

NATIONAL PARK WELCOME

Tourist Board Training

Scotland's National Parks offer visitors a welcoming and memorable visit to a unique, natural, and cultural environment.

"National Park Welcome" (NPW) is a half day course aimed at frontline staff working in the tourism industry. It offers participants the opportunity to develop a variety of skills from improving customer service standards to understanding and appreciating the environment around them.

NPW has been developed by Tourist Board Training in conjunction with Cairngorms National Park Authority and Loch Lomond and Trossachs National Park Authority.

The course is a short, fun, yet informative programme that encourages individuals from a variety of backgrounds to explore customer needs, while providing participants with the opportunity to share their knowledge of the area.

This course is part-funded by the European Social Fund.

A course outline is included overleaf.

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National Park Welcome (NPW) is a specially designed course, looking at the importance of customer service within the context of a National Park. It has been designed as a short session (2-3 hours) to ensure that the participants (frontline staff) are away from their place of work for a short time only.

NPW aims to be fun whilst ensuring participants understand they are part of a larger team, and that their collective goal is to consistently exceed the expectations of visitors to Scotland's National Parks.

NPW often brings together people with different roles (rangers, visitor centre staff, boat operators, etc.), and explores their needs as internal customers, whilst also using the opportunity to share their knowledge of the National Park product.

NPW is very flexible and can easily be updated for delivery to new staff.



National Park Welcome Course Outline

- Introductions – What is Service?
- Deliver the Promise – Demonstrate the Service
- Creating a Positive Impression
- What If??
- Making a Difference
- Workshop Review

Contact TBT for more details or to express an interest:
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