



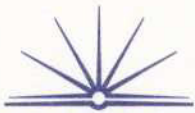
There a range of strategies which an employee on the Visitor Information desk at Sydney International Airport could use to overcome communication difficulties when dealing with a wide range of customers.

As there are many people from different cultures arriving and departing the airport each day the employee would need to be aware of how to identify which customers are from which countries, in order to meet their needs.

The employee shouldn't stereotype different cultures but just be aware of traits, such as accent/language,

If the visitor doesn't speak English, and cannot be understood, an interpreter should be called in by the employee to assist in dealing successfully with the visitor.

The employee should have a basic knowledge of the main words used in the cultures which are most likely to visit the country. For example, Japanese and Americans are two of the com



Countries of people who most visit Australia due to their stable economies.

By having this basic knowledge of a variety of words from different cultures, communication will be significantly easier.

Knowing some parts of different cultures such as their 'do's and don'ts' will also help and stop the employee from offending the visitor, therefore are constructing a barrier to effective communication.

For example, the Japanese people find it impolite to make any physical contact in public, either by kissing or simply shaking hands.

Indonesian people find it rude if someone stands with their toes pointed toward them.

Knowing these aspects will allow the visitor to feel respected and welcomed in Australia, and will therefore encourage them to return and maybe tell their friends about the service in Australia.

The employee needs to have effective communication.



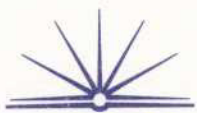
unication skills when dealing with a wide range of customers.

They need to listen to the visitor's needs and requirements and do their best to meet them promptly and without hassle.

They need to have an open mind, and attempt to recognise there are many different people and cultures, and they all acquire various ~~mean~~ ideas and personalities.

The employee needs to offer them all of the information and assistance they ~~also~~ require in the simplest manner. For example, clear maps, easy to follow instructions and simple terminology so they can understand the information given, especially if they hold only a basic knowledge of the English language.

The use of hand gestures and body language to give ~~the~~ directions or simply to give general information is also a strategy to overcome communication difficulties, especially with language differences, as this can be beneficial.



for the visitors. For example showing them on a map where the opera house is. Instead of verbally informing them, the employee could point and use their fingers to trace the route to the destination, giving them a more structured idea

Basically, the employee needs to be open minded and willing to learn about different cultures and their languages. By doing this, communication difficulties will be overcome, and the employee will obtain knowledge which is extremely beneficial to them.