



Guyana Tourism Authority
National Exhibition Centre
Sophia, Georgetown, Guyana

Tel: (592) 219 0094 - 6
E: info@guyanaturism.com
Web: www.guyanaturism.com

GTA trains 150 tourism industry personnel in Customer Service

Enhancing the quality of the visitor's experience

Georgetown, Guyana (October 26, 2018) – Today, the Guyana Tourism Authority (GTA) wraps up its two-day Customer Service Training with the staff of the Ramada Georgetown Princess Hotel. The training sought to train the establishment's 150 personnel in customer service techniques aimed at further enhancing their interactions with their clients and increasing the quality of the overall visitor's experience.

The training highlighted to the staff the importance and techniques of customer satisfaction and customer retention by focusing on topics such as the customer's needs, how to deal with disgruntled customers, and the attitude of service providers. Addressing these and other topics can eventually lead to a better customer experience, increased customer loyalty, increased business for the company and higher sales.

Mr. Rawle Dundas, Customer Experience Leadership Professional and Certified John Maxwell Trainer, led both days of the training. Mr. Dundas has over fifteen years of experience in the travel and tourism industry with a speciality of service training. He was the corporate trainer for Unicomer and specially recruited by the Cheddi Jagan International Airport for customer services training in the aviation sector.

"The GTA is pleased to facilitate this training for the Ramada Princess Georgetown and commend the initiative that they have taken to, not only, positively affect the service delivery at the property but to ensure the growth and development of their staff. Excellent customer service is key to ensuring memorable and exceptional experiences for our visitors, and this is something we should all work towards. The GTA remains committed to assisting all of our tourism stakeholders as they aspire to this level," said Davina Layne, Manager of Training, Licensing and Operations at the Guyana Tourism Authority.

The Guyana Authority engages in multiple training sessions throughout the year targeting the specific needs of the sector. Establishments, like the Ramada Georgetown Princess Hotel, can and should continue to reach out for specialised training. To date, the Authority has trained 418 industry personnel and 5 Adventure Travel Guide Standard Master Trainers.

The Guyana Tourism Authority is committed to working with tourism companies and communities in building their capacity, establishing market ready tourism products and an enabling environment for sustainable tourism development. This is an exciting time in the product development phase of Destination Guyana. With a new tiered licensing and certification system coming on stream, aligning the goals of the Authority with that of sister agencies and actively engaging the University of Guyana for shared ideas and roundtable

discussion with its tourism students, Guyana is making strong strides to developing the strongest tourism product possible.

For more information, please visit www.guyanaturism.com, contact Nicola Balram at nicola@guyanaturism.com, or call (592) 219-0093 or (592) 624-0410.

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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 maximizing local economic benefits. For more information, visit www.guyanaturism.com or call (592) 219-0094.