

## CUSTOMER SERVICE FOR TRAVEL & TOURISM FOR FRONTLINERS

### INTRODUCTION

Tourism industry is increasingly becoming Malaysia's top source of income. Tourism is currently Malaysia's second largest source of foreign exchange revenue. From just 2.3 million visitors in 1980, last year, 2010, 24 million tourists visited Malaysia which translated into foreign exchange of RM56 billion. Thus, tourism will continue to be a key economic activity in Malaysia in the coming decades. However, long term success of the tourism in Malaysia hinges on the country's ability to develop sustainable tourism and attract repeat visitors. Both require the existence of a quality workforce that is attuned to the highest international standards yet deeply steeped in our culture, traditions and heritage. Excellent customer service will also ensure that our guests look forward to return to Malaysia again and again.

### COURSE CONTENTS

- Introduction to Excellent Customer Service
- The Tourism Industry
- Understanding your customers
- Effective Communication
- Identifying Cultural Expectations
- Providing Information and Advice
- Dealing with Difficult Situations
- Boosting Business
- Country Fact Files

### WHO SHOULD ATTEND

Airports/airlines, railway, bus and coach operators, travel agencies, tourism personnel, petrol stations, car hire, travel agents, airline reservation agents, tour operators, air cabin crew, and other front-line employees who are in continual contact with tourists.

### METHODOLOGY

Lectures, Exercises and Group Discussions, Presentations, Video Presentations, Role-Plays, Quizzes and Questions & Answers.

### RESOURCE PERSON

**Taidin Suhaimin** is a graduate in Management Sciences with Marketing major from Lancaster University, United Kingdom, Diploma in Public Administration and Certificate in Executive Development from UiTM (MARA University of Technology, Malaysia). He has more than 28 years of experience with over 16 years of practice as a professional trainer, speaker and consultant since 1993. From 1980 to 1992, he served with Yayasan Sabah (a leading statutory body in Sabah, Malaysia) on various capacities in educational development fields. In 1993, he founded his own training and development firm (UMGC) and ever since, thousands of individuals from more than 150 organizations in Malaysia, Brunei and Singapore benefited from his learning & training programs.

Duration  
2 days

SSTC Member  
RM 689.00

Non SSTC Member  
RM 742.00

SME  
Training Grant  
RM 222.60

\*all rates are inclusive  
of 6% GST

For more information or registration, contact:

Sabah Skills & Technology Centre

No. 8, Jalan 1C, KKIP Selatan, Industrial Zone 1 (IZ1), KKIP, 88460, Kota Kinabalu, Sabah

Tel: 088-496613/4 (Ms. Jennifer/Shariffah) Fax: 088-499615,

Email: [jennifer@sstc.org.my](mailto:jennifer@sstc.org.my) / [shariffah@sstc.org.my](mailto:shariffah@sstc.org.my)

VISIT OUR WEBSITE at: <http://sstc.org.my>

