



Programme Overview

Tourism Fast Track provides tourism business owners with new practical concepts that can be implemented in their business straight away. The programme offers a group of up to 15 tourism business owners a mix of tourism research, examples of best practice and real world experience relevant to their businesses.

Tourism Fast Track operates over two to four weeks comprising four core workshops (half day sessions) interspersed with two hours of one-on-one coaching for participating owners / managers.

The modules included in the programme cover:

- Designing and Managing the Customer Experience - including quality improvement and quality assurance.
- Systems to Deliver Growth - supporting high quality experience delivery on a consistent basis.
- Product Marketing and Distribution - to gain more customers / yield and to counter seasonality.
- Working Together to Accelerate Growth - exploring cooperative marketing opportunities to media, trade and visitors.

Programme participants are also presented with a series of user-friendly templates including a customer satisfaction survey, a Marketing Development Plan, a Tourism Marketing and Development Calendar and a sample media release.

Benefits for Course Participants

The training modules combined with individual coaching sessions and a series of helpful templates cover the theory and practice of customer experience management and demand creation in a way

that owners / managers can implement as they require. The result: tourism businesses that are capable of generating more profit through offering higher value experiences to an increased number of customers.

Tourism Fast Track also provides valuable networking opportunities for tourism businesses enabling them to build valuable local and regional relationships.

Programme Presenter

Craig Wilson, Managing Director and primary consultant for Quality Tourism Development, has been involved in a number of significant tourism development projects over the last 12 years. Craig developed or co-developed many of Qualmark's current quality assurance systems including star grading systems (for Hotels and Guest & Hosted) and the endorsement system for non-accommodation businesses. Prior to that he was General Manager, Marketing and acting Chief Executive at Tourism Auckland and Marketing Manager for Tranz Scenic (the long distance passenger train division of Tranz Rail).

Results of the Tourism Fast Track Pilot Programme

Three quarters of the participants on the pilot programme had implemented positive changes in the way they managed their product development, human resources, and customer surveys and in how they addressed opportunities in the visitor industry. Almost two thirds had made changes to the way they managed the customer experience and how they managed their business assets and their business systems.