

DAbusiness

train • grow • collaborate



Photo credit: VisitScotland / Luigi Di Pasquale

**Create memorable tourist experiences
by upskilling your employees**

Does any of this sound familiar?

“ I want to train in-house, but I **don't** have the **time**...”

”



“ I want to **offer more training** but I'm **not sure** how to go about it...”

”

“ I feel like my customer service is **struggling** through **lack of knowledge**...”

”

“ My staff **don't know** enough about the local area.. ”

”



“ I've **tried** training in house, but there is **no consistency** across the team...”

”

Upskilling your employees can create long-term stability and loyalty within your tourism business team.

D&A Business offers a variety of travel and tourism courses to save you time and allow you to focus on other priorities like growing your business.

How can upskilling help?

Like the hospitality industry, a high turnover rate is one of the biggest pain points within the tourism industry. It can feel like you are stuck on a constant rehiring and retraining loop that never stops.

This can then affect your customers as the ceaseless training of new staff can leave your business looking unprofessional and lacking in quality customer service.

With 45% of the hospitality and tourism workforce employed in roles where staff behaviour makes a crucial difference to a great customer experience, it is vital to ensure your employees feel valued, knowledgeable and prepared.

Invest in your team now to save time later

Investing in the development of your team allows employees to gain the confidence and knowledge needed to deliver a memorable customer experience. It will also encourage staff to stay which is much more cost-effective to you as a business owner in the long run.

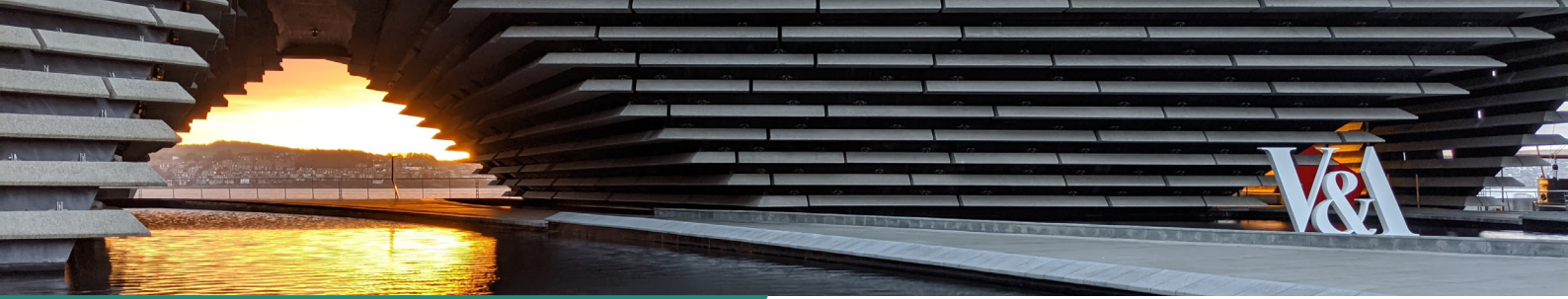
In fact, a LinkedIn study has shown that 94% of employees want to stay with an employer if they are offered development opportunities. *

Upskilling your staff can make them feel valued and create a positive and motivating working environment that they will want to stay and thrive in. This in turn creates a better experience for your customers leading to business success.

Training and development is also significant to tourism businesses as it gives employees the expertise and skills needed to help your company in other areas such as marketing or digital skills. This allows you to focus on other priorities like growing your business.

* Source: teamstage.io/training-statistics





Courses we offer

Dundee is on the map as a global tourist destination.

It has so much to offer our current and future local, national and international tourists who are eager to come and see what attractions we have in our lovely part of the world.

As you may know, some of Dundee's attractions include the V&A, The McManus Art Gallery & Museum, The RRS Discovery and Verdant Works. Our other attractions in Angus include Glamis Castle and Arbroath Abbey, to name a few.

Your business will benefit from the increasing rise in tourism to the local area and having detailed knowledge of the many attractions on offer will be vital for your own business and the visitor experience. At Dundee and Angus College, our team of tourism experts will partner with you to help you maximise your knowledge and understanding of the diverse range of attractions, facilities and experiences on offer.

