

<p>EDUCATION & TRAINING SPECIALISTS</p>  <p>HR/IR, LABOUR LAW & PROJECT MANAGEMENT ADVISORY SERVICES</p>	<p>THE SCHOOL OF BUSINESS T/A TOURISM, HOSPITALITY & SPORT BUSINESS SCHOOL Campuses in Johannesburg, Cape Town & Durban P.O. Box 388 Lonehill 2062 Email: info@tourismtraining.co.za Tel: 071 0493 221 or 031-266-4027 Fax: 0866 1733 66 or 0865 1148 67 THETA Accreditation Nr. 613/P/000051/2005</p>	 <p>Partners in Performance www.thsbs.com</p>
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TOURISM TRAINING PROJECT PROPOSAL

“Welcoming Visitors/Tourists”

“WELCOME VISITOR EXPERIENCE” CUSTOMER SERVICE”



OR



And

“THE LIFE OF A TOURIST IN YOUR REGION”

TRAINING WORKSHOP

Project Design, Co-ordination and Facilitation

“Welcoming Visitors/Tourists”

A CHOICE OF TWO CUSTOMER SERVICE TRAINING WORKSHOPS



The **SA HOST** Customer Service Training Programme is a 2-day Training Workshop.

For information on these Workshops please refer to the Proposal hereunder or contact Don at info@tourismtraining.co.za or telephone at 071 0493 221

SA Host's Mission is to foster the spirit of unconditional, collective hospitality in South Africa by improving the service standard nationally through training, and creating awareness of the importance of the individual's role in their place of work and as ambassadors for their community and for South Africa

SA Host is based on an internationally recognized, award winning customer service training programme originally developed in British Columbia, Canada

It is an exciting and dynamic community based programme that focuses on interpersonal communications, customer relations and service. It builds personal, professional and community pride and inspires greater commitment to giving excellent customer service

Please see Proposal hereunder



The **WELCOME VISITOR EXPERIENCE** Customer Service Training Programme is a 1-day Training Workshop.

This Workshop may be combined with the **LIFE OF A TOURIST IN YOUR REGION** Programme . See below for detailed Proposal.

The focus of the **Welcome Visitor Experience** training programme is on a guest/customer centred approach to service by enhancing Visitor experiences through authentic and positive interaction with locals and encouraging a positive word-of-mouth promotion of South Africa.

South African Tourism, the Governmental organization responsible for marketing South Africa as a tourist destination, launched the **Welcome Visitor Experience** training programme in July 2005.

Designed, developed and trained by the Tourism, Hospitality & Sport Business School, the **Welcome Visitor Experience training** programme was created to provide the Tourism industry with insight into tourist expectations and needs.

Please see Proposal hereunder

PROJECT PROPOSAL

“WELCOME VISITOR EXPERIENCE” CUSTOMER SERVICE



And



“THE LIFE OF A TOURIST IN YOUR REGION”

TRAINING WORKSHOP

A ONE-DAY TRAINING WORKSHOP AT A COST OF R 18 000.00 FOR 30 DELEGATES PER DAY INCLUDING WORKBOOKS, CERTIFICATES OF ATTENDANCE, VENUE AND CATERING COSTS

(Alternatively, R 750.00 per delegate for the one-day Workshop. Subject to a minimum of 20 delegates and a maximum of 30 delegates per Training Workshop. Includes Certificate of Attendance, Delegate Workbooks, venue and catering costs and vat)

THSBS has a Panel of Facilitators who are registered with THETA as Lead Facilitators of the SA Host Customer Service Training Programme and the “Know your Country, Know your City” Training Programme.

THSBS Facilitators were appointed as Facilitators for the FIFA Confederation Cup Volunteer Training Programme

THSBS designed the “Welcome Visitor Experience” Training Programme for SA Tourism



“WELCOME VISITOR EXPERIENCE”
Customer Service

WELCOME VISITOR EXPERIENCE TRAINING WORKSHOP

The focus of the **Welcome Visitor Experience** training programme is on a guest/customer centred approach to service by enhancing Visitor experiences through authentic and positive interaction with locals and encouraging a positive word-of-mouth promotion of South Africa.

South African Tourism, the governmental organization responsible for marketing South Africa as a tourist destination, launched the **Welcome Visitor Experience** training programme in July 2005.

Designed, developed and trained by the **Tourism, Hospitality & Sport Business School**, the **Welcome Visitor Experience** training programme was created to provide the Tourism industry with insight into tourist expectations and needs.

The **Welcome Visitor Experience** training programme is aimed at any person who may come into contact with a Visitor or Tourist, including Municipality staff; front-line staff in hospitality (concierges and front desk staff), tourist guides, travel and tour consultants, tourism information officers and public services such as the SA Police Services.

