



GTA CONDUCTS QUALITY SERVICE TRAINING ***Immigration officers and hotel staff among those trained***

Georgetown, Guyana (July 19, 2019) - The Guyana Tourism Authority (GTA), in collaboration with the Caribbean Tourism Organisation (CTO), recently concluded a 'Delivering Quality Service' training for staff at the Ramada Princess Hotel located at Providence, East Bank Demerara. From July 9 - 11, 2019, 15 participants from various departments within the Ramada Princess Hotel were trained in customer service excellence, visitor welcome and hospitality techniques to ensure all guests receive a high quality experience that is consistent with both local and international standards.

Designed by CTO and conducted by Ms. Davina Layne of GTA, these trainings were designed to increase awareness of the importance of tourism in both the Caribbean and Guyana. They also created an understanding of the role each individual person and organisation within the tourism industry plays in delivering quality service, the importance of first impressions and meeting customer expectations, and the value of each individual's personal brand, impact and attitude. During these sessions, participants were also introduced to the top 10 reasons tourism is a force for good in Guyana.

In addition, the final of four sessions of Delivering Quality Service training with the Immigration Department of Guyana will be conducted from July 23 - 25, 2019. These sessions will be carried out by Mr. Marlon George, local Consultant and Trainer, at the Police Force Officers Training Centre at Eve Leary, Georgetown. Once completed, approximately 95 Immigration officers would have received training in Delivery Quality Service.

As of June 2019, GTA has trained 340 persons within the tourism sector and it set to achieve its target of 635 by the end of the year.

GTA is committed to developing tourism establishments to further promote its unique tourism potential. As a result, an intermediate Bird Guide Training Session is currently ongoing at the Bina Hill Institute for Research, Training and Development in the North Rupununi District. From July 15 - 26, 28 participants (23 trainees and 5 persons being master trained) all from various areas across the Rupununi region will be trained. Executed by Mr. Robin Tapley of the Canadian Executive Services Organisation (CESO), the purpose of this training is to introduce the participants to the various levels of guiding and the types of situations they might encounter while on expeditions. In addition, they will be able to maintain a positive expedition experience by combining their skills in interpretation of the natural surroundings.

Upon completion, it is anticipated that the participants will be able to:

- Effectively conduct an expedition or interpretive program experience based on their skill level of knowledge and confidence in the field.
- Identify and react to situations that may cause some unexpected circumstances within a group expedition. These situations may include some or all of the following: unexpected wildlife and poisonous plant encounters, extreme weather changes, client/guide conflicts.

Safety measures, de-escalation tactics, basic wilderness first aid to deal with these situations are taught throughout the training. Bird biology, habitat selection and species distribution and techniques on how to attract and photograph wildlife are also a part of the training sessions.

- Maintain a positive and safe interpretive/expedition experience utilising their level and ability to react to unforeseen situations that might negatively affect the experience.
- Develop and combine a unique interpretive skill based on the diversity of the flora and fauna various geographic locations throughout the area and how their knowledge in these environments enhance the interpretive/guiding experience.
- Effectively develop an expedition experience that combines all the elements of a safe and informative adventure, whether it's a one hour, half or multi-day experience

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. 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.

###

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