



SERVICE ACROSS CULTURES

- *Service Across Cultures* is a half-day *SuperHost* workshop designed to increase front-line employees' awareness about the diverse cultures that comprise British Columbia's international tourism clientele.
- *Service Across Cultures* teaches:
 - ✓ *Cultural awareness* - helping participants understand and empathize with customers from other cultures; and
 - ✓ *Inter-cultural communication* - providing participants with practical skills to understand and be understood by customers from other cultures.
- *Service Across Cultures* focuses on the service expectations and requirements of visitors from many of BC's most important overseas markets, such as Hong Kong, Taiwan, Germany, Japan and others.
- *Service Across Cultures* also fosters an understanding for communication skills that will improve participants' relationships with their colleagues from different cultural backgrounds.
- The objectives of the SuperHost *Service Across Cultures* workshop are:
 1. To make participants aware of their misconceptions and biases when serving people from different nations or cultures;
 2. To improve participants' communication skills with people from different nations or cultures;
 3. To heighten participants' awareness of the responsibility we all have to improve our inter-cultural understandings in every phase of our lives;
 4. To educate participants about the travel trends of international visitors and the economic contribution to British Columbia.

For more information on workshops in your area, contact:

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