WELCOME
The Importance of Customer Service in Cultural Tourism Development

Presented by

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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

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>• Strategic location</td>
<td>• Relatively short length of stay</td>
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<td>• Political stability</td>
<td>• Low repeat visitors</td>
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<tr>
<td>• Relatively liberal society</td>
<td>• Lack of national tourism plan so individual</td>
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<tr>
<td>• Attractive climate (winter sun)</td>
<td>emirates are competing with each other for</td>
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<tr>
<td>• Impressive desert landscape</td>
<td>a share of similar markets.</td>
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<td>• High-quality infrastructure and tourism</td>
<td>• Centralised planning and development process</td>
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<td>facilities that satisfy modern tastes</td>
<td>• Infrastructural development remains dependent</td>
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<td>• Worldwide recognition as a shopping</td>
<td>on regional oil-based capital</td>
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<td>destination</td>
<td>• Rapid modernisation that may create</td>
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<td>• Firmly established on the global retail</td>
<td>adverse effects on the local society</td>
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<tr>
<td>map</td>
<td>• Tourism planning is centred on high-</td>
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<tr>
<td>• Economic and tourism policy</td>
<td>quality tourist experiences and the needs of</td>
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<tr>
<td>• Attractions and Events</td>
<td>the visitor rather than the welfare of those</td>
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<td>• MICE (Meetings Incentives</td>
<td>being visited</td>
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<td>Conferences and Events) well established</td>
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<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
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<tr>
<td>• Technology (promoting small and medium-</td>
<td>• Prevailing political instability in the</td>
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<td>sized tourism agents [ITA’s] to adopt</td>
<td>Middle East region</td>
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<td>Internet)</td>
<td>• Increased competition from tourism</td>
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<tr>
<td>• Extensive marketing (with special focus on</td>
<td>development in other emirates (Abu Dhabi)</td>
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<tr>
<td>India and China)</td>
<td>and other states (Oman and Qatar)</td>
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<td>• Using its existing conference event</td>
<td>• Current global and regional growth rates</td>
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<td>business as a platform for expanding its</td>
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<td>leisure tourism market (capture business</td>
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<td>visitors to return as leisure tourists)</td>
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<td>• Economic wealth and investment in</td>
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<td>world-class facilities</td>
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<td>• Developing cultural tourism initiatives</td>
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<td>and the cultural tourism product of the</td>
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<td>host society;</td>
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<td>• Winning the right to host EXPO 2020</td>
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<td>• Prevailing political instability in the</td>
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<td>Middle East region</td>
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<td>and other states (Oman and Qatar)</td>
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<td>• Current global and regional growth rates</td>
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<td>• Environmental impacts of tourism</td>
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<td>development and the scarce natural resources</td>
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<td>(water)</td>
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<td>• Adverse socio-cultural impacts of tourism</td>
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<td>development</td>
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<td>• Continued rapid tourism development may</td>
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<td>result in supply significantly exceeding</td>
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<td>demand</td>
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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
2. Establish Cultural Boundaries
3. Control Your Visitors
4. Define Visitor Etiquette
5. Share Information with Media Outlets
#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
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.
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

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<thead>
<tr>
<th>Make</th>
<th>Make excellence your goal</th>
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<tbody>
<tr>
<td>Get</td>
<td>Get your basics right</td>
</tr>
<tr>
<td>Take</td>
<td>Take your job seriously</td>
</tr>
<tr>
<td>Switch off</td>
<td>Switch off personal problems</td>
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<tr>
<td>Focus on</td>
<td>Focus on your work</td>
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<tr>
<td>Be</td>
<td>Be willing to learn</td>
</tr>
<tr>
<td>Be</td>
<td>Be a team player</td>
</tr>
<tr>
<td>Enjoy</td>
<td>Enjoy what you do</td>
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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

- sounds (e.g. laughing)
- ways of talking (e.g. pauses, stress on words)
- posture (e.g. slouching)
- appearance (e.g. untidiness)
- head movements (e.g. nodding)
- hand movements (e.g. waving)
- facial expression (e.g. frown)
- eye movements (e.g. winking)
- closeness (e.g. ‘invading someone’s space’)
- body contact (e.g. shaking hands)

non-verbal communication/ body language
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
• 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

81% of people are more likely to work with a business again after good service.

Increasing customer retention by... 5%...

...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.
- Customers who feel engaged by companies on social media will spend up to 40% more with them than other customers.
- 52% of consumers trust online reviews just as much as personal recommendations.
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

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