

# TRAINING

## Course Profile

### Welcome International

Welcome International aims to help you provide a world-class standard of service

#### 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?

Ability to communicate successfully and provide high standards of service to customers from a wide range of different backgrounds

#### 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 importance of overseas visitors to your organisation and to the UK economy
- Key international markets and major world languages
- Ability to use a range of basic words and phrases in the language of an overseas visitor
- Ways to communicate effectively with international visitors
- How to recognise and use appropriate body language
- Basic cultural differences between visitors from a range of regions of the world, and from different cultural and linguistic backgrounds
- Methods to work successfully as part of a diverse team
- How to anticipate and provide practical assistance to meet the likely needs of overseas visitors and UK residents from different cultural and linguistic backgrounds
- Techniques for delivering high standards of service to customers from a range of ethnic, cultural and linguistic backgrounds on a consistent basis
- Ways to encourage repeat business, and promote products and services to overseas

### Further Information or booking:

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