

## Welcome Management - Information Sheet

*Course Aim: Welcome Management programme aims to help you to develop the understanding, skills and competencies that you will need for effective management of your business.*

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?**

Members of management who would like to develop their skills and competences in order to develop their service strategy by leading and motivating employees.

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

Knowledge on how to plan effective work strategies for your business. You will learn how to measure the key elements of business effectiveness, focusing on the quality of your team's customer service, and how to plan and implement improvements.

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

- The importance of service excellence for business success in tourism
- Ways to think creatively about how to deliver excellence in customer service through a clearly defined and structured customer service strategy
- Key external influences, including the main opportunities and threats, for your tourism-based business
- Techniques assess the internal strengths and weaknesses of your business
- Methods to develop clear objectives to guide the implementation of your customer service strategy
- Ways to implement your customer service strategy through developing your systems and people
- Appropriate monitoring and evaluation mechanisms to evaluate the quality of your customer service
- How to use an organisational assessment toolkit to implement your customer service strategy
- Recognition and planning of management development needs

**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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