



ONLINE TOURISM EXCELLENCE AMBASSADOR PROGRAM DESIGNED FOR YOUR DESTINATION!

- ★ ONLINE
- ★ ENGAGING
- ★ INTERACTIVE
- ★ AVAILABLE ANYTIME,
ANYWHERE



**Your destination is unique and your Tourism
Ambassador Program should be too!**



ABOUT TOURISM EXCELLENCE AMBASSADOR ONLINE LEARNING

OTEC's Tourism Excellence Ambassador program is a dynamic, engaging online Ambassador program designed to support your destination's efforts to increase visitor engagement and create memorable experiences. Customized for your destination's unique needs, this program will inspire front-line employees and volunteers to turn every visitor encounter into a positive lasting impression.

Destinations spend significant resources marketing to, and attracting visitors. Ensure the service and visitor experience throughout your destination aligns with your brand goals, increases visitor spending and generates positive word of mouth.



CUSTOMIZED TO YOUR DESTINATION!

What differentiates OTEC's Tourism Excellence Ambassador program from others is that it is one of a kind and destination-specific. Online learning is a flexible, dynamic and economical way to train and certify large numbers of front-line employees and volunteers. Participants will learn about the products, events, and services that make your destination special through regional product knowledge checks, toolkits, and interactive activities. Customer service modules prepare Tourism Ambassadors to respond to visitor service requests and concerns so each service experience is exceptional. Upon completion, individuals receive their Tourism Excellence Ambassador Designation and a certificate of completion.

OTEC will partner with your tourism organization and stakeholders to develop an exciting and innovative Tourism Excellence Ambassador program that highlights all that makes your destination special and presents it in a way that engages your industry to be knowledgeable, service oriented, and inspiring brand ambassadors.

MULTIPLE PRODUCT OPTIONS!

Need An Excellent Foundation Of Customer Service Excellence Training?

OTEC recognizes that Destination Marketing Organizations have varying budgets, so we offer multiple learning options. If your destination is not quite ready for a fully implemented Tourism Excellence Ambassador program, OTEC also offers an engaging 60-minute online customer service program - Service Excellence Dynamics. Designed with an online coach, informative videos, fun and interesting activities, this interactive and economical online program is available 24/7 and is the perfect solution to implement consistent customer service standards across your destination.

"[The OHTO's OHvation Customer Service Designation Program] would not have been possible without the quality of expertise, industry insight and level of professionalism that OTEC brought to every aspect of project development and delivery, demonstrated through strong project planning and management, skilled analysis, and quick turnaround of program materials. Thanks to the leadership and competence of the OTEC team, the OHTO is better equipped to support the industry in becoming customer service leaders. We would look forward to the opportunity to work with OTEC again!"

Tourism Coordinator | Ontario's Highlands Tourism Organization (OHTO)



“Our goal at The Tourism Partnership of Niagara is to build service pride and love for our destination. We want our service staff to anticipate guest needs rather than reacting to guest requests. OTEC did an outstanding job of creating an engaging, educational and fun web-based learning program for us.”

CEO | *The Tourism Partnership of Niagara*

READY TO DEVELOP YOUR DESTINATION TOURISM AMBASSADORS?

Choose from four online programs ranging from Service Excellence Dynamics to three fully customizable Ambassador programs depending on your destination's budget, needs and the number of businesses or individuals you hope to train - Ambassador Excellence, Ambassador Excellence Dynamics & Ambassador Excellence Premier. The three customizable Ambassador programs include: Why it is important to become an Ambassador; Destination products, events, and services unique to your region; and How to provide excellent customer service.

Features:

- Interactive, engaging videos, activities, toolkits and quizzes designed for tourism destinations
- Flexible, economical and available to unlimited numbers of individuals anytime and anywhere
- Unique, custom-designed, destination-wide programs resulting in certified Tourism Ambassadors
- Optional leadership toolkits, marketing, and website support is available to enhance the success of the online program

4 Tourism Excellence Ambassador Online Learning Options:

SERVICE EXCELLENCE DYNAMICS	AMBASSADOR EXCELLENCE	AMBASSADOR EXCELLENCE DYNAMICS	AMBASSADOR EXCELLENCE PREMIER
<p>Introduce Service Standards into your Destination!</p> <p>This dynamic online customer service program is designed to create consistent service standards and service excellence delivery across your destination.</p> <p><i>Service Excellence Dynamics</i>, an interactive 60-minute program is an excellent option to introduce a Tourism Ambassador program to your destination if service is a priority and budgets are limited.</p> <p><i>Add an optional introductory video designed for your destination!</i></p>	<p>Economical and proven Tourism Ambassador Program!</p> <p>A customized destination-specific program based on OTEC's proven, engaging, and interactive flagship Tourism Excellence Ambassador online training program.</p> <p>This is OTEC's most economical turnkey Tourism Excellence Ambassador program that will be customized for your destination.</p>	<p>Includes an extra boost in customer service training!</p> <p>OTEC's engaging and interactive flagship Tourism Excellence Ambassador online program is combined with Service Excellence Dynamics to create the ultimate Tourism Ambassador program.</p> <p>Designed to ensure your designated Tourism Excellence Ambassadors are also Service Excellence professionals, this option includes 2 of OTEC's most popular programs to create consistent service excellence delivery across your destination.</p>	<p>Your own custom-designed Tourism Excellence Ambassador Program!</p> <p>This is the most inclusive, flexible and specialized of all the online Tourism Excellence Ambassador programs as it will be custom built by OTEC consultants for the unique Tourism Ambassador experiences and service requirements of your destination.</p> <p>The Premier program is suited for large destinations with numerous businesses and high numbers of front-line participants, or those destinations who wish to own the program.</p>

Programs subject to change
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To bring an Online Tourism Excellence Ambassador Program to your region, destination or association, please contact Client Services: (e) clientservices@otec.org (t.f) 1.800.557.6832 (p) 416.622.1975 ext. 212

ABOUT OTEC

OTEC is a leading training and consulting solutions organization that has developed and delivered innovative training and certification programs for the global tourism, hospitality and service industries for over 24 years. Renowned for its customer service training and service strategy development for businesses and destinations, OTEC has evolved to provide unique, branded solutions to tourism destinations wishing to further increase the quality of their customer service and visitor experiences.

OTEC consultants work with Destination Marketing Organizations and tourism businesses to develop Tourism Excellence Ambassador programs that meet the unique needs of each destination. Additional services can include development of regional Tourism Ambassador or service standards; service excellence and leadership training; development of evaluation and recognition programs; and branding/marketing support.

Other Services:

OTEC also offers a full suite of facilitated workshops and online training programs including **Service Excellence, emerit® Professional Certification programs, Leadership, and Designated Trainer Programs**. Consulting services include community and workforce development strategies, pre-employment programs and custom-designed learning programs.



"OTEC programs provide a great framework for those working in the Tourism and Hospitality industry. Through effort and support individuals will both be challenged and inspired. This will lead to enhanced performance in both their decision making roles and coaching and motivational skills."

Manager | Metro Toronto Convention Centre



Let OTEC help design the best program to ensure your destination creates lasting impressions!



For further information contact: Client Services (e) clientservices@otec.org
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