



Global Ambassador Concierge  
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## **Title: Ambassador Concierge Service Training Program**

**Description:** This course trains service professionals in Cross-Cultural Communication and Professional Presentation in accordance with internationally acceptable service standards. This course is unique because of the blend of classroom teaching, role-play practice and experiential learning from field trips outside the classroom.

**Why take this course:** With the opening of the Travel & Tourism sector in China, there is an increasingly high demand for service professionals who possess the skills and capacity to properly cater to a demanding and high profile international clientele.

**Certification:** Participants will earn a certificate endorsed by Global Ambassador Concierge, LLC (US), the World Travel & Tourism Council (London), and the U.S. Travel Association (formerly Travel Industry Association of America).

**Who should take this course:** The course is designed for professionals from industries that are service oriented and international in scope. The course is offered to individuals who desire to advance their knowledge, understanding, and skill set in the offering personalized, world-class service to international visitors to China.

### **Features:**

- Developed by leaders in International service businesses
- Includes case studies of leading service companies
- Best practices of International service standards
- Students practice skills through role play and group exercises
- Students will learn concepts, see how the concepts work, then practice and get feedback that will improve skills and begin new habits
- Measurement through benchmarking and learning assessment
- Students develop action plan through completion of course workbook

Course length: 6 days  
Course size: 20 students  
Tuition fee: 12,000 RMB per student