



GTA CONDUCTS QUALITY SERVICE TRAINING SESSIONS ***475 persons trained in 2019, a 50% increase over 2018***

Georgetown, Guyana (September 25, 2019) - The Guyana Tourism Authority (GTA), in collaboration with the Caribbean Tourism Organisation (CTO), recently concluded another successful round of 'Delivering Quality Service' trainings. Like previous sessions, these trainings focused on customer service excellence, visitor welcome and hospitality techniques to ensure all visitors receive a high-quality experience that is consistent with local and international standards.

On August 6-8, 2019 and August 14-16 at Bina Hill and Lethem respectively, a total of twenty-three (23) persons were trained at Bina Hill and thirty (30) at Lethem. The trainings were held from 9 am until 3 pm each day, and certificates of completion were presented to all participants.

The facilitator was Ms. Candace Phillips, and the trainings were guided by the CTO 'Delivering Quality Service' curriculum, which features a PowerPoint presentation, videos, and engaging hands-on participant activities. Topics covered as outlined by the CTO curriculum included:

- Understanding the Tourism Industry
- Understanding the Customer
- Defining Customer Service Excellence
- Why Service Excellence is Important in Tourism
- What do Customers want from me and my Organisation
- 10 Principles of Delivering Quality Service - videos and discussion
- Understanding cultural differences - videos and discussion

On September 9- 10, 2019, from 8 am - 9 pm, 22 staff members from various departments within Kosmos Grill & Lounge participated in another 'Delivering Quality Service', which was facilitated by Ms. Davina Layne, Manager of the Travel Industry & Development Division of the GTA.

Like the trainings at Bina Hill and Lethem, these sessions were designed to create an understanding of the role each individual with a hospitality business and the business itself contribute toward meeting patron's expectations in service delivery. The trainings also examined the importance of first impressions, brand image, and employee attitudes towards customers.

The GTA remains committed to elevating the tourism sector and will be hosting a series of training programmes throughout 2019 that were informed by a training needs assessment undertaken in May-June 2018. As of September 2019, GTA has trained 475 persons within the tourism sector and it is set to achieve its target of 635 by the end of the year. Those interested in

receiving training or becoming Master Trainers are encouraged to contact Ms. Davina Layne at 219-0091 or davina@guyanaturism.com for more information.

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About the Guyana Tourism Authority: The Guyana Tourism Authority (GTA) is a semi-autonomous governmental organisation responsible for developing and promoting sustainable tourism in Guyana through collaboration with sister agencies and the tourism private sector in order to maximise local socio-economic and conservation outcomes and improve the visitors' experience. The GTA is focused on Guyana becoming recognised 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.guyanaturism.com or follow DiscoverGuyana on Facebook, Instagram and Twitter or contact nicola@guyanaturism.com or sade@guyanaturism.com or call +(592) 219-0094.