



Visitor Journey Simulation: Mastering The Design of Visitor Experience Concepts

12 - 16 Apr 2027
Rome



Visitor Journey Simulation: Mastering The Design of Visitor Experience Concepts

Ref.: 36279_20982 **Date:** 12 - 16 Apr 2027 **Location:** Rome **Fees:** 5700 **Euro**

Course Overview:

This course offers a complete dive into the art and science of visitor experience design. Participants will analyse and map the entire visitor experience from start to finish, enhancing comprehension, enjoyment, and connection to the theme or nature of the site. This course covers critical areas such as visitor journey mapping, enhancing visitor engagement, and implementing hosting etiquette and protocols. It also delves into visitor safety concerns, cultural hosting aspects, and visitor experience mistake-proofing using Poka Yoke. Participants will learn to listen to the voice of the visitor VOV, identify visitor needs, and create effective visitor experience blueprints. By the end of the course, attendees will have the tools to improve visitor satisfaction and journey enhancement, positioning themselves as specialists in visitor coordination and experience.

Target Audience:

- Visitor Experience Specialists
- Visitor Coordinators
- Customer Service Representatives
- Hospitality Professionals
- Event Coordinators
- Museum and Exhibition Staff
- Tourism Industry Professionals

Targeted Organizational Departments:

- Customer Service Departments
- Hospitality and Tourism Management
- Event Planning and Management
- Museum and Exhibition Operations
- Marketing and Public Relations

Targeted Industries:

- Tourism and Travel
- Hospitality
- Museums and Cultural Institutions
- Event Management
- Entertainment and Theme Parks

Course Offerings:

By the end of this course, participants will be able to:

- Design and map visitor experiences from start to finish.
- Implement visitor journey mapping and create effective blueprints.
- Enhance visitor engagement and satisfaction during their visit.
- Apply hosting etiquette, protocols, and safety measures.
- Incorporate cultural aspects into hosting practices.
- Utilize mistake-proofing techniques Poka Yoke in visitor experiences.
- Gather and analyse visitor feedback VOV to improve services.
- Identify and meet various visitor needs, including emotional, social, and functional requirements.

Training Methodology:

This course utilizes a blend of interactive training methodologies to ensure a thorough understanding of visitor experience concepts. Participants will engage in case studies, group discussions, and hands-on simulations of visitor journey mapping. Interactive sessions will focus on enhancing visitor engagement, applying Poka Yoke techniques, and practicing hosting protocols. Feedback sessions will enable participants to listen to the voice of the visitor VOV and report accurate feedback. Real-world scenarios and role-playing exercises will be used to simulate various visitor needs and improve the overall visitor experience.

Course Toolbox:

- complete workbooks and manuals
- Case study materials
- Checklists and templates for hosting protocols
- Online resources and reading materials
- Feedback and reporting tools

Course Agenda:

Day 1: Introduction to Visitor Experience Design

- **Topic 1:** Overview of Visitor Experience Design
- **Topic 2:** Understanding Visitor Journey Mapping
- **Topic 3:** Creating Visitor Experience Blueprints
- **Topic 4:** Identifying Strengths and Areas for Improvement
- **Topic 5:** Enhancing Visitor Comprehension and Enjoyment
- **Topic 6:** Connection to the Theme or Nature of the Site
- **Reflection & Review:** Key Learnings and Insights from Day 1



Day 2: Advanced Visitor Engagement Techniques

- **Topic 1:** Enhancing Visitor Engagement Levels
- **Topic 2:** Hosting Etiquette and Protocols
- **Topic 3:** Ensuring Hosting Safety Concerns
- **Topic 4:** Cultural Aspects of Hosting Visitors
- **Topic 5:** Walking the Extra Mile in Enhancing Visitor Journey
- **Topic 6:** Visitor Feedback and VOV Reporting
- **Reflection & Review:** Key Learnings and Insights from Day 2

Day 3: Visitor Needs Analysis

- **Topic 1:** Discovering Declared Visitor Needs and Wants
- **Topic 2:** Identifying Undeclared Visitor Needs and Wants
- **Topic 3:** Types of Visitor Needs
- **Topic 4:** Emotional and Social Needs
- **Topic 5:** Empathy and Functional Needs
- **Topic 6:** Information, Control, and Convenience Needs
- **Reflection & Review:** Key Learnings and Insights from Day 3

Day 4: Poka Yoke and Mistake Proofing

- **Topic 1:** Introduction to Poka Yoke in Visitor Experience
- **Topic 2:** Implementing Mistake Proofing Techniques
- **Topic 3:** Practical Applications of Poka Yoke
- **Topic 4:** Ensuring Visitor Satisfaction through Poka Yoke
- **Topic 5:** Continuous Improvement and Feedback Loops
- **Topic 6:** Case Studies and Real-World Examples
- **Reflection & Review:** Key Learnings and Insights from Day 4

Day 5: Practical Applications and Simulation Exercises

- **Topic 1:** Real-World Application of Visitor Experience Design
- **Topic 2:** Visitor Journey Simulation Exercises
- **Topic 3:** Analysing and Improving Visitor Experiences
- **Topic 4:** Creating Action Plans for Visitor Experience Enhancement
- **Topic 5:** Final Assessment and Feedback
- **Topic 6:** Implementing Visitor Experience Insights
- **Reflection & Review:** Key Learnings and Insights from the Course



How This Course is Different from Other Similar Courses:

The course stands out due to its complete and interactive approach to visitor experience design. Unlike other courses, this program provides a deep dive into visitor journey mapping, enhancing engagement, and mistake-proofing with Poka Yoke. The course emphasizes real-world application through simulations and role-playing exercises, ensuring participants can effectively implement what they learn. Additionally, it covers the cultural aspects of hosting and advanced engagement techniques, making it a holistic program tailored for specialists and coordinators in the visitor experience field.



Training Course Categories

Agile PM and Project Management Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

Data Analytics Training and Data Science Courses

Environment & Sustainability Training Courses

Finance and Accounting Training Courses

Governance, Risk and Compliance Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Marketing, Customer Relations, and Sales Courses

Occupational Health, Safety and Security Training Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses



Training Cities

Accra Ghana	Al Jubail Saudi Arabia	Amman Jordan
Amsterdam Netherlands	Athens Greece	Baku Azerbaijan
Bangkok Thailand	Barcelona Spain	Berlin Germany
Cairo Egypt	Cape town South Africa	Casablanca Morocco
Chicago USA	Doha Qatar	Dubai UAE
Frankfurt Germany	Geneva Switzerland	Istanbul Turkey
Jakarta Indonesia	Johannesburg South Africa	Kuala Lumpur Malaysia
Kuwait Kuwait	Langkawi Malaysia	Lisbon Portugal
London UK	Madrid Spain	Manama Bahrain
Marbella Spain	Milan Italy	Montreux Switzerland
Munich Germany	Muscat Oman	Nairobi Kenya
New York USA	Paris France	Phuket Thailand
Porto Portugal	Prague Czech Republic	Riyadh Saudi Arabia



Training Cities

Rome

Italy

San Diego

USA

Seoul

South Korea

Sharm El-Sheikh

Egypt

Singapore

Singapore

Tashkent

Uzbekistan

Tbilisi

Georgia

Tokyo

Japan

Toronto

Canada

Trabzon

Turkey

Vienna

Austria

Zanzibar

Tanzania

Zoom

Online Training