

A Welcome Experience

Tourists have a variety of experiences every time they travel!

These experiences contribute towards improving the tourist's perception of the host region. Positive experiences will help grow Tourism, thereby contributing to improved economic growth, writes **Adv. Don Leffler**, Director: Tourism, Hospitality & Sport Business School (THSBS).

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-tangibles - that which one cannot see but what one feels, such as a warm, friendly and safe Welcome and, also, knowledge of destinations and places of interest within South Africa.

SA Tourism launched the Welcome Visitor Experience training programme in July 2005. SA 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 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 four key aspects of customer service and these are:

- 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!

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. 

For more information on the Welcome Visitor Experience and Fundi training programmes, please contact the THSBS on 011 - 465 2843 or 031-266 4027 or email info@tourismtraining.co.za or visit www.tti.co.za

TOURISM TRAINING *of Distinction*

Grow your business by developing the skills of your most important asset: People

Consider these facts:

- Designed and implemented the Welcome Visitor Experience training programme for SA Tourism (SAT)
 - 15 Years of training service to the Tourism industry
 - Originated the Domestic Fundi programme for SAT
 - Trained all FET College Lecturers on new Vocational curriculum for Tourism & Life Orientation
 - Department of Sport & Recreation registered Training Provider for Sport courses
 - Accredited THETA training provider

Training courses:

- Customer Service: Welcome Visitor Experience
- Corporate Conduct & Business Professionalism
- Supervisory Development
- Leadership Development
- Sport Training Courses: coaching, administration, management
- Technical Skills: Restaurant management, waitrons, front office, tour operators, travel consultants
- Visitor Safety: Be Aware Be Safe programme
- Life Skills



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