

WHAT IS ALASKAHOST?

★ An interactive seminar designed to equip tourism industry employees and job seekers with knowledge and skills necessary to provide high quality customer service to residents and visitors. The communication and customer services skills learned during this course also have application for employment opportunities with non-tourism businesses.

- ★ Objectives of AlaskaHost:
- Understand the importance of providing quality customer service.
 - Recognize and anticipate customer needs and expectations.
 - Understand the power of positive first impressions and the different types of communication styles.
 - Learn how to deal with dissatisfied customers in a professional, helpful manner.
 - Understand and communicate the economic benefits of tourism to the state of Alaska.



Artwork by Rie Muñoz

HISTORY ALASKAHOST

★ 1992

- **AlaskaHost** was developed for the Department of Commerce, Community and Economic Development (DCCED) and the Alaska Visitor's Association (currently the Alaska Travel Industry Association). Administered by Alaska Division of Economic Development (DED).
- It is based on Tourism British Columbia's SuperHost program that was designed to support the growth of tourism during the 1986 World Exposition. SuperHost was customized and licensed to other states and countries around the world, including Alaska.

★ 2005

- DCCED worked with AlaskaHost trainers to overhaul curriculum (recommendations from industry, government, and education partners).
- With the support of program partners, DCCED also ended the license agreement with Tourism B.C. and developed an entirely Alaska-owned program that could be more easily adapted to meet the needs of Alaska businesses.

★ 2015

- Since 2005, over 5,000 participants throughout Alaska have been trained using the AlaskaHost curriculum.
- Continued collaborative effort between AlaskaHost trainers, DCCED, the University of Alaska Fairbanks (UAF) Cooperative Extension Service to develop and improve curriculum and programs.



CUSTOMER SERVICE ESSENTIALS

AlaskaHost workshops are designed to stimulate various types of learners (hands on, visual, audio) combining small group activities, PowerPoint presentation, videos, and handouts. Workshops range from one hour to eight hours and can be customized to the needs of the organization hosting the workshop.

- ★ **Section One**
 - Introduction to Customer Service
 - What do Customers Expect?
 - What is Customer Service?
 - Why is Customer Service Important?

- ★ **Section Two**
 - Economic Impacts of Tourism

- ★ **Section Three**
 - The Importance of First Impressions
 - Dealing with Dissatisfied Customers
 - The Importance of Handling Complaints Effectively
 - Types of Dissatisfied Customers



ADDITIONAL WORKSHOPS

★ Telephone Customer Service

- Effective telephone communication
- Basics of an incoming call
- Basics of an outgoing call
- Handling angry callers

★ Hosting Customers with Disabilities

- Alaska visitors traveling with a disability
- Effective communication techniques
- Disability Etiquette Handbook

★ Alaska in Your Backyard: Learn About the Last Frontier

- Why is it important to know about your community?
- Get to know your local area
- Visitor safety
- State of Alaska trivia game



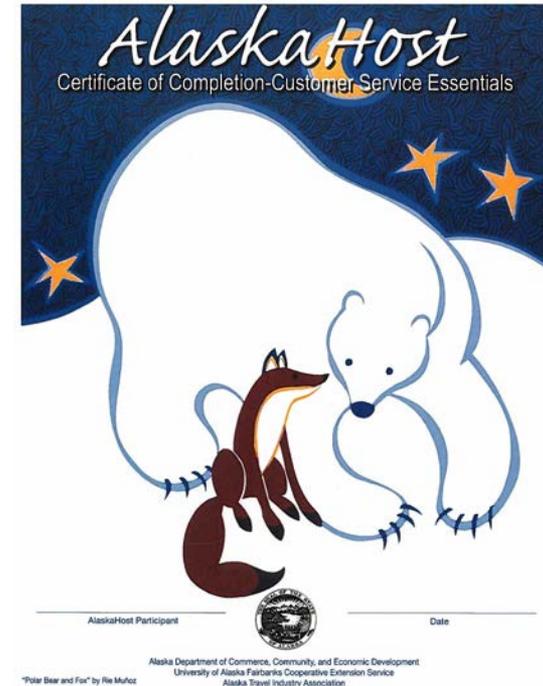
Fairbanks, Alaska. Downtown, Chena River. Flower baskets on Cushman Street bridge.
© Michael DeYoung/Alaska Tourism

Photo: Michael DeYoung/Alaska Tourism



COURSE COMPLETION AND CREDENTIALS

- ★ Upon completion of the Customer Service Essentials course, participants receive a course certificate and lapel pin, featuring the artwork of, Alaskan artist, [Rie Muñoz](#).
- ★ Job Seekers can add AlaskaHost and CulturalHost credentials to their online resume in the State of Alaska's **ALEXsys** website that connects job seekers and employers.
<https://alexsys.dol.alaska.gov/Default.aspx?C=1>



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PROGRAM CONTACTS

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★ **Find an AlaskaHost trainer** to schedule a class or become an AlaskaHost trainer.

The screenshot shows the Alaska Department of Commerce website. The header includes navigation links for myAlaska, My Government, Resident, Business in Alaska, Visiting Alaska, and State Employees. The main content area is titled 'Economic Development' and features a large image of a floatplane on a lake. Below the image, there is a 'Tourism Links' sidebar with a list of links including 'Tourism Development and Marketing Home Page', 'Official State of Alaska Vacation and Travel Information', and 'AlaskaHost'. The main content area is titled 'TOURISM DEVELOPMENT AND MARKETING' and contains the text 'What is AlaskaHost?' and 'AlaskaHost Objectives'. The AlaskaHost logo is also visible in the bottom right corner of the screenshot.

<https://www.commerce.alaska.gov/web/ded/DEV/TourismDevelopment/AlaskaHost.aspx>



THANK YOU 2015 TRAINERS!

State of Alaska Training Programs – 2015 Trainers Alaska Division of Economic Development

Alaska Travel Industry Association ★ **Anchorage School District** ★
You Should Be Here!
UAF Cooperative Extension Services **Gastineau Guiding**
Alaska Department of Labor Job Centers
Prince William Sound Community College
Cook Inlet Tribal Council
CulturalHost
Unalaska School District
Northern Safety Operations
North Slope Borough
King Career Center
Alaska Geotourism **SAVEC**
YAAKOOSGE DAAKAHIDI
Wrangell Institute for Science & Environment
Alaska Tour Guide Training
Alaska Job Corps
Nature Alaska Tours
Ketchikan Indian Tribe
AlaskaHost
Dimond Center Hotel
Visit Ketchikan
Alaska Marine Highway
Allen Marine Tours

Kayak Adventures Worldwide
Visit Anchorage
Anchorage Hilton

Grassroutes Associates
UAA Continuing Education

Explore Fairbanks
U.S. Forest Service

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