The **Welcome Visitor Experience** course is centered around 4 key aspects of customer service:



SHOW IT
SHARE IT
LIVE IT
FEEL IT

Smile and give your best South African Welcome;
Tell people about our beautiful country;
Be a tourist and discover what South Africa has to offer;
Be proudly South African and encourage visitors to COME BACK!

TOURISTS HAVE A VARIETY OF EXPERIENCES EVERY TIME THEY TRAVEL!

These experiences contribute towards building up the tourist's perception of the host region. Positive experiences will help grow Tourism, thereby contributing to improved economic growth. Negative experiences will erode the positive growth in Tourism and impact negatively upon the future growth of our economy.

Visitor experiences are either tangible (relating to infrastructure, the built environment or even cleanliness) or non-tangible (what one cannot see but what one feels) such warm, friendly and safe Welcome and, also, knowledge of destinations (places of interest) within South Africa.

THE LIFE OF A TOURIST IN YOUR REGION

BACKGROUND

THSBS will design a specialized half-day interactive Training Workshop which is aimed at providing delegates with a broad range of information of key Tourist attractions in and around Your Region. Included in the information will be useful Safety and Health Tips and contact details of Tourism Authorities and Emergency Numbers.

The content of the THSBS Training Programme will draw on information from THSBS's direct involvement in:

1. the design of the Fundi South Africa "Know your Destination" online training programme for S.A. Tourism funded by DEAT.

2. the FIFA Confederation Cup Volunteer Training Programme comprising the “Know your Country, Know your City” training programme designed for DEAT and co-ordinated by THETA with the involvement of the Local Organizing Committee (LOC) and Umsomvubu
3. the design by THSBS of the “Be Aware, Be Safe” training programme for Tourists

DETAILS OF WORKSHOP CONTENT

Name of

Workshop: **WELCOMING VISITORS IN YOUR REGION**

Duration: One full day
(08h30-16h30)

Who should attend:

Every individual who has contact with visitors, customers or other staff members would benefit from this programme.

Hospitality (Hotels, Motels, Lodges, Private Hotels, Guest Houses, B & B's; Caravan Parks, Camping Grounds, Home/Farm Stay, Licensed Restaurants, Unlicensed Restaurants, Cafes, Fast Food, Motel/Hostel Dining Rooms, Night Clubs, Lounges/Bars, Tea Rooms etc.)	Leisure/Recreation/Activities (Rafting Operators, Fishing, Hunting, Walking, Hiking, Sailing, Water Skiing, Scenic Attractions, Cultural Attractions, Arts and Crafts, Museums, Galleries, Parks, Historical Sites, Canoeing, Scenic Flights, Cruises, Game Viewing, etc.)
Travel (Travel Agencies, General Sales Agents, Inbound Tour Operators, Outbound Tour Operators, Tour Wholesale Agencies, Reservations Services etc.)	Transport (Bus Tour Operators, Route Passenger Bus Services, Air Carriers, Railways, Ferries, Boat Hire, Motor Bike Hire, Bicycle Hire, Car Rentals, Campervans, Petrol Stations etc.)
Services and Retail Sector (Banks, Bureaux de Change, Souvenir Shops, Clothing Shops, Chemists, Book Stores, Department Stores, Visitor Information Service, Retail Businesses, etc.)	Related and Ancillary Services (Special Events, Conferences, Advertising, Professional Associations, Consultants, Municipal Services, etc.)
Government (National, Regional, Local Councils, etc.)	Health Services; Emergency Services; Police Services; Airport Services; etc.
Tourism Authorities; Officials; Associations; etc. Airport Staff Transport Service Providers	Staff and Stakeholders Other

Facilitators: THSBS has a panel of skilled training course designers and Facilitators who have been directly involved in facilitating the Welcome Visitor Experience, SA Host and Know your Country, Know your City Training Workshops.

Workshop objectives:

To improve:

- customer service through skills development and changed attitudes
- the knowledge of delegates of Your Region as a Destination; of its varied attractions and of its culture, spirit and energy

Workshop

outcomes: At the conclusion of this workshop, participants will be able to:

- offer excellence in customer service to Visitors to Your Region
- make a good first impression and use every opportunity to improve it;
- use effective techniques to handle emotional situations and customer enquiries and/or complaints;
- communicate the key attractions for Visitors (Tourists) in Your Region in context of South Africa and of the Province of Gauteng (provide Visitors with information on local services and attractions)
- communicate the “story” which makes key attractions unique in context of the culture, spirit and natural habitat of the attraction
- communicate means of travel in and around Your Region
- communicate Safety and Health Tips
- communicate relevant contact details for Tourism Authorities and emergency services
- make every effort to ensure that Visitors have a memorable experience in Your Region
- enthuse Visitors to return to Your Region;

Certification: Following successful completion of the THSBS Training Workshop, participants will receive a THSBS “Welcome Visitor Experience” Certificate of Attendance

Materials

supplied: Each participant will receive a copy of a Workbooks with useful information and Tips for Tourists

Presentation

method: A combination of individual and practical group work, linked to facilitator-led discussions and group exercises including role plays and case studies with a focus on accelerated learning.

