

MEDIA RELEASE

FOR IMMEDIATE RELEASE

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Become a Whitsundays Tourism Hero with QTIC

A new micro-credentialing program being offered by Queensland Tourism Industry Council (QTIC) is providing operators in The Whitsundays with free short courses to help retain and upskill staff.

Tourism Whitsundays has worked with QTIC to build a Whitsundays specific course to help operators to provide the most relevant information to their new staff. The micro-course 'Be a Whitsundays Tourism Hero' covers highlights of the region and how to interact with guests and customers to ensure they get the most out of their time in The Whitsundays.

Tourism Whitsundays CEO, Rick Hamilton said this program will help operators to fill skill gaps and give new and existing staff the opportunity to expand their knowledge of the region and customer service.

"Often the hurdles with upskilling staff are cost and time, but QTIC's program eliminates both of these with the new micro-credentialing program. The courses offered cover customer service, The Whitsundays region and other vital business areas, rostering, profit and loss essentials and leadership.

"The courses offered provide a great base knowledge for staff and I hope will help with staff retention in the region. In The Whitsundays we rely on tourism for 1 in 3 jobs, we welcome the assistance from QTIC to upskill and retain our staff in those jobs," said Mr Hamilton.

The Queensland Tourism Industry Council (QTIC) Micro-Credentialing Program provides tourism businesses with access to short online courses on the Typsy platform. The bite-sized video courses help operators retain staff and fill critical skill gaps in as little as 40 minutes.

Tailored specifically for the tourism industry, businesses can assign specific training to their staff to build a strong culture of learning and development and reduce staff turnover. Once staff have watched all the lessons in a course and answered a short quiz, they'll earn a micro-credential, or digital 'badge'.

To register for the free QTIC Micro-Credentialing Program and access the newly released customer service course, Be a Whitsundays Tourism Hero, register your interest here: [Micro-Credentialing - QTIC](#)

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To view a Word Document of this release and supporting images, [click here](#).

To view The Whitsundays destination video, [click here](#).

About Tourism Whitsundays: Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.



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