



What is the Trekking Engagement Profile Chart? It is a map to consider engaging factors while guiding trekking tours. For each engagement dimension, the chart lists six characteristics with values between 0 and 5; the weakest characteristic is in the middle (0). The blue fields show the values common for guided trekking tours, while the green fields show the range of characteristics that are acceptable within the usual policy frame for trekking tours for adults and families.

How to use the Trekking Engagement Profile Chart. When a guide becomes aware that the participants show signs of dissatisfaction, consider whether some of the eight engagement dimensions can be increased or decreased. For concrete measures, please consult the table on the backside of this chart.

More reading. A scientific article about the Trekking Engagement Profile Chart is published in a scientific article: *Wolfgang Leister (2019). "Strengthening Tourists' Engagement in Guided Hiking and Trekking."* *Administrative Sciences* 9, no. 2: 45. doi: 10.3390/admsci9020045.

	Decrease	Increase	Caveats
C	reduce competition elements; act as one group	quizzes, first-to-achieve, counting achievements	avoid much competition; conformity w/ agenda
N	follow linear event schedule	add activities, extra tasks, add story	conformity with agenda and schedule
I	only necessary communication	gather group; small-talk; discuss	personality and personal preferences
P	choose easier alternative	extra activities	health, safety
U	more control, less choices	freedom to choose activities	conformity with agenda and schedule
S	reduce social activities	increase social activities	personality and personal preferences
A	avoid tokens & trophy's, don't mention achievements.	tokens, counting achievements	avoid visibility of achievements; avoid bragging
E	reduce extra activities	extra activities in spare time; add breaks to let pax explore	safety, conformity with schedule