

Training on Customers Care with a Focus on Welcoming Muslim Tourists

In the frame of

The project: “Improved awareness of religious, cultural and human dimensions in support of sustainable development” financed by the Anna Lindh Foundation and

Implemented by Information and Nature Conservation Foundation in partnership with Küre Mountains Ecotourism Association, Turkey and PAN Parks Foundation, Netherlands;

PROGRAMME

Target group: tour operators, hotel managers, tourism entrepreneurs, tourist NGO representatives, representatives of the ALF national network in Bulgaria.

Day One

17:00 – 18:30	Opening. Presentation of Anna Lindh Foundation, the project, the programme and the objectives of the training Presentation of the participants and their expectations	Information and Nature Conservation Foundation (INCF)
19:30	Dinner	

Day Two

09:30– 10:30	Customer care – basic tourism services (accommodation, meals, transport)	
10:30 - 11:00	Coffee break	
11:00 – 13:00	Cultural differences and intercultural communication Major Christian and Muslim religious beliefs and cultural values and their impact on hospitality	
13:00 – 14:00	Lunch	
14:00 – 16:00	Specifics in the provision of basic touristic services to	

Muslim and Christian visitors and guests.

- 16:00-16:30 Coffee break
- 16:30 – 18:00 Small group work – practical tasks for welcoming tourists and provision of basic touristic services.
- 18:00 -18:30 Small groups work result presentation.
Summary of the day.

Day Three

- 09:00 - 10:00 Good practices, policies and offering of additional specialized touristic services.
- 10:00 - 11:00 Major Christian and Muslim holidays and the traditions associated with them. Examples of the ways to present Christian and Muslim traditions and customs as tourist products.
- 11:00-11:30 Coffee break
- 11:30 – 13:00 Small group work – practical tasks on the development and offering of specialized touristic products based on the presentation of Christian and Muslim traditions and customs.
- 13:00 -14:00 Lunch
- 14:00 – 15:00 Small group work result presentation.
- 15:00 – 15:30 Summary of the training results and closing of the event.