

# Welcome Chinese partnership announcement

Lobster Ink, the world's leading online hospitality learning platform, are proud to announce their new training partnership with Welcome Chinese.

Welcome Chinese is the only certified program for international tourism providers that is authorised and developed by the Chinese Tourism Academy (CTA). The aim of this program is to guarantee that Chinese Free Independent Travellers (FITs) travelling in Europe and abroad find facilities such as hotels, restaurants, shops, attractions, etc. which offer the standardised services they require.

Chinese FITs are one of the fastest growing contributors to the global hospitality industry and it is vital that hotels know how to accommodate them appropriately. In order to successfully meet all the requirements of Chinese tourists travelling abroad, Lobster Ink has created a course package which teaches hotels how to cater to Chinese FITs' specific needs.

The Chinese Traveller Standards: Introductory, Front Office, Housekeeping and Food and Beverage courses teach hotel colleagues about the basics of Chinese culture and how to interact respectfully and knowledgeably with Chinese Guests. These courses focus on specific Chinese cultural nuances that affect how Chinese Guests expect to be served, as well as the core concepts that have shaped Chinese culture.

Lobster Ink teaches international standards, skills and product knowledge to hospitality staff and management across 120 countries and 90 nationalities. Lobster Ink uses detailed, high-definition video content that is streamed to desktops, laptops, mobile and tablet devices. This makes it the training system of choice for the world's finest hospitality establishments.

The Chinese Tourism Academy (CTA) directly approves and issues the Welcome Chinese certification and strongly supports all Welcome Chinese activities within China and abroad.

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#### ABOUT LOBSTER INK

**Enable the potential in your team!**

**We're Lobster Ink, the world's leading hospitality learning platform.**

**With Lobster Ink there is a return on investment for every minute spent on learning**

Lobster courses cut the logistical costs of learning, deliver your brand message consistently and create long-term learning paths for your team. You always get a return on investment, a return on brand, and a return on learning.

**Simple onboarding. Easy to use. Comprehensive reporting.**

It's incredibly simple to get your team up and running on the platform. Detailed, real-time reports make sure you can track every team member's progress, and with your team using one learning platform, communication becomes more streamlined.

**Lobster Ink is designed with learning in mind. [Request your demo today.](#)**

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