COSTING AND PAYMENT TERMS

- **Payment terms:** Two payments made up as follows:
 1. 50% deposit of the total invoice payable before commencement of training for learning material design costs; Facilitator Fees; administration; etc..
 2. final 50% of the total invoice payable after the completion of each Training Workshops


Costing:



A ONE-DAY TRAINING WORKSHOP AT A COST OF R 18 000.00 FOR 30 DELEGATES PER DAY INCLUDING WORKBOOKS, CERTIFICATES OF ATTENDANCE, VENUE AND CATERING COSTS


(Alternatively, R 750.00 per delegate for the one-day Workshop. Subject to a minimum of 20 delegates and a maximum of 30 delegates per Training Workshop. Includes Certificate of Attendance, Delegate Workbooks, venue and catering costs and vat)

Should you require further information please contact Don Leffler or Cathy Foden at 071 0493 221 or 082 330 6920 or by emailing info@tourismtraining.co.za or study@eazistudy.com

OTHER TRAINING WORKSHOPS
OTHER TRAINING WORKSHOPS

NAME OF TRAINING WORKSHOP	DURATION	COST PER DELEGATE
KNOW YOUR COUNTRY, KNOW YOUR CITY	HALF-DAY	Available on request
SOUTH AFRICA AS A DESTINATION	ONE-DAY	Available on request
THE LIFE OF A TOURIST IN: Durban; Cape Town; Johannesburg; Bloemfontein; Rustenburg; Pholokwane, etc.	ONE-DAY	Available on request
 SA HOST CUSTOMER SERVICE	TWO-DAY	Available on request
WELCOME VISITOR EXPERIENCE	HALF-DAY	Available on request
THSBS COMMUNICATION & ETIQUETTE SKILLS	TWO-DAY or ONE-DAY condensed version	Available on request
WINNING WITH WORDS: ENGLISH & PRONUNCIATION SKILLS	ONE-DAY	Available on request
BE AWARE, BE SAFE	HALF-DAY	Available on request

<p>EDUCATION & TRAINING SPECIALISTS</p>  <p>bsn Business Solutions Network</p> <p>HR/IR, LABOUR LAW & PROJECT MANAGEMENT ADVISORY SERVICES</p>	<p>THE SCHOOL OF BUSINESS T/A TOURISM, HOSPITALITY & SPORT BUSINESS SCHOOL Campuses in Johannesburg, Cape Town & Durban P.O. Box 388 Lonehill 2062 Email: info@tourismtraining.co.za Tel: 071 0493 221 or 031-266-4027 Fax: 0866 1733 66 or 0865 1148 67 THETA Accreditation Nr. 613/P/000051/2005</p>	 <p>Partners in Performance www.thsbs.com</p>
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A commitment to quality service in South Africa

SA HOST CUSTOMER SERVICE TRAINING PROPOSAL.

SA HOST

The SA Host Mission is to foster the spirit of unconditional, collective hospitality in South Africa by improving the service standard nationally through training, and creating awareness of the importance of the individual's role in their place of work and as ambassadors for their community and for South Africa.

WORKSHOP OBJECTIVES

To improve service standards through training, changing attitudes towards visitors and customers. Also to create an awareness of the tremendous value of the visitor industry to the country and to highlight the role played by every resident in ensuring National success and elevating national pride.

WORKSHOP OUTCOMES

At the conclusion of this workshop, participants will be able to:

- identify the importance of good customer service to South Africa and the role you play;
- meet and greet customers, and remember their names;
- make a good first impression and use every opportunity to improve it;
- communicate clearly with customers, face to face and over the telephone;
- listen effectively to customers and ensure you meet their need;
- use effective techniques to handle emotional situations and customer complaints;
- identify the major sectors of the Visitors industry, their value and the role play in them;
- provide your customers with information on local services and attractions;
- increase your professionalism and pride in providing service to your customers and visitors.

HISTORY OF THE HOST PROGRAMME

In 1993 the government of British Columbia conducted a survey and discovered that both local residents and visitors felt that the general standards of the services provided by British Columbia were unacceptably low. They also discovered that the attitude of residents to visitors was indifferent, and even hostile in some cases. The government wanted to change this view of British Columbia at the World Expo that was to be held in 1985. They wanted to ensure that visitors to the Expo had such a good experience that they would want to invest in the country and also come back on holiday. They came up with a program called **Super Host**. The two objectives were to:

- Improve service standards through training, and
- Change attitudes towards visitors by creating awareness of the value of the visitor industry to the country, and the role-played by every resident.

