

Gush & Schmooze a bit more ...

Thank you for the opportunity to comment.

My comments are based on feedback from many people who have visited Australia from Europe & North America who I have met in my own extensive travels in their countries.

Unfortunately, I can't say I have received glowing reports mainly for the following reasons.

They felt let down by the lack of information or the ability to want to provide information, by staff at places of interest that had only an interest in what they had to provide.

Tour operators in Australia may be experienced in what they individually offer but not in what they are able to provide a visitor in a holistic sense to make their experience completely satisfying.

For example – on completion of a visit to a place of interest or tour in an Australian city or country area, visitors commonly ask simple questions or seek directions at the conclusion of the visit or tour – seeking guidance to restaurants, onward travel, or some other aspect of their attempts to make their experience completely satisfying. But helpful advice was not forthcoming – because the staff either didn't know or weren't interested in assisting – saying, 'I don't know.'

The problem in Australia as I see it – I don't think we have an underlying culture that can be expressed by tour operators & visitor management & their staff, that to help a visitor with knowledge a little outside of their own specialist field, is the stuff that makes a good experience better and worth repeating to other potential visitors. Word of mouth experiences about travel are far more appreciated by potential visitors than high cost glossy advertising. For someone to say at the conclusion of their visit and return home, 'Oh, everything was great. Everybody was so helpful,' goes a long way in giving positive vibes to potential visitors.

Staff at places of interest that attract visitors seem to do what is required, and no more. Going that little bit extra in helping is what makes business happen and wider success assured.

I think all those who have a role in entertaining visitors have to 'gush' a bit more and 'schmooze' their clients for the good or potential tourism – and not just for the good of the tour or visitor management but for the Australian tourist industry as a whole.

Tour operators who provide a part-time, temporary staffer with a cap and tunic and very little training in the wider sphere of hospitality are not helping the cause of making Australia a place worth visiting. We are a long way from the rest of the world. We have to be special to make visitors want to make that journey.

The above matter is the one I felt inclined to want to make known. Another issue that has been brought to my attention was one of cost. We are a high cost country. But I think this issue has been noted before.

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