



USAID
FROM THE AMERICAN PEOPLE

TOURISM INDUSTRY BASED TRAINING SHORT COURSES 2010



Jordan Inbound
Tour Operators Association
الجمعية الأردنية للسياحة الوافدة



جمعية المطاعم السياحية الأردنية
JRA | Jordan Restaurant Association



Jordan Hotel Association
جمعية الفنادق الأردنية

INTRODUCTION

The goal of USAID/Siyaha Project is to transform Jordan's tourism product through world-class service delivered by Jordanians and superior experiences provided by investors and entrepreneurs, build the capacity of human resources across all major sectors of the tourism industry to ensure excellent standards of services, and improve the quality of hospitality and tourism enterprises for a safe and distinguished experience.

In partnership with Jordan Hotel Association, Jordan Restaurant Association, Jordan Food & Drug Administration & Jordan Inbound Tour Operators Association, we have developed a series of essential short training courses to enhance and develop the professional skills of current employees in the industry.

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BASIC FIRST AID TRAINING

A one-day course to develop basic first aid skills that will enable you to deal with situations that you may encounter during the day-to-day function of your duties. On completing the course, the recipient will be able to apply basic first aid practice. This introductory training course targets hotel employees, tour guides and tourist bus drivers.

COURSE CONTENT

General check of patient
Cardio pulmonary resuscitation (CPR)
Unconsciousness
Airway blocking
Bleeding
Fractures
Animal or insect bites
Poisoning

COURSE DURATION

Full day training from 9am to 5pm

TARGET AUDIENCE

Cooks, waiters, concierges, housekeepers, security, campsite supervisors, tour guides, tourist bus drivers and visitor center supervisors at tourist sites.

DATE OF COURSES

City \ Course No	1	2	3
Amman	6 Apr. 2010	7 April 2010	12 April 2010
Petra	8 Aug. 2010		
Aqaba	9 Aug. 2010		

LOCATION OF COURSES

City \ Course No	1	2	3
Amman	Le Meridian	Le Meridian	Le Meridian
Petra	Movenpick		
Aqaba	InterContinental		

CERTIFICATE

Participants will receive a certificate on completion of the course.

TUITION FEES

JDI 50 per participant, sponsored by Siyaha Project

LANGUAGE

The course will be delivered in Arabic.

SAFE FOOD HANDLING

This one-day course provides you with an introduction to safe food regulation, food protection techniques, and good employee hygiene and facility sanitation. The course is designed for those who handle food and who work at food service business.

COURSE CONTENT

- Food poisoning
- Food handling
- Food preparation
- Receiving and storing food
- Facility maintenance
- Pest control procedures
- Personal hygiene
- Prevention of food-borne illness
- Safe use of equipment
- Serving food safely
- Time and temperature control

COURSE DURATION

Full day training from 9am to 5pm

TARGET AUDIENCE

Cooks, assistant cooks, waiters, purchasing officers, storekeepers and campsite supervisors.

DATE OF COURSES

City \ Course No	1	2	3
Amman	27 Mar. 2010	24 Apr. 2010	12 May 2010
Petra	12 Jun. 2010		
Aqaba	25 Sep. 2010		

LOCATION OF COURSES

City \ Course No	1	2	3
Amman	Le Meridian	Le Meridian	Le Meridian
Petra	Movenpick		
Aqaba	InterContinental		

CERTIFICATE

On completion of the course, participants will receive a certificate accredited by Jordan Food and Drug Administration, Jordan Hotel Association and Jordan Restaurant Association.

TUITION FEES

JD 150 per participant, sponsored by Siyaha Project

LANGUAGE

The course will be delivered in Arabic.

HOSPITALITY SKILLS

This full day course combines theory and practice to highlight the advantages of basic self-presentation and social interaction, and help you to develop your skills in complaint handling procedures and guest courtesy.

CONTENTS

Communications and interpersonal skills

Role of non-verbal language

Responding to guest enquiries

Complain handling procedures

Guest courtesy skills

Guest relations

Up selling skills

COURSE DURATION

Full day training from 9am to 5pm

TARGET AUDIENCE

Cooks, waiters, concierges, housekeeping, guest relations, campsite supervisors, campsite owners and tourist bus drivers.

