

The Virgin Islands Consortium

Hundreds Attend Department Of Tourism's Customer Service Sessions

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The Department of Tourism is reporting another successful round of customer service training sessions for hundreds of industry partners and business professionals throughout the territory.

Earlier this month, D.O.T. partnered with U.S. Virgin Islands native and keynote speaker Dr. Bryan Williams to deliver training sessions geared towards hospitality industry professionals, including airport representatives, supervisors, general employees and taxi operators.

According to D.O.T., which issued a press release Wednesday morning, the workshops focused on enhancing personal, professional and company brands, as well as reviewing the 10 major aspects of the Department's Customer Service Pledge. Attendees also

gained insight about how they can serve as an effective ambassador.

More than 700 participants attended sessions held at the campuses of the University of the Virgin Islands and the Territory's airports on St. Croix and St. Thomas.

As part of its commitment to continuously improve the level of service offered throughout the tourism and hospitality sector, the Department of Tourism invests more than \$25,000 for each quarterly customer service series, with an average spend of approximately \$35 per attendee.

"It is imperative that we provide customer service training to our partners in the tourism industry. We are in a global competition with other destinations, and today's discerning travelers make decisions based on many factors, including their expectations of friendly, helpful and attentive service. These sessions help us to achieve our goals of improving our performance in this area," said Beverly Nicholson-Doty, D.O.T. commissioner.

The department will offer an additional opportunity to participate in customer service training before the end of 2016, according to the release.

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