THE HUMAN RESOURCES DEPARTMENT

Webinar Presentation by:
Bonita Morgan
Director of Human Resources, CTO
May 12, 2011
PROMOTING SERVICE AND BUSINESS EXCELLENCE
What is Hospitality Assured?

It is a certification programme, developed specifically for tourism and hospitality businesses, that promotes overall service and business excellence, at the company level.
What does Hospitality Assured do?

It encourages owner-operators, managers and their teams to focus on how best to meet customers’ expectations and in doing so develop a positive reputation that generates repeat and new business.
27 companies in 8 pilot countries involved

Pilot countries are:
* Antigua & Barbuda
* Bahamas
* Barbados
* Dominica
* Grenada
* Guyana
* Jamaica
* Trinidad & Tobago

Funding support from EU/PRO€INVEST AND OAS

Business advisors and assessors who support the programme

UWI Cave Hill – collecting benchmarking data

CROSQ – managing the assessments
Promoting Service and Business Excellence

Hospitality Assured is an internationally recognized certification, licensed and operated by the Caribbean Tourism Organization in the Caribbean, to greatly improve service quality levels and enhance overall business competitiveness.

Until September 2011 businesses can benefit from the services of a business advisor free of charge and businesses with less than 60 employees can receive a 50% discount on the assessment cost.

The Hospitality Assured certification can help to:
- Improve quality standards on a continuous basis
- Increase customer satisfaction and loyalty
- Improve staff morale
- Reduce staff turnover
- Increase market share
- Enhance your marketability and generate great public relations
- Develop service ideals, values and principles that support a culture of excellence

For more Information contact:
Director of Human Resources, Caribbean Tourism Organization
T: 242-322-3020 | F: 242-322-3035
hospitalityassured@caribbeantourism.com
www.onecaribbean.org

Executive Vice President:
Bahamas Hotel Association
T: 242-322-8971 | F: 242-322-8020
bah@bahamashotels.org
www.bahamahotels.com/hospitalityassured

- Marketing/PR activities engaged in:
  - email campaigns
  - newspaper ads
  - new brochures
  - pop up banner
  - badges
  - newspaper articles
  - pins

- Pilot will conclude in September and then other countries can come on board if it is deemed a valuable programme
"Accra Beach Hotel & Spa is not a member of a chain of hotels. We are a stand alone operation. We are cognizant that customers are very brand conscious and thus associate certain standards to certain brands automatically when making choices.

We continually strive to maintain certain standards, so any opportunity to achieve that goal, we readily welcome.

This is the reason Accra has formed the partnership with Hospitality Assured. It affords the opportunity to advertise our certification to our clientele and, from an internal standpoint; it keeps us "on our toes" as it relates to "best practice" on a daily basis."

Jon Martineau - General Manager, Accra Beach Hotel & Spa, Barbados

“The Corner Hotel welcomes Hospitality Assured. It has given us the opportunity to modify and fine tune all of our processes. At the same time our team has realized how much of what we do and how we do it influences our customers. Our team is now re-inspired, re-energized and re-energized to continuously meet and exceed our guest expectations and experiences."

Nina Maynard, Owner, Managing Director, The Corner Hotel, Nassau, Bahamas
Caribbean “Sun Badge” Certificate Programme for Tour Guides
Caribbean Vocational Qualification for Tour Guides

*Raising the Level of Professionalism of Caribbean Tour Guides*

- CTO is working with HEART Trust/NTA in Jamaica

- Developing standardized curriculum for tour guide training: Level II and Level III programmes

- Level II benchmarked against the Blue Badge Tour Guide certification programme in the U.K.

