

DTU Holds a Tourism and Hospitality Marketing Services Workshop

A workshop on Marketing Services for the Tourism and Hospitality industry was held on March 16th, which attracted an audience of more than 200 lecturers and students from the DTU Tourism and Hospitality Faculty, the DTU International School and the DTU Vocational School. The event was a collaboration between DTU and industry experts from PUM in the Netherlands.



Professor Guillaume van Grinsvan teaching DTU students

With over 40 years of experience in the fields of event planning, tourism and leisure, Professor Guillaume van Grinsvan, a senior expert of the NHTV Breda University of Applied Science, provided DTU faculty and students with an overview of the skills required for communication, business plan preparation and creative thinking, with the objective of establishing a foundation for service excellence, product branding and complaint resolution.

By taking part in some interesting activities organized by Professor van Grinsvan, participants learnt ways of improving customer service and its vital role in the management of the Tourism and Hospitality business.

The Marketing Services workshop is one of the frequent activities organized by DTU to enhance the quality of education in important fields, such as IT and Tourism in particular. The workshop helped supplement the current basic knowledge of marketing services of DTU faculty and students. With its goal “*To Build a Teaching and Research University on Humanitarian Foundations*”, DTU has been focusing on broadening its partnerships with many other national and international institutions to meet the increasing demands for highly qualified workers for local and national industry in the near future.

(Board of Website Editors)