

# TRAINING

## Course Profile

### Welcome Host

Welcome Host is a one day programme designed to help acquire new customer service and communication skills, as well as improve knowledge of local facilities and services.

#### Who is the course intended for?

Students and Members of staff that work within accommodation and catering, travel and transport, leisure and entertainment, and retail.

#### What will I gain from the day?

An understanding of the characteristics and importance of the hospitality, leisure, travel and tourism industry.

Recognition of the importance of customer service to hospitality, leisure, travel and tourism business success.

Ability to communicate effectively with customers.

Information on dealing with a wide range of customer requirements and situations.

#### Do I need previous skills & knowledge?

No

#### Course Method:

- Discussion Group
- Video presentation/clips
- Case Studies and activities

#### Assessment:

A short multi choice test to be held at the end of the day

#### Duration:

One Day

#### What does the course cover?

- The value of excellent customer service
- The benefits and value of tourism
- The customer experience
- Key elements of customer service
- Setting and maintaining standards
- First impressions
- The communication process
- Types of communication
- Written communication
- Telephone techniques
- Knowing your area and giving directions
- Providing an accessible service
- Language and cultural diversity
- Welcoming customers of all ages
- Dealing with difficult situations
- Handling complaints and resolving problems
- Using customer service to boost business

### Further Information or booking:

[Gill Heighington](#)—Training Department  
Tourism South East  
40 Chamberlayne Road  
Eastleigh, Hampshire  
SO50 5JH

Tel: 023 8062 5533

Fax: 023 8062 0010

Email: [trainingenquiries@tourismse.com](mailto:trainingenquiries@tourismse.com)