An Introduction to Local Tourism Attractions

Duration: 1.5 days

Suitable for: Any business with tourist footfall

Our 1.5-day training course is designed to give you knowledge of attractions and services that are on offer in the local and surrounding area and an understanding of the different groups of people who would be visiting. It also includes the legal and quality standards you need to know.

Day 1 (full day)

- The wide and exciting variety of attractions in the area today and the related visitor experiences and expectations
- What attractions are due to be with us soon and how you can plan to launch that visitor experience
- What are the typical visitors who would wish to visit these attractions and how this may impact on your business needs and planning

Day 2 (half day)

- Social Media – responding to the needs of this media
- Customer service and the importance of going that extra mile
- Legislation governing attractions & national quality assurance criteria

Touring and Tour Guiding

Duration: 3 days

Suitable for: Those already working in a visitor attraction and those looking to diversify their business to offer tours.

Our tourism experts have designed a 3-day Tour and Tour Guiding course to give you the tools and understanding to create tour experiences ranging from 5-minute presentations on specific topics, to longer city tours and half to full day excursions.

Day 1 - Experience a Tour & Tour Planning

- A short, guided tour of Dundee City Centre (lasting no more than 45 minutes)
- Itinerary planning and script preparation on campus
- Risk Assessments

Day 2 - Script Development & Preparing to Deliver

- Supervised content creation
- Delivery: to include public speaking practice and group management
- Pre-tour administration, tour promotion and communication

Day 3 - Deliver a Live Presentation (This will be a minimum of 14 days after Day 1)

- Two weeks with some supervised content creation via MS Teams or email to construct a script
- Deliver a 5–10-minute tour as part of a group
- Receive feedback and review the tour

Creating a Great Visitor Experience

Duration: 2 days

Suitable for: Any business wishing to create a great visitor experience.

We have devised a 2-day training course which is flexibly designed to be adjusted to suit your business needs. This 2-day training event is open to any business and our team will help you understand how it can be tailored to your business.

Day 1

Getting you and your team ready by understanding your diverse customer needs, building the right culture to meet visitor expectations and building the knowledge that your visitor needs you to have.

- Global visitor expectations
- Your business culture and attitudes towards visitor experience
- Knowledge of attractions, historical links and connectivity for the area

Day 2

Collating, monitoring, responding to provide the best visitor experience

- Collating, monitoring and responding to visitor feedback
- Social media and customer care
- Mindset of continual improvement for success with routines to help you create a cycle of reviewing, planning and implementing and your visitor experience





Photo credit: VisitScotland / Kenny Lam

Bespoke courses

Proposed courses that could be made bespoke to your business:

Digital Skills & Marketing

Basics such as marketing mix, market segmentation, research skills, trends, managing social media, product promotion and engagement with customers.

Sustainable Tourism

Climate change, circular economy, certification schemes and support organisations.

Local Cultural Heritage (locality to suit business)

Past: Jute, Jam, Journalism.
Present: Digital, Architectural, Arts.
Future: River Tay, Sidlaws (connection with area).

Eco-Tourism

Accommodation and transport, experiences (wildlife, nature/landscapes, wellness, volunteering).

Activity/Adventure Tourism (locality to suit business)

Local: River Tay watersports and guided tours, running tours, Foxlake etc.
Regional: Sidlaws, Tentsmuir, Monikie etc.

Transport and Travel

Bus/train station, airport, taxis, cycle route and electric bikes, walking routes/tours.

Accessibility and Engagement

International visitors (language barriers), disability access, special interest usability (children and large groups).

Visitor Attractions

Unique Selling Point (USP), target markets, management and operations, seasonality, customer experience, diversification, and alternative income streams.

Bespoke Training Courses for Tourism Businesses

We can offer a range of upskilling tailored to suit the needs of your staff and you as an employer. Our team of specialists can work closely with you to create a unique training plan and will be happy to discuss any ideas you may have.

