



## Course Profile

### Welcome Management

This programme aims to help you to develop the understanding, skills and competencies that you will need for effective management of your business

#### Who is the course intended for?

Members of management who would like to develop their skills and competences in order to develop their service strategy by leading and motivating employees

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

Knowledge on how to plan effective work strategies for your business. You will learn how to measure the key elements of business effectiveness, focusing on the quality of your team's customer service, and how to plan and implement improvements

#### 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 service excellence for business success in tourism
- Ways to think creatively about how to deliver excellence in customer service through a clearly defined and structured customer service strategy
- Key external influences, including the main opportunities and threats, for your tourism-based business
- Techniques assess the internal strengths and weaknesses of your business
- Methods to develop clear objectives to guide the implementation of your customer service strategy
- Ways to implement your customer service strategy through developing your systems and people
- Appropriate monitoring and evaluation mechanisms to evaluate the quality of your customer service
- How to use an organisational assessment toolkit to implement your customer service strategy

### Further Information or booking:

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