



Contact:
Miguel Martinez
Media & Public Relations Officer
Belize Tourism Board
Email: mmartinez@travelbelize.org
Contact: 227-2488 /227-2420
Website: www.travelbelize.org

BTB provides Multisectoral Customer Service Excellence Training

Belize City, Belize-November 7th, 2014 – The Belize Tourism Board (BTB) is pleased to announce that on Thursday, November 6th, the organization held a Leadership for Service Excellence session for stakeholders of the public sector and Government agencies at the Belize Institute of Management. This session was held in collaboration with the Ministry of Public Service and tied into their strategic management plan for Customer Service. Agencies that were in attendance included: Immigration & Customs, Post Office, Belize Police Department and Tourism Police, NEMO, NICH, BELTRAIDE, Coastal Zone Mgmt., Income Tax and Traffic Dept. Special Guests included 3 members from the National Initiative of Service Excellence (NISE) in Barbados that worked along with these agencies which are directly or indirectly involved in the front line in the tourism Industry.

Sessions will continue with a 5-day “Train the Trainer” in Customer Service Excellence on November 10th-14th at the CZMAI on Princess Margaret Drive. Selected members of the participating organizations have been chosen to receive the full training, which will provide them with the knowledge, information and material needed to become trainers in Customer Service Excellence for their agencies.

Armeid Thompson, Director of Quality Assurance at the Belize Tourism Board, commented, “Tourism is a significant industry for the Belizean economy and Customer Service Excellence plays a vital role in strengthening service delivery. At the BTB, we recognize the importance for proper and sustainable capacity building efforts in collaboration with other agencies. By providing such training utilizing the NISE model, the industry and country will continue to develop higher standards in service delivery recognizing the value of the internal and external customer. It is our hope that this training module will become the norm amongst different government organizations by ensuring that the customer promise is fulfilled, while at the same time benefiting visitors by making the experience a welcoming and unforgettable one for all involved. “

For more information on this training, please contact the Belize Tourism Board at 227-2420.

About the Belize Tourism Board

The Belize Tourism Board (BTB) is a statutory body within the Belize Ministry of Tourism, Culture & Civil Aviation and it is governed by a Board of Directors appointed by the Minister of Tourism, Culture and Civil Aviation. The BTB works in conjunction with members of the private sector - including the Belize Hotel Association, Belize Tourism Industry Association and Belize National Tour Operators Association – and is dedicated to building tourism in the most economically and environmentally sustainable manner. As a part of its responsibilities, the BTB promotes Belize as a premier tourism destination to both in-country and international consumers. Among its outreach to the international travel market, the BTB markets the country’s unique attractions to travellers, members of the travel trade industry and media outlets in key markets.

The BTB is also dedicated to developing and implementing tourism programs that will help strengthen and grow the Belizean tourism industry; promote good destination stewardship; and instil high quality standards for accommodations and travel experiences. For more information on the BTB and its services, visit www.travelbelize.org.

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