

## Deal is full of Eastern promise by ANDREW GIBBS

AN INTERNATIONAL travel company pioneering the employment of women in leisure and tourism in the Middle East has called on the help of a Milton Keynes-based training company.

Dancing lion has just returned from Saudi Arabia having carried out a major training contract for Destinations of the World.

The firm develops tailor-made call centre training for blue-chip companies.

Managing Director, Steve Shellabear, said: 'This particular project was exciting and challenging, as Destinations of the World has pioneered the employment of women - a first in the leisure and tourism industry in the Middle East.'

The training focused on call centre work, including customer services, interpersonal skills and selling over the telephone.

'It marks a major breakthrough for women in the Middle East and they are finally being recognised as having a major contribution to make to the economy,' said Mr Shellabear.

'The women were great to work with - they knew they were making history and were so eager to learn.'

Dancing lion has been invited back to Jeddah this month to work with Destinations of the World in planning the company's marketing strategy for the year.

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