

## **Introducing Harold James – Tourism Trainer / Tour Guide**

Harold's experience in the tourism industry is unique - spanning over 20 years working for an early pioneer of tourism on Fraser Island at Eurong Beach Resort, and growing with this operation throughout the ever-changing cycles and developments of this industry.

Formal qualifications in this budding industry were rare and management of Eurong Beach Resort operations were of the old school. Harold was employed for his enthusiasm, and his willingness to 'muck-in' wherever necessary to get the job done. So, Harold joined this small family of employees, sometimes working long and flexible hours, learning all aspects of the operation. Although officially hired as a Driver-Guide conducting some of the first organised tours on Fraser Island, it was not unusual to find Harold serving in the bar or the shop, serving petrol, helping in the bistro, at the reception desk or in housekeeping – making beds and cleaning rooms.

As the only Driver-Guide permanently residing on the Island, Harold conducted many group tours ranging from school camps, international travellers of all ages, and seniors and special interest clubs, just to name a few.

Harold, always striving to achieve the highest standard of customer service for his clientele, was instrumental in the design and implementation of many 'add-on' services - including information workbooks for school based programs and activities designed specifically for the evolving backpacker market - which was awarded the Resort Contiki Tours 'Best Night' by passengers.

Harold's innovation was recognised by management and in 1995 he was approached to develop a 2-Day Safari Tour. Harold started at the ground floor with tour and commentary development, brochure design, advertising and marketing of the product and delivery and further development of the tour.

As the Resort operations grew, so to did the need for additional staff, and with management realising a need for more formal training, Harold was assigned the role of Driver-Guide Trainer. Through this position Harold designed and introduced an extreme off-road 4x4 driving scheme and safety program specifically formulated to expose drivers to the all-weather changing conditions prevalent on Fraser Island.

In 1997, Harold transferred to the mainland division of the organisation to the position of Operations Manager. In this role, Harold was responsible for the operation of many specialised tours, training and most predominately tour and vehicle management. To assist Harold in this new role he undertook studies and successfully completed his Certificate of Transport Management from the University of Queensland. Harold also obtained formal qualifications for his years of experience by completing his Certificate III – Tourism (Guiding).

In 2003 Harold was further promoted to Administrative Scheduler for the new owners of the company – Kingfisher Bay Resort & Village.

Harold joined our team of industry based professional trainers in 2005 and has delivered training locally (Fraser Coast) and throughout Queensland. Harold understands the importance of quality customer service, and strives to offer a sound understanding of the tourism and hospitality industry through comprehensive training and shared experience.

In 2010 our Regional Queensland Office purchased a tour business, Off Road Adventure Safaris, and since then Harold has been back in the Tour Guide seat running boutique tours in Cape York. This role as well as his passion for the industry and love of learning ensures that his qualifications are kept current.