

## Academy enlists Tourism students to seek out quality customer service



Students will be pioneering a new scheme to test the quality of customer service

Talented tourism students (pictured) at The Bournemouth & Poole College are pioneering a new scheme to test the quality of customer service received by visitors and holidaymakers in Bournemouth this summer.

BTEC Level 3 Diploma in Travel & Tourism and Air Cabin Crew students have been signed up as "scouts and tourism champions" by the National Coastal Tourism Academy. They will play a vital role in the next few months in testing the quality of customer service offered by venues such as shops, restaurants, hotels, clubs and pubs in the town.

They will be on the lookout for exceptional service from people in the sector, and will be able to nominate them for a special merit certificate awarded by the NCTA to services and businesses in the town.

The NCTA is Government funded, backed by Bournemouth Borough Council and based at Bournemouth University.

Samantha Richardson, Director for the NCTA, said:

"These young people are destined to make a career in the tourism sector, so learning how to identify quality customer care and outstanding service from individuals they come across in their daily lives will help lay the foundation for driving up customer care standards for the future.

"Bournemouth is blessed with hundreds of tourism and hospitality students and we're thrilled that so many from Bournemouth & Poole College have joined the scheme.

"They will be scouting out businesses, restaurants and shops throughout the town and will be awarding certificates for their service."

About 25 students were briefed by Natalie Tye from the NCTA on their new powers and were awarded certificates of their own.

Judith Grandjean, Bournemouth & Poole College Travel and Tourism Tutor, said:

"All our students are part of the future of the country's tourism sector. It's vital that they learn to appreciate how much the quality of customer care is an integral part of creating the right image in a visitor-centred town like Bournemouth.

"At the same time it will boost their own self confidence and enthusiasm and it will obviously be a useful extra for their CVs."

"We are delighted to be working with the NCTA on this fascinating project."

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