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Training courses to build links with golf tourism market

Hospitality, leisure, travel and tourism businesses are being encouraged to swing into action ready to greet thousands of golfing enthusiasts heading to East Kent for The Open.

Visit Kent, the county's tourism champions, is organising a series of Welcome to Kent customer service training courses specifically tailored for people entertaining or providing services or accommodation to visitors to the county during the golf championship.

The courses are being held in Dover on June 14, in Margate on June 15, and in Canterbury on June 16.

The training days are led by Cheryl Parker, who heads the Visit Kent campaign to position Kent as a first class golfing destination across the UK and overseas.

Mrs Parker said: "Kent, with some of the finest and most beautiful courses in the country, has so much to offer golfers. The interest is there and we want to help

our hospitality, leisure, travel and tourism businesses capture this growing market.

“The courses will focus on all aspects of delivering exceptional customer service and tackle issues such as accessibility, working with older people and building long term relationships across a business to encourage repeat bookings and visits.”

The 140th Open Championship is being held at Royal St George’s Golf Club, Sandwich, from July 14 to 17.

To find out more about the Welcome to Kent training courses, or to book a place, call Georgia Mannering, at Visit Kent, on 01622 696935 or email: Georgia.mannering@kent.gov.uk.