

## Service Quality (SQ) Plus (Tourism Value Chain)

### Description:

- This is a training program for the tourism supply chain which covers a network of tourism organization engaged in different activities ranging from the supply of different components of tourism products/services such as air transport, land transport, hotels, resto/bars, tour operators/guides, souvenir shops, etc. and involves a wide range of participants in both the private and public sectors.

### Objective/s:

- Enhance SQ knowledge and skills of workforce in the tourism supply chain.
- Develop the community and its tourism into a socio-economic tourism industry through innovative ways by ensuring the collaborative/partnership of stakeholders.

### Program Approach:

- Organization of SQ stakeholders
- Capacity building of stakeholders/workforce on SQ (Refer to 203 on contents of SQ module)

### Target Participants:

- Tourism supply chain

### Expected Outcome/s:

- Improved service
- Increase sales
- Higher productivity
- Established backward and forward linkages

