

## Welcoming the World - Information Sheet

*Course Aim: This 'Welcoming the World' skill development programme aims to assist you to develop plans for attracting and welcoming international visitors, and communicating successfully with them.*

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

### Who is the course intended for?

Managers, owners and supervisors/team leaders within the tourism, leisure and hospitality sector, and which are located in the Berkshire, South Oxfordshire and South Buckinghamshire area.

### What will I gain from the course?

You will gain essential knowledge of how to approach marketing your business at an international level, maximising your businesses potential of the Olympic and Paralympic Games.

### What does the course cover?

The course will allow you to:

- Understand the key characteristics of the international tourism market
- Identify the needs of international visitors
- Speak the languages of our customers
- Communicate successfully with international visitors
- Develop intercultural skills
- Market your organisation internationally
- Monitor your performance
- Develop an action plan for attraction and welcoming international visitors

**Course Method**            Classroom style  
                                    Discussion groups  
                                    Powerpoint slides  
                                    Case studies and activities

**Assessment**                None

**Next steps**                    The range of Hosting the World courses is suitable for most businesses to gain the most out of the 2012 Olympic and Paralympic Games. The project is currently available in the Berkshire, South Oxfordshire and South Buckinghamshire area only.

If you require any further information, please contact:

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