All of our tourism courses can be delivered online or on campus to suit your business needs.



Meet the team



Craig Robb

Tourism Lecturer

Craig has taught Travel and Tourism in Dundee for 15 years. He has experience of working for both domestic and international tour operators in various roles. He was also the High Season Airport Supervisor at Las Palmas Airport for Thomas Cook as well as an experienced Resort Representative in Gran Canaria and Majorca.

He then returned to the UK with Thomas Cook and migrated from the Tour Operations team to the Retail Travel network. Working in Thomas Cook branches in Tayside. As a general Travel Agent, Craig also specialised in cruise holidays, working as the Cruise Business Co-Ordinator for the Perth Branch, setting up and managing the Cruise Club for customers.

His degrees are in Environmental Management and Sustainable Development. Craig has a keen interest in the outdoors and nature and regularly hikes in Scotland. He is currently undertaking Yoga Teacher Training.



Federica Giacobbe

Tourism Lecturer

Federica is a fully qualified tourist guide in both Scotland and Italy. In Scotland, Federica is a STGA blue badge tourist guide and an active member of the association acting as trainer and assessor as well.

Federica holds a master's degree in History of Art and Project Management. She has been a professional in the field of the Travel & Tourism Industry for the last twelve years. In particular, she has considerable experience as a tour guide in the UK and abroad along with extensive experience in the field of travel management.

In 2019 Federica founded Stilla Finest Scotland Ltd, a Tour Operator based in Glasgow. Working for Stilla Finest Scotland Ltd, she gained expertise as both a travel agent and consultant. She has also worked in visitor attractions' operations.

Federica has worked as a tour guide delivering specialised tours on both Charles Rennie Mackintosh Architecture and Design and pre- and post-industrial Glasgow Architecture. For all these activities, she has maintained and developed a range of knowledge and skills. In more detail, as an active member of the STGA, Federica produces evidence on an annual basis of course attendance in relevant topics in order to receive the STGA CPD accreditation. Webinars, courses and workshops, such as those provided by the STA, Scottish Tourism Alliance, Glasgow City Heritage Trust and Historic Scotland are her main CPD sources.



Do I qualify for funding?

Funding is available through the Flexible Workforce Development Fund and some courses are free as part of our Skills Boost Activity.

Can I fit courses around our opening hours?

Bespoke courses tailored to your business are available. Course duration can be altered to your specific needs from longer-term bite-sized learning to short intensive programmes.

Across the three D&A Campuses we have a number of modern, state of the art facilities that can be hired for private use.

- A training restaurant and kitchen
- A fully-equipped gym
- 25m swimming pool
- Gym halls of varying sizes
- Outdoor pitch
- Dance studio
- Theatre
- Classroom space

With free car parking just outside the building, the venues are such a convenient location to bring your team together for training or team building, why not entertain clients or prospects at a showcase event.

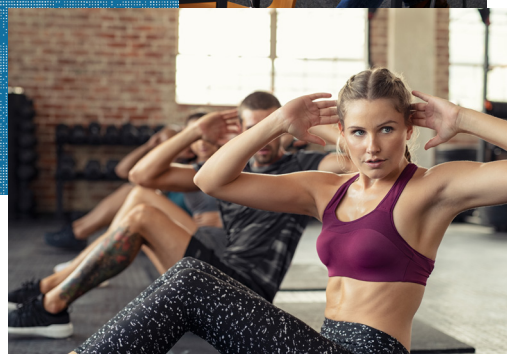
Our facilities are freely available within college during holiday periods and term time.

How do I know which is the right course for my employees?

The Business Partnerships Team can provide a free training needs analysis of your fitness business to see.

Can I use campus facilities for team days and training?

Yes you can, read about our facilities below.



Gym Memberships

Corporate and personal memberships are available at Gardyne Sports Centre

Create memorable experiences for tourists



Photo credit: VisitScotland / Kenny Lam

Speak to the D&A Business Partnership Team
to see how you can improve and grow your
business with employee training.

Tel: 01241 432724

Email: business@dundeeandangus.ac.uk