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## MEDIA RELEASE

### GUYANA TOURISM AUTHORITY CONCLUDES CUSTOMER SERVICE TRAINING

- *Members from the Tourism Sector and Taxi Drivers Trained*

**14 MARCH 2019 – Guyana:** The Guyana Tourism Authority, in collaboration with the Caribbean Tourism Organization, recently concluded two customer service training sessions aimed at improving the quality of service and hospitality within the tourism sector and among prominent taxi services that interact with travellers on a daily basis.

From February 27, 2019 to March 1, 2019, twenty-two members from the tourism sector and five trainers participated in a 'Delivering Quality Service' Training to learn customer service, visitor welcome and hospitality techniques aimed at enhancing the quality of the traveller experience in Guyana. Companies including Air Services Limited, Roraima Tours, Rainforest Tours and other attended this training.

In a five-day training session, March 4 – 8, 2019, eleven taxi drivers and five trainers gained in depth training on elevating their level of customer service through better understanding of cultural differences, developing and delivering an effective commentary as a tour guide, strategies that will create moments of magic, developing a personal action plan and the taxi driver's code of conduct to name a few topics. This training, called 'The Successful Taxi Driver' training was geared towards empowering our local drivers to be just that. Drivers from the Sheriff Taxi Service, Cyril's, R&T Taxi and the Eugene F. Corriea International Airport were in attendance.

Both training sessions were led by Ms. Joan Leacock from the Caribbean Tourism Organization. Joan Leacock is a highly motivated and experienced trainer and educator, with over twenty-five years' experience in various aspects of the travel, tourism and hospitality industry.

The Guyana Tourism Authority remains committed to the development of the tourism sector and will be hosting a series of training programmes based on a training needs assessment undertaken in May-June 2018. During 2019, the Authority aims to improve the quality of the training programmes offered by securing non-exclusive, non-transferrable licensed training curriculum and training key GTA personnel/stakeholders as Master Trainers.

### About the Guyana Tourism Authority

The Guyana Tourism Authority (GTA) is a semi-autonomous governmental organization responsible for developing and promoting sustainable tourism in Guyana through collaboration with sister agencies and the tourism private sector in order to maximize

local socio-economic and conservation outcomes and improve the visitors' experience. The GTA is focused on Guyana becoming recognized locally and internationally as a premier destination for protecting its natural and cultural heritage, providing authentic experiences, and maximising local economic benefits.

For more information on Guyana's rich and diverse offerings visit [www.guyanatourism.com](http://www.guyanatourism.com) or follow DiscoverGuyana on Facebook, Instagram and Twitter.

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