

Visitor Journey A₂D™

Overview:

Visitor Journey A₂D™ is a blended learning program, combining online learning with a live class. It teaches individuals their importance in the overall tourism industry, and gives them the tools to positively influence every visitor's experience from Arrival to Departure.

Course Goal:

Frontline-workers and volunteers consistently create positive visitor experiences.

Learner Outcomes:

- Embrace the importance of tourism and its effect on their quality of life
- Provide correct information about hours, costs, travel time, etc.
- Give accurate directions consistently
- Help visitors plan what to do or see based on the visitor's interests
- Offer additional suggestions for things to do or see along the way
- Be open and welcoming with all visitors
- Solve visitor problems to the visitor's satisfaction
- Recognize how their actions affect the visitor's entire experience

Course Format:

Step One - Online Course

- Learners register for the course through the Learning Center on a hosted LMS.
- The online course is 7 to 8 modules (5 to 10 minutes each) using real-life scenarios. See the Blended Course Outline on the following pages.
- The course is approximately 75-90 minutes, and is completed at the learner's pace; they can leave and resume where they left off.
- Learners record their answers from activities at the end of each module in a Learner's Guide, accessed online. They bring the completed guide with them to the live class.
- Quiz questions occur in each module, with a six question final quiz at the end. Immediate feedback is provided on all quizzes to help the learners pass the course.

Optional - modules can be added for special events (Super Bowl, Burning Man, etc.) or specific sectors (hotel, taxi, restaurant, etc.) at an additional cost.

Step Two - Live Class

- The class is approximately one hour. Maximum class size is 30-35 attendees.
- Learners discuss their answers from the online course activities (how tourism affects them, useful resources, things to do, points of pride, difficult situations).

Optional - the live class for a **DMO** can also review local information (statistics, upcoming developments, etc.) The class can be expanded to 1.5 hours to accommodate discussion.

Optional - live class for a **specific sector** can also discuss internal resources and brainstorm specific challenges or procedures (how we greet visitors/customers at our business)

Step Three - Familiarization Tour (FAM) (optional)

- Learners participate in a 2-hour or half-day FAM to become familiar with popular attractions, important locations and points of pride. FAMs also increase accuracy when giving directions, and increase confidence in suggesting additional activities.

Certificate

Learners (or DMO) can print their *Visitor A2D Champion* certificate after passing the online course and attending the live class.

Visitor A2D Champion Logo

DMO is provided with a customized *Visitor A2D Champion* logo branded to their primary A2D program color. The logo can be used for marketing, buttons or pins, signs, etc.