

## Welcome Host - Information Sheet

*Course Aim: Welcome Host is a one day programme designed to help acquire new customer service and communication skills, as well as improve knowledge of local facilities and services.*

Duration                      1 Day  
Timings                        Start 9.15am – Finish (Approx) 4.30pm

### **Do I need previous knowledge and skills?**

No

### **Who is the course intended for?**

Students or members of staff that work within accommodation and catering, travel and transport, leisure and entertainment, retail.

### **What will I gain from the course?**

An understanding of the characteristics and importance of the hospitality, leisure, travel and tourism industry  
Recognition of the importance of customer service to hospitality, leisure, travel and tourism business success  
Ability to communicate effectively with customers  
Information on dealing with a wide range of customer requirements and situations

### **What does the course cover?**

- The value of excellent customer service
- The benefits and value of tourism
- The customer experience
- Key elements of customer service
- Setting and maintaining standards
- First impressions
- The communication process
- Types of communication
- Written communication
- Telephone techniques
- Knowing your area and giving directions
- Providing an accessible service
- Language and cultural diversity
- Welcoming customers of all ages
- Dealing with difficult situations
- Handling complaints and resolving problems
- Using customer service to boost business

**Course Method**                      Discussion groups  
Video presentation/clips  
Case studies and activities

**Assessment**                        A short multiple choice test, completed at end of the day.

**Next steps**                         Leading directly on to any of the other Welcome to Excellence courses, which builds upon and extends the knowledge developed and the NCFE qualification or Level 2/3 NVQ Welcome Management

If you require any further information, please contact:

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