DATE OF COURSES

City \ Course No	1	2	3
Amman	24 Mar. 2010	15 Apr. 2010	22 Apr. 2010
Petra	3 Aug. 2010		
Aqaba	5 Sep. 2010		

LOCATION OF COURSES

City \ Course No	1	2	3
Amman	Le Meridian	Le Meridian	Le Meridian
Petra	Movenpick		
Aqaba	InterContinental		

CERTIFICATE

On completion of the course, participants will receive a certificate accredited by Jordan Hotel Association.

TUITION FEES

JD 150 per participant, sponsored by Siyaha Project

LANGUAGE

The course will be delivered in Arabic and English.

HOTEL CONCIERGE TRAINING

This one-day course helps you to improve your skills and knowledge in providing hotel concierge and tourism services and information to guests to enhance job performance to meet and exceed recognized industry standards . It targets hotel concierges and valet supervisors.

CONTENT

Role of concierge

Concierge behavior

How to use office equipment.

Make courtesy calls to guests

Respond to guest requests to:

- Recommend restaurants, souvenirs, activities, etc.
- Prepare maps and provide directions
- Help guests make airline reservations
- Rent cars for guests
- Arrange limousine service
- Arrange taxi service for guests
- Arrange tours for guests

Handling guests complains

Preparing a guest information file

COURSE DURATION

Full day training from 9am to 5pm

TARGET AUDIENCE

Concierge supervisors, valet parking supervisors, campsites owners and supervisors.

DATE OF COURSES

City \ Course No	I
Amman	18 May 2010
Petra	16 Jun. 2010
Aqaba	17 Jun. 2010

LOCATION OF COURSES

City \ Course No	I
Amman	Le Meridian
Petra	Movenpick
Aqaba	InterContinental

CERTIFICATE

On completion of the course, participants will receive a certificate accredited by Jordan Hotel Association.

TUITION FEES

JD 150 per participant, sponsored by Siyaha Project

LANGUAGE

The course will be delivered in Arabic and English.

ENGLISH FOR TOURISM

This 3-day course will help you to develop essential English skills needed to function within the tourism industry and deal with international customers. As the hotel and tourism industry is customer focused, the main goal of this course is to enhance your effective listening and speaking skills.

CONTENT

Participants will practice and learn how to use English to:

Introduce themselves

Deal with telephone enquiries and take a booking

Give guided tours of facilities

Write an e-mail describing a hotel and a letter of apology

Reply to enquiries and deal with complaints

Recommend sites and places to visit

Give directions and describe the weather

Describe and read a menu, take an order and explain a bill

Persuade a guest to buy a product or service

Recommend a restaurant

COURSE DURATION

3 weeks (3 hours/day and 3 day/week and 2 days in the last week = 24 hours total)

Morning session 9:00am – 1:30pm

Evening session 3:00pm – 7:30pm

DATE OF COURSES

To be determined.

LOCATION OF COURSES

To be determined.

CERTIFICATE

On completion of the course, participants will receive a certificate.



TRAIN THE TRAINER IN QUALITY STANDARDS

This three-day program will provide you with the knowledge and techniques needed to incorporate group training and operational skills training. It targets department supervisors and training managers at hotels, and restaurants, and tourism education teachers and trainers.

CONTENT

Role of training

Learning styles

Lesson planning

Question techniques

Operation based training

Group training

Presentation skills

Applying training in the classroom

COURSE DURATION

Three full days of training from 9am to 5pm

TARGET AUDIENCE

Hotels and restaurant food & beverage supervisors, accommodation supervisors, and training managers; campsite supervisors and owners; trainers and lecturers at schools, colleges and universities offering tourism courses and degrees.

Please fill the attached form (or download from www.siyaha.org)
and return to

Hotels

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For further information, you can contact
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USAID/SIYAHA PROJECT

“Tourism Industry Based Training” REGISTRATION FORM

Please fill in the required information

TRAINING COURSE TITLE

COURSE NUMBER

PERSONAL INFORMATION

Full name _____

Date of birth _____

Professional education _____

Contact details _____

Email _____

Telephone _____ Mobile _____

QUALIFICATION AND EXPERIENCE

Education Level _____

University / Institute _____

Major _____

Certificate _____

Title of your current position _____

No. of years in this position _____

How many years of experience _____

ESTABLISHMENT INFORMATION

Name of establishment _____

Name of HR Manager _____

Contact details _____

Email _____

Telephone _____ Fax _____

Mobile _____ Website _____

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