



# China Welcome Tourism Training

## The Peacock at Rowsley, Derbyshire, Thursday 22 October

Capela China, a member of VisitBritain's GREAT China Welcome delivers training to any tourism-related businesses needing support and guidance for their front-line staff in welcoming Chinese visitors. Success in this training qualifies your organisation for FREE membership of VisitBritain's GREAT China Welcome programme.

Capela China represents the China Outbound Tourism Research Institute (COTRI) in the UK. COTRI is the world's leading independent research institute for information, training, quality assessment, research and consulting relating to Chinese outbound tourism. This CTW (Chinese Tourist Welcome) programme was devised by COTRI and adapted to the UK market by Capela.

Gary Grieve ran a similar programme for Derbyshire tourism businesses to high acclaim last year and is returning to provide training by the UK's leading China Tourism Trainer.

The programme is being run for Derbyshire Tourism Businesses. It is suitable for those in leadership or management positions in tourism attractions. Capela Training runs a separate operational training day for frontline staff. Please ask about details.

Places are limited to 15 participants and so please book early to avoid disappointment. This is an excellent opportunity for smaller businesses to attend otherwise very expensive training that will provide you with an insight into the Chinese tourism market and also set you on track for accreditation as a Chinese Government-accredited tourism attraction.

Costs are £110 per participant including lunch. Each participant is individually accredited by the Chinese Outbound Tourism Research Institute, COTRI and if two participants from one establishment attend, your business can become accredited. We can offer separate advice about gaining full Visit Britain China Welcome Status and also Chinese Government Accredited Tourism Status.

**Please book by contacting Jim Dixon, UK Countryside Tourism on 01629 650068 or [jim@ukcountrysidetours.com](mailto:jim@ukcountrysidetours.com)**