The program worked so well, that over fourteen countries have now adopted similar programmes!

The Tourism, Hospitality and Sport Sector Education and Training Authority (THETA) knew that South Africa faced the same problems – a general low standard of service quality, and an indifferent attitude towards visitors. THETA then obtained start-up funding for SA Host from the Business Trust and the first SA Host Customer Service Training Course was run in Johannesburg in December 2001. ZimHost assisted SA Host to set itself up. SA Host is supported by both government and the private sector.

Name of

Workshop: **SA HOST CUSTOMER SERVICE**

Duration: Two full days
(08h30-16h30)

Who should attend:

Every individual who has contact with visitors, customers or other staff members would benefit from this programme.

Pre-requisite: None

Certification: Following successful completion of the SA Host Customer Service workshop, participants will receive a nationally recognized SA Host certificate and Lapel Badge.

Materials supplied:

Each participant will receive a 44 page workbook

Presentation

method:

A combination of individual and pair work, linked to facilitator-led discussions and group exercises including role plays and case studies with a focus on accelerated learning.

Costing:

A ONE-DAY TRAINING WORKSHOP AT A COST OF R 18 000.00 FOR 30 DELEGATES PER DAY INCLUDING WORKBOOKS, CERTIFICATES OF ATTENDANCE, VENUE AND CATERING COSTS

(Alternatively, R 750.00 per delegate for the one-day Workshop. Subject to a minimum of 20 delegates and a maximum of 30 delegates per Training Workshop. Includes Certificate of Attendance, Delegate Workbooks, venue and catering costs and vat)

AIMS AND PURPOSE OF WORKSHOP CONTENTS (OUTCOMES)

Getting To Know You

- a) Participants get to know each other, feel more relaxed and ready to interact.
- b) Creates situation similar to meeting a customer for the first time-Relates to First Impressions, Greeting and Making Conversation, Using and Remembering Names, Communication Process and Listening Skills. Sets scene for other modules.

Introduction to SA Host

Participants need to understand that they make a commitment to provide professional service at work, and to be hosts in their community. They should, during this introduction, become excited about the SA Host programme and being a part of it.

What is Service?

Participants themselves define excellent service and understand the need to treat each customer as an individual without making assumption about what they want. Motivate them to learn the other skills taught.

Who are your customers?

Introduces the concept of internal customers, and emphasizes the need to treat their co-workers as customers in order to ensure greater efficiency in serving the external customer.

Moments of truth

Creates the realization that impressions of an organization, community, person are given constantly by individuals-on duty and off, and that each individual is responsible for the impression they create.

First impressions

To understand how important the first impression is, and the different ways these are created.

Greeting customers and making conversation

The importance of acknowledging customers and making conversation with customers to find out more about their needs.

Using and remembering names

The first step in creating and maintaining a relationship with a customer, to make them feel welcome and important. To practice remembering names.

The communication process

Creates awareness of the barriers to communication so participants understand the importance of listening carefully and checking information.

Eliminating the "no"

Create understanding that there is a positive and negative way to respond. Positive ways create good impressions.

Telephone skills

To get participants to understand how their face to face communication skills relate when speaking on the telephone, and what give callers an impression; to improve their telephone technique and make them aware that, just because their customer cannot see them, they can 'hear' their attitude.

Listening skills

To show that listening effectively is a skill – it does not come naturally, and to teach good listening behavior.

Active listening skills

To learn how to handle emotional situations calmly and professionally.

The silent majority

Enforces the need to establish a relationship with customers, to listen actively and to check information. Creates awareness that just because a complaint hasn't been received does not mean everything is alright.

Handling complaints

To give a step by step guide to handling complaints professionally.

Value of the visitor industry

Creates understanding that everyone is involved in giving visitors a good impression; and that the economic impact of the visitor industry affects everyone. Awareness that it is important to be hosts to visitors.

Be proud of your community

Promote pride in, and a better knowledge of own community. Adds values to service provide.

What is professional?

A convenient wrap up to the skills learned, and reminder of what is required of a SA Host when providing service.

Personal action plan

TO promote follow up of the programme, and create definite goals to aim for.

Review exercise

TO ensure that the concepts have been understood, and SA Host standards maintained.

Workshop evaluation

Helps to determine trends, Leader's self-evaluation, areas needing focus, future content.

COSTING AND PAYMENT TERMS

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Payment terms: 50% deposit of the total invoice payable before commencement of training for administration and learning material to be purchased from THETA. The other 50% payable on completion of the project.

Should you require further information please contact **Don Leffler** on **071 0493 221** or email info@tourismtraining.co.za **WEBSITE: www.thsbs.com**

Warm regards

Don Leffler