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Destinations

Turks & Caicos Emphasizes Service Training

Published on: August 8, 2007

The Turks & Caicos Tourist Board is committing to a multi-phased service initiative designed to improve the quality and consistency of customer service delivery throughout the destination. The Turks & Caicos Tourist Board has formed a strategic partnership with hospitality and service training experts, Freeman Group Destinations, to implement a proven training process aimed at enhancing hospitality standards. The initiative, formally referred to as the Turks & Caicos National Service Training Program (NSTP), will consist of two distinct phases. The primary phase, Promises, will begin in the fall of 2007. This initial phase focuses on behavioral training and is directed at all frontline service providers, generally island natives, who interact with visitors in the public and private sector. These frontline employees include island immigration and customs agents, airport and seaport authority, taxi drivers, hospitality service personnel, tour agents, and restaurant and retail staff.

After determining pre-training benchmarks based on mystery shoppers, Promises establishes behavioral standards for employees and provides a customized and tailored training program to achieve desired results. The second phase of the program will kick-off before the end of 2007, and involves training and certifying five local representatives to run Promises workshops for the Turks & Caicos Tourist Board. These delegates will serve as training ambassadors and will lead quality improvement efforts within the hospitality industry, ensuring proper instruction for workers interacting with visitors on a daily basis. "Above all else the service provided to visitors during their vacation has the greatest impact on their decision to return and recommend the destination to others. We commend the Turks and Caicos for implementing this multi-phased training program, which is certain to establish an exceptional standard of hospitality for this spectacular destination," commented Kedrick Malone, managing partner for Freeman Group. Call 800-241-0824 or visit www.turksandcaicostourism.com.

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Program line-up: August 6 - 10

MONDAY:	Best of MATV - RCCL: Welcome Aboard Freedom of the Seas
TUESDAY:	Best of MATV - RCCL: Activities Aboard Freedom of the Seas (Part 1)
WEDNESDAY:	Best of MATV - RCCL: Activities Aboard Freedom of the Seas (Part 2)
THURSDAY:	Technology with Kate Rice
FRIDAY:	Marketing Tip by Robert Stalbaum from Strategies for Success - Part 6 of 10

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