

Tourism Orientation for Chandigarh Taxi Drivers

Public Relations Society of India-Chandigarh Chapter has initiated a program to sensitise taxi drivers and other service providers

Chandigarh, Union Territory, IND, 2007-01-27 13:24:48 (IndiaPRwire.com)

Chandigarh Chapter of Public Relations Society of India (PRSI) in association with the Chandigarh Tourism and Chandigarh Institute of Hotel Management, launched a capacity-building programme for the taxi drivers at the CIHM campus on the 25th January.

The pilot programme was launched for the licensed taxi drivers in the city which was formally inaugurated by Mr. Man Mohan Singh Kohli, who is a member of the governing body of CIHM, and Ms Renuka Salwan, Chairperson of Chandigarh Chapter of PRSI.

Our objective is to sensitise these taxi drivers as also other first point-of-contacts for the tourists, to be the ambassadors of the city, and render services ethically and professionally, informed Charanjit Singh, convenor of the programme, and former national vice president of PRSI.

Any tourist destination, besides the infrastructure, requires the support of its residents and whole lot of service-providers must partner in this entire exercise to make a destination into a brand and a wholesome pleasant experience for the tourists, he said.

PRSI shall also be initiating similar programs for the porters at the railway station and the airport, three-wheeler drivers, hotel staff, etc.

- END -

Chandigarh Chapter of Public Relations Society of India is one of the 34 chapters of this apex body of Public Relations practitioners in the country. PRSI is an affiliate of International Public Relations Association and Global Alliance of PR.

For more information, Please contact:

C J Singh

Managing Director - Core Communications Pvt Ltd.

91-172-2613190, 5016581

93161 33924

You can also visit www.prsi.in for more information.