

**Title: The Fundamentals for delivering Service according to International Standards**

Description: Our course is a series of building blocks that serve as the formation of service. Students will learn the fundamental skills based on International standards for high-end service. We outline principles and tools that can be adapted to your personality and your business. If you follow these guidelines, and practice these skills you will become a great service professional.

Why take this course: As China migrates from a low cost manufacturing economy to a higher value service economy, the demand for a qualified workforce is growing at an accelerated rate. This circumstance creates pressure on the workforce where knowledge and understanding of service commands a premium.

In January 2008 the World Travel & Tourism Council (WTTC) held an international conference on Human Resources for China's Travel & Tourism industry. The Conference concluded that, in order to meet the industry's future demands in China, it will be necessary to provide training and skills development of millions of people over the next 10 years. This course is designed to meet that demand. It teaches the skills used by the worlds leading service organizations to deliver memorable customer experiences. Participants will develop the skills and capacity to provide service in accordance with International standards.

Certification: Participants will earn a certificate endorsed by Tsinghua University (China), Global Ambassador Concierge, LLC (US), the World Travel & Tourism Council (London), and the U.S. Travel Association (formerly Travel Industry Association of America).

Who should take this course: The course is tailored for frontline service professionals from industries that are service oriented and international in scope. The course is offered to individuals who desire to advance their knowledge, understanding, and skill set in the offering personalized, world-class service to international visitors to China.

Features:

- Developed by authoritative professionals in the service business
- Teachers have industry experience - examples from actual experiences
- Proven industry best practices of International standards of service

- Practice skills through role play and group exercises
- Includes blend of classroom teaching, practice, and experiential learning from field trips outside the classroom
- Students will learn concepts, see how the concepts work, then practice and get feedback that will improve skills and begin new habits
- Measurable improvement and evaluation upon completion of course

Course length: 3 day course

Class size: 25-30 students

Course Fee: RMB 6,800 per student

