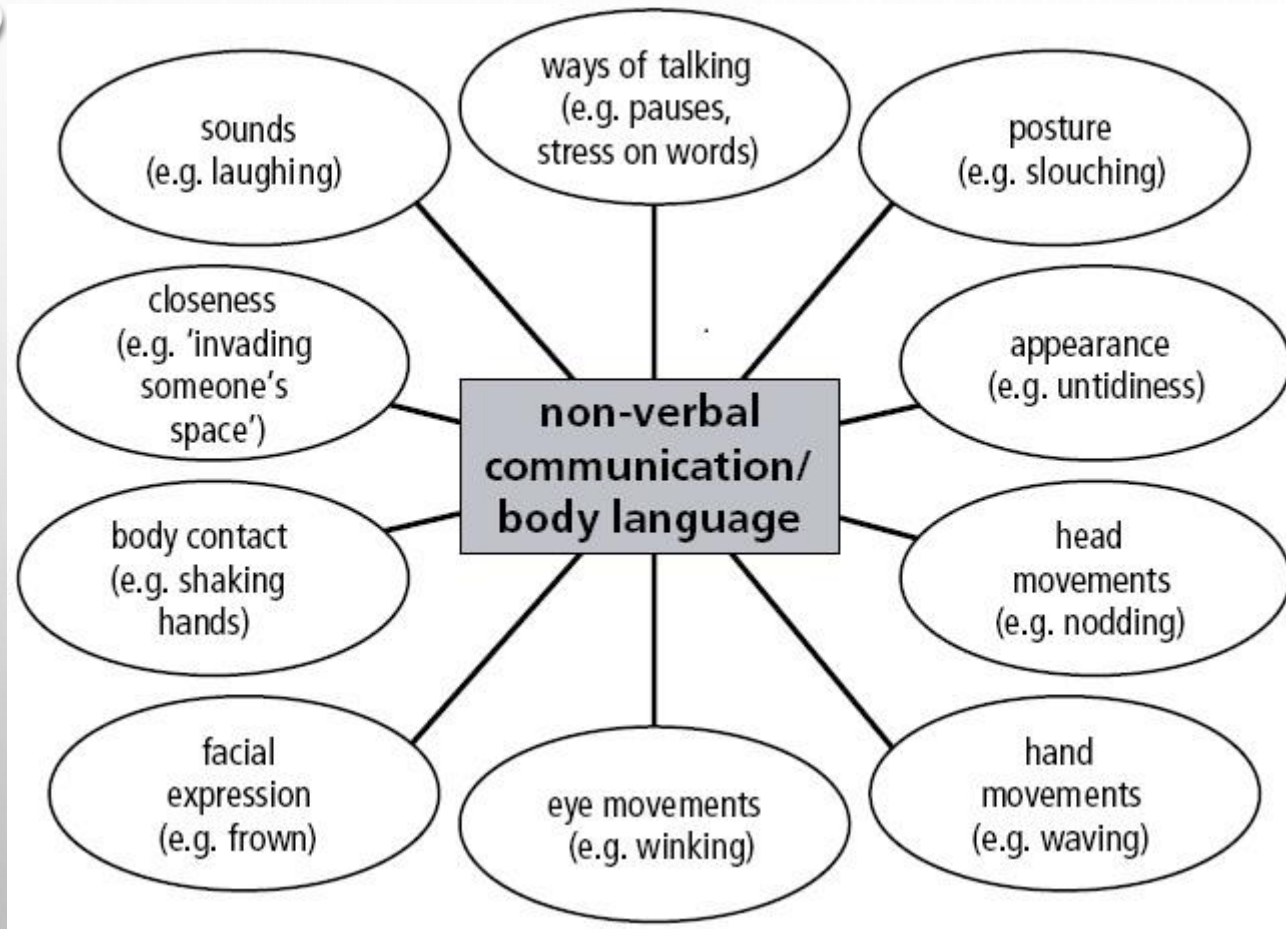
- Body language
- Voice tone
- Words

**55%** of the communication comes from body language,

**38%** comes from the voice tone we use

**7%** of the message comes from the words we say

# BODY LANGUAGE 55% COMMUNICATION





# VOICE TONE

- Three types:
  - Negative
  - Neutral
  - Positive
- Other voice tone techniques:
  - Meet the pace of the consumer
  - Gain attention by changing your volume
  - Use emphasis and inflection to convey interest and concern

