

Welcome International - Information Sheet

Course Aim: Welcome International aims to help you provide a world-class standard of service.

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; and work with international customers.

What will I gain from the course?

Ability to communicate successfully and provide high standards of service to customers from a wide range of different backgrounds.

What does the course cover?

- The importance of overseas visitors to your organisation and to the UK economy
- Key international markets and major world languages
- Ability to use a range of basic words and phrases in the language of an overseas visitor
- Ways to communicate effectively with international visitors
- How to recognise and use appropriate body language
- Basic cultural differences between visitors from a range of regions of the world, and from different cultural and linguistic backgrounds
- Methods to work successfully as part of a diverse team
- How to anticipate and provide practical assistance to meet the likely needs of overseas visitors and UK residents from different cultural and linguistic backgrounds
- Techniques for delivering high standards of service to customers from a range of ethnic, cultural and linguistic backgrounds on a consistent basis
- Ways to encourage repeat business, and promote products and services to overseas visitors.

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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