



1 December 2011

News Release

ITT Recognition for Welcome Host Gold puts world-class customer service at the top of travel and tourism agenda

Welcome Host Gold - the latest course from the UK's most popular customer service training programme - has been awarded formal Institute of Travel and Tourism (ITT) Recognition for adding value within the travel and tourism industry.

ITT Recognition covers course content, delivery, evaluation - and delivering tangible results for participants. The one-day Welcome Host Gold course incorporates practical training, the latest thinking and best practice in customer care, plus an optional nationally-recognised City and Guilds qualification.

Claire Steiner, Director and Chair of ITT Education's and Training Committee, said: "The ITT is committed to raising and professional standards in the industry, and continuing professional development is vital to individuals and to the sector's future. World-class customer service is essential, with so many staff in consumer-facing roles. By awarding formal ITT Recognition to Welcome Host Gold we are confident that the course's objectives, outcomes, core content and delivery methods will make a real difference to staff and businesses."

Sue Gill, National Lead for Welcome to Excellence and Head of Training and Skills at Tourism South East, said: "Top-rated hotels, holiday operators, museums, B&Bs, and entire destinations are using Welcome Host Gold to improve customer service skills, and we have often tailored courses for their needs. Formal ITT Recognition is a great boost and shows how important delivering outstanding customer service is to the entire industry's agenda."

Welcome Host Gold is part of the UK-leading Welcome to Excellence suite of customer service training courses, taken by more than 330,000 people in the tourism, hospitality, leisure and retail sectors.

more/...

.../2

Clients include Bourne Leisure (Warners, Haven and Butlins), London Gatwick Airport, English Heritage, Parkdean Holidays, Chewton Glen, Imperial War Museum North and many local authorities; with destination-specific courses including Kent, Dorset, the New Forest, Blackpool and Cornwall.

It is a highly flexible course, and can be tailored to include content and knowledge specific to destinations and businesses. The course meets National Occupational Standards for Customer Service, and includes the option to gain a nationally-recognised Level Two City and Guilds qualification. Participants learn a range of today's core customer service skills - reflecting the latest techniques and best practice - including:

- recognising different customer expectations and how to meet them
- understanding their frontline service and sales role, up- and cross-selling
- effective proactive communications skills
- how to confidently deal with difficult situations
- effective teamworking in a frontline customer-facing environment

More at: <http://www.welcometoexcellence.co.uk/trainingprogrammes/welcome-host-gold.asp>

Ends

Media contacts

Tourism South East (Welcome to Excellence national lead organisation):

David Rose on 07976 658208 or david.rosey29@googlemail.com

or

Sue Gill on 023 8062 5435 or sgill@tourismse.com