



SUPPLY OF SCARCE SKILLS TO MEET THE DEMANDS OF 2010

The **TOURISM, HOSPITALITY & SPORT BUSINESS SCHOOL** offers SPECIALISED skills training to meet the demands for the Soccer World Cup 2010.

Training covers the sectors of Tourism; Hospitality; Sport and Business Skills. Special attention is focussed on training for Volunteers.

The Director of the Tourism, Hospitality & Sport Business School, Adv. Don Leffler, is pleased to announce the launch of full-time, correspondence courses and a wide variety of short courses.

THSBS has formalised associations with professional organisations who together form a dynamic team who's aim is to drive a dynamic programme of building capacity in Skills in the sectors of Tourism, Hospitality, Sport and Business. "Our courses are designed to equip the individual with both practical and theoretical skill which will assist in employment opportunities," said Don.

THSBS not only provides the training, but also assists in placement of individuals through the recruitment arm, 'Skills Alive'.

2010 is looming and the focus is on South Africa's ability to produce skilled individuals to ensure a World Cup success. Skills Development programmes that will provide training in all these roles and more, will afford South Africans the opportunity to contribute to the organisation and day-to-day activities in the World Cup event.

Don said that these National Certificates, skills programmes and short courses open up new and exciting career paths for many individuals that will be available before and beyond 2010.

The Tourism, Hospitality & Sport Business School have a vision: to develop expertise and skills in all South Africans. THSBS is not restricted to the major centres but can reach the rural communities where there is a wealth of untapped skill, expertise and talent.

All South Africans are going to experience "soccer-fever" over the next 3 years. Lets not only give the people a "good dose of Soccer", but invest in their future and the future of South Africa.

There is no doubt that developing skill, tracking learner progress and recording expertise will have a positive impact on 2010 and further into the future.

Booking forms for these courses may be obtained by
E-mailing: info@tourismtraining.co.za and viewing the THSBS website at
www.thsbs.com



Tourism in South Africa



A WELCOME Experience

TOURISM TRAINING PROGRAMMES WITH A DIFFERENCE !

PREPARING THE TOURISM INDUSTRY FOR 2010 AND BEYOND

NAME OF TRAINING PROGRAMME	DURATION OF COURSE	COST PER DELEGATE <i>Subject to a minimum of six delegates per course</i>
"Welcome Visitor Experience" A customer care training programme for staff interacting with tourists	Half-day	R 450.00 per delegate
"Be Aware !! Be Safe !!" Creating Health & Safety Awareness amongst Tourists - for staff interacting with tourists	Half-day	R 450.00 per delegate
"Winning with Words" Improving English and Business Communication skills for those interacting with tourists	1 –day basic programme	R 750.00 per delegate
	3-day intensive programme	R 1 750.00 per delegate
FUNDI: South Africa as a Destination credit-bearing online Skills Programme registered with THETA. Information/knowledge training on South Africa as a Destination – key destination in all Provinces	3-month online credit-bearing Skills Programme registered with THETA and endorsed by ASATA Includes online Assessments	Costs available on request from THSBS at info@tourismtraining.co.za

For more information on the [Welcome Visitor Experience](#) and [Fundi](#) training programmes, please contact the Tourism, Hospitality & Sport Business School on 071 049 3221 or 031-266-4027 or email info@tourismtraining.co.za or visit www.thsbs.com

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 as a warm, friendly and safe Welcome and, also, knowledge of destinations (places of interest) within 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. S.A. Tourism was also instrumental in developing the Domestic Fundi (Knowledge of South Africa) eLearning training programme which has been endorsed by ASATA.

Designed, developed and trained by the Tourism Training Institute, a Faculty of the

Tourism, Hospitality & Sport Business School, the **Welcome Visitor Experience** and **Domestic Fundi** training programmes were created to provide the Tourism industry with some insight into tourist expectations and needs.

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.**

The **Welcome Visitor Experience** customer-care training programme was implemented during 2005 as a half-day training course, funded by SA Tourism, to front-line staff in hospitality (concierges and front desk staff), tourist guides, travel and tour consultants, tourism information officers and those involved in industry training.

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

Show It	Smile and give your best South African Welcome;
Share It	Tell people about our beautiful country;
Live It	Be a tourist and discover what South Africa has to offer;
Feel It	Be proudly South African and encourage visitors to come back!

The project was so successful and remains in such high demand, that the Tourism Business School (THSBS) is offering the **Welcome Visitor Experience** half-day training programme in all Provinces as a public awareness and Tourism-specific Customer Care Training Programme.

The Tourism Business School has, based on needs identified by the Tourism Industry, also designed and developed two supporting Training Programmes

"WINNING WITH WORDS"

An English and Business Communication Training Programme

Equipping the Tourism Industry to communicate effectively in English with Visitors

"BE AWARE !! BE SAFE"

Creating positive awareness amongst Tourists of Health and Safety issues

Equipping the Tourism Industry to positively communicate Health and Safety tips to Visitors

The Tourism Training Institute was also contracted by S.A. Tourism to design the **Domestic Fundi** eLearning Skills Programme. The **Fundi** online learning programme was originally aimed at Travel Consultants to provide them with knowledge of key tourist destinations in South Africa. More than 400 Travel Consultants have registered for the **Fundi** online training programme. The **Fundi (South Africa as a destination)** training programme is accessible to Tourist Guides, Tourism Officials, students in Tourism, and any individual involved in the Tourism Industry.

For more information on the **Welcome Visitor Experience and **Fundi** training programmes, please contact the Tourism, Hospitality & Sport Business School on 011 463 3264 or 031-266-4027 or email info@tourismtraining.co.za or visit www.thsbs.com**

The Tourism, Hospitality and Sport Business School also offers various Corporate training programmes, as well as courses for private study in Tourism, one of the most popular is the National Certificate: General Travel, a ten-month full-time or twelve-month Correspondence training course. View Thebes's website at www.thsbs.com information.