

	<p>TOURISM, HOSPITALITY & SPORT BUSINESS SCHOOL P.O. Box 388 Lonehill 2062 Email: info@tourismtraining.co.za Tel: 011-465-2843 or 031-266-4027 Fax: 0866 1733 66 or 0865 1148 67 TTI THETA Accreditation Nr. 613/P/000051/2005</p>	 Tourism Hospitality & Sport Business School
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Tourism in South Africa

A WELCOME Experience



TOURISM TRAINING PROGRAMMES WITH A DIFFERENCE !

PREPARING THE TOURISM INDUSTRY FOR 2010 AND BEYOND

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.



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The focus of the **Welcome Visitor Experience** training programme is on a guest/customer centered 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

<p style="text-align: center;">“WINNING WITH WORDS” An English and Business Communication Training Programme <i>Equipping the Tourism Industry to communicate effectively in English with Visitors</i></p>
<p style="text-align: center;">“BE AWARE !! BE SAFE” Creating positive awareness amongst Tourists of Health and Safety issues <i>Equipping the Tourism Industry to positively communicate Health and Safety tips to Visitors</i></p>

The Tourism Training Institute was also contracted by S.A. Tourism to design the **Domestic Fundi** eLearning Skills Programme, which is registered with THETA as a credit-



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bearing online training 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 now being offered to Tourist Guides, Tourism Officials, students in Tourism, and any individual involved in the Tourism Industry.

The costs of attending the *Welcome Visitor Experience* training programmes are:

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

For more information on the *Welcome Visitor Experience* and *Fundi* training programmes, please contact the Tourism, Hospitality & Sport Business School on



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071 049 3221 or 031-266-4027 or email info@tourismtraining.co.za or visit www.tti.co.za

The Tourism Training Institute, a Faculty of 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 Certificate in General Travel, a ten-month full-time or six-month Correspondence training course. View THBS's website at www.thsbs.com for more information.



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