# WORDS

- Use positive phrasing to show consumers that you care:
  - Acknowledging phrases
  - Affirming phrases
  - Assuring phrases
- Emails if only 7% of your communication is words, how well are you communicating?



# HOW CUSTOMER SERVICE CAN AFFECT YOU



of people are more likely to work with a business again after good service

Increasing customer retention by...

5%



125%

...can increase your profits up to 125%.



Loyal customers are worth **10 times** as much as their first purchase on average.



Companies who make customer service a priority make **60% higher profits** than rivals



**A dissatisfied customer will tell between 9-15 people about their experience. Around 13% of dissatisfied customers tell more than 20 people.**



# SOCIAL MEDIA AND ONLINE INTERACTIONS

Just **23%** of companies provide customer service on Facebook

Over **1 million people** view **tweets** about customer service every week. Roughly **80% of those tweets are negative**

**88%** of consumers aren't as likely to buy from companies who don't answer their complaints

**46%** of people expect brands to offer customer service on Facebook

**76%** of consumers regularly use online reviews to determine which business to use



**52%** of consumers trust online reviews just as much as personal recommendations

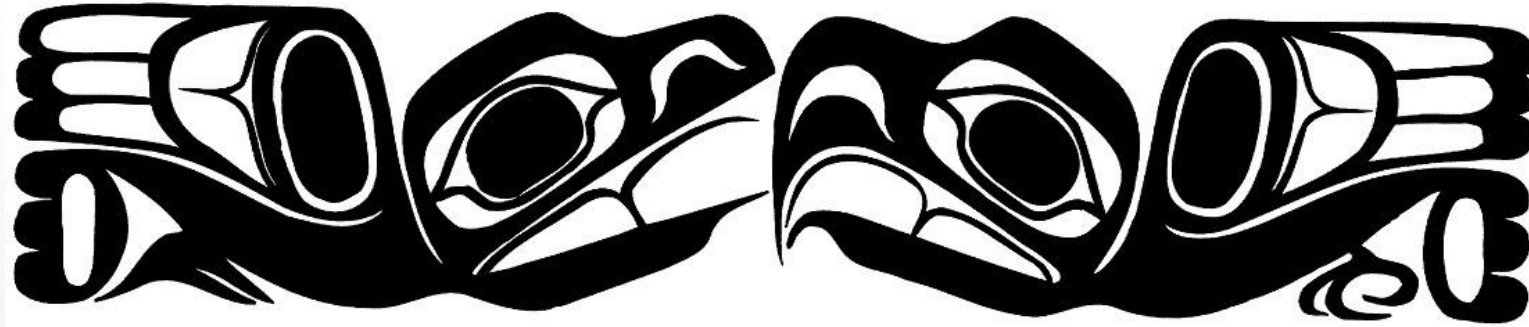


Customers who feel engaged by companies on social media will spend up to **40% more** with them than other customers.

# CHECK YOUR REVIEWS



Bad reviews aren't just an ego hit—they're very bad for business. A BrightLocal study found that 88% of consumers trust online reviews as much as recommendations from friends, and they have a major impact on purchase decisions. In other words, online reputation management is more important than ever.



# SITKA TRIBAL ENTERPRISE

CAMILLE L. FERGUSON

SITKA TRIBE OF ALASKA

ECONOMIC DEVELOPMENT DIRECTOR

PHONE: 907-747-7394

EMAIL: CAMILLE FERGUSON @SITKATRIBE-NSN.GOV