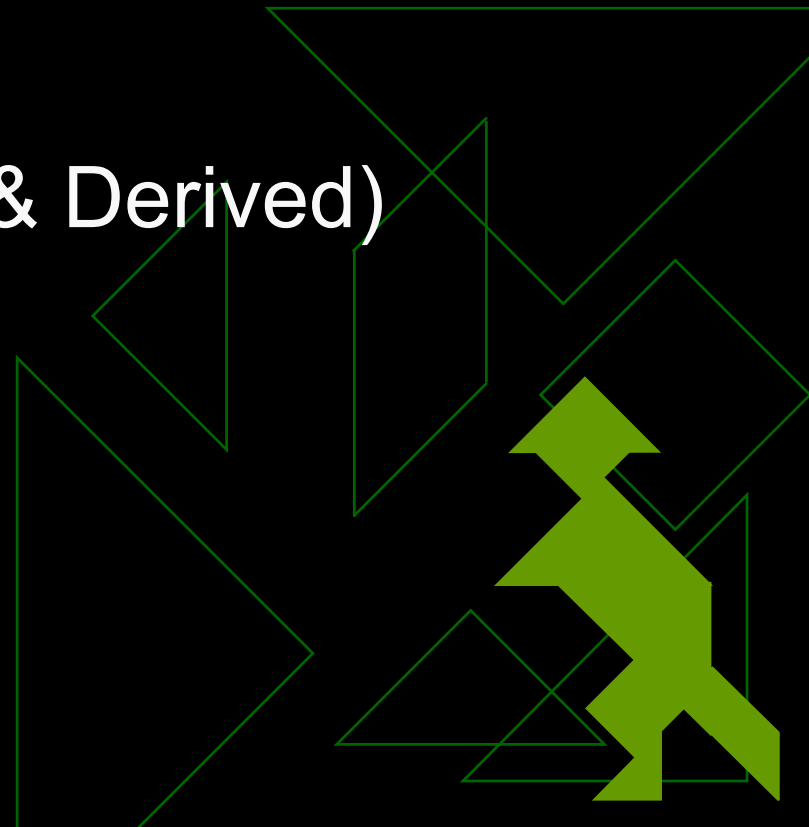


# **“BEST PRACTICES” in Tourism Information Management**

**McHale ANDREW**  
CTO/CRSDTP Adviser

# Outline

- ◆ Overview: definition
- ◆ Why best practices?
- ◆ Guidelines
- ◆ Best Practices (Actual & Derived)
- ◆ Way Forward
- ◆ Next steps



# Overview

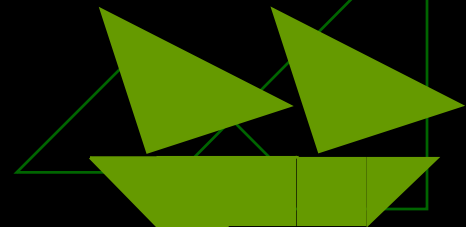
## ◆ What are “Best Practices” ?

### ◆ Definitions:

- Most effective & efficient method or system applicable to new or existing process for doing something.
- Effective method for solving a problem while minimizing risks and costs.
- “Management practices & work processes that lead to world class, superior performance” (Fletcher Challenge Ltd)
- Based on best available information
- Continuous improvement strategies

# Why Best Practices?

- Create awareness & understanding of better ways of managing tourism information processes
- Enable external benchmarking, internal networking
- Assist in pursuit of excellence
- Allow consistent achievement of objectives\*
- Promotion of alternative approaches
- Refocus organizational perspectives
- Facilitate replication



# Key Components

1. Best Skills
2. Best Processes
3. Best Solutions
4. Appropriate Resources
5. Continuous Improvement

# Guidelines

- ◆ Let all ideas contend/openness to learning new ways of doing things
- ◆ No hubris or “national manhood”
- ◆ Embrace change in pursuit of excellence
- ◆ Must be realistic & relevant
- ◆ Require:
  - Environment for collaboration
  - Tools for publication

# Best practices:

- ◆ - need consensus
- ◆ - cause replication
- ◆ - produce feedback
- ◆ - create improvement
- ◆ - require documentation
- ◆ - allow comparison
- ◆ - mean dissemination

# Possible Better Practices in the CTO Caribbean

- ◆ Partnership/structure of national authorities in E/D card design and data entry
  - Bahamas, Belize , Jamaica
- ◆ Central data warehousing
  - Australia
  - New MIST (derived)
- ◆ Data mining/Business reporting
  - Bermuda, Bahamas, Barbados



# Existing Better Practices

- ◆ Public comment/CRM
  - St.Lucia, Bahamas
- ◆ Attitudinal Survey
  - Bahamas
  - CTO/CRSTDP (derived)
- ◆ TSA Development
  - Dominican Republic, Bahamas
  - Trinidad & Tobago (alternative)
  - Barbados, St.Lucia, Jamaica (In progress)

# Existing Better Practices

- ◆ E/D Card design
  - Jamaica, BVI, Bahamas, Trinidad & Tobago
  - CTO (model in process of development)
- ◆ Website development
  - Australia, Curacao, Barbados, Bahamas
  - CTO/CRSTDP (To be developed)
- ◆ ROI on advertising/promotion
  - CTO/CRSTDP (see presentation on “Tourism Stats. In Planning....”)

# Existing Better Practices

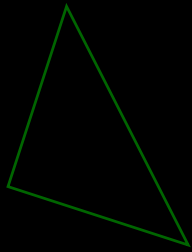
- ◆ Funding Of NTO
  - Belize, Jamaica
- ◆ Cluster analyses
  - Barbados, Bahamas
- ◆ Multi-island / Federal approach
  - Australia, Bahamas
- ◆ Online E/D card pre-processing
  - Australia

# Way Forward

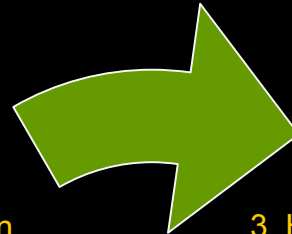
- ◆ Submit practices & ideas
- ◆ Select best candidates and consolidate
- ◆ Check relevance, requirements and limitations
- ◆ Document
- ◆ Create database of best practices
- ◆ Disseminate
- ◆ Update as required



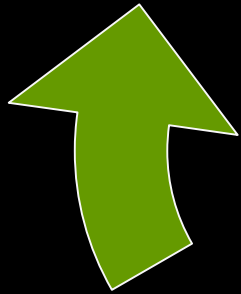
# Road to Wisdom:



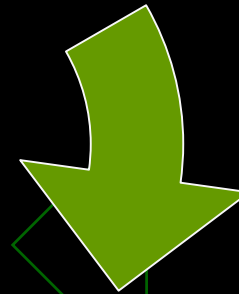
2. Files of information



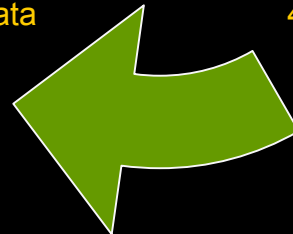
3. Halls of Knowledge



1. Jungles of Data



4. City of Wisdom



# Conclusion

## ◆ Tourism Competitiveness Requires:

- Utmost efficiency & effectiveness (cost/results)
- Knowledge of useful ideas & practices
- Openness to new possibilities
- Willingness to embrace change

## ◆ Implementation:

- Create database and update with latest practices
- Pilot/Replication in regional approach

# THANK YOU!

HAVE A SAFE TRIP BACK  
HOME.....

BON VOYAGE !!.....