- Expanding pool of internationally certified tour guide trainers in the region (Regional train-the-trainer programmes in Dominica in 2007, in Jamaica: July 6-17, 2009, and in Barbados in 2010 – 33 highly qualified trainers in the region) - WFTGA Trainer: Iris Barry

- All 33 trainers are now certified internationally as Part II trainers with the World Federation of Tourist Guides Associations (WFTGA)
Tour Guide Training Workshop, Barbados, November 2010
A Caribbean Vocational Qualification for Tour Guides -
*Raising the level of professionalism of Caribbean tour guides*

Materials developed:

- Curriculum
- Learner Guides
- CD ROM on Tour Guiding
Development of a Certificate Tour Guide Training Programme  
- *Raising the level of professionalism of Caribbean tour guides*

**Parallel routes for training of guides at the national level**

- Short-term, practical skills development and upgrading programmes
- Tour Guide Certificate Programme
Regional Tourism Youth Awareness Programmes

- Condé Nast Essay Competition
- Tourism Youth Congress
- "Making Waves" Bulletin
Regional Tourism Youth Awareness Programmes

Making Waves
A Tourism Magazine for Caribbean Children
April 2007

Sports Tourism
leT’s PLAY!!

The ICC World Cup Cricket 2007

Location: West Indies

The tennis came from many countries
around the world, and they
produced a huge number of
unique visitors. There
will be approximately 100,000
visitors expected to be in the
region between March
and April 2007.

The events hosting matches are:
Antigua, Barbados, Bajan, Guyana,
Jamaica, St. Kitts and Nevis, St. Lucia and
Trinidad and Tobago.

It is anticipated that there will be a
televised audience of 2 billion people
twice a day, with millions of
people around the world watching.

Regional Tourism Youth Awareness Programmes
CARIBBEAN TOURISM LEARNING SYSTEM

(Secondary School Level)

Tourism Youth Congress

Youth Congress 2000, CTC-24, Barbados
CTO TRAINING PROGRAMMES

- Management of Service Quality
- Introduction to Dynamic Supervisory Management
- Management of Sites & Attractions
- Customer Relations for Front-Line Personnel
- Tourism Education for Teachers
- In-bound Ground Tour Operators
- Caribbean Vocational Qualification for Tour Guides
TRAINING ACTIVITIES
Customer Service/Tour Guide Training
MONTSERRAT
TRAINING ACTIVITIES:
Tourism Education Workshop – CAYMAN ISLANDS
CTO TRAINING ACTIVITIES:
Taxi Driver Workshops: ST. MARTIN
Tourism Education & Careers in Tourism Materials
Tourism Education & Careers in Tourism Materials
Development of Core Curriculum for the Associate Degree (2 year) programme in tourism/hospitality (Core Curriculum handbooks developed)

- Core content (approx 75%)
  - Core General Education Courses
  - Core Business Courses
- Core specialty courses
  - Accommodation
  - Food & Beverage
  - Resort Studies
  - Tourism
  - Culinary
- Electives (approx 25%)
  - Elective Courses
1. The following 13 institutions have adopted /have agreed to adopt the common core curriculum

- Anguilla Community College
- Antigua & Barbuda Hospitality Training Institute
- Barbados Community College, Hospitality Training Institute
- Brown’s Town, Excelsior & Montego Bay Community Colleges in Jamaica
- Clarence Fitzroy Bryant Community College, St. Kitts & Nevis
- Dominica State College
- Sir Arthur Lewis Community College, St. Lucia
- T.A. Marryshow Community College, Grenada
- Trinidad & Tobago Campuses/Hospitality & Tourism Institutes
- University of Guyana
- University of Belize
TOTAL VISITOR SATISFACTION PROGRAMME: 

DESTINATION SCORECARD

OVERALL GOAL: to create a total destination rating focused on meeting and even exceeding the needs and expectations of the visitor

OBJECTIVE: to continuously monitor, measure and improve levels of visitor satisfaction at the destination level and region-wide
TOTAL VISITOR SATISFACTION PROGRAMME: 

**DESTINATION SCORECARD**

**KEY FEATURES:**

- A standardized Total Visitor Satisfaction Survey will be developed by CTO and administered by interested Caribbean countries.
- The input, involvement and endorsement of the private sector will be sought.
- Survey information will be collected from the visitor in a face to face and online environment.
- The survey will have a weighting system regarding the relative importance of each area of focus for the visitor.
TOTAL VISITOR SATISFACTION PROGRAMME:

DESTINATION SCORECARD

KEY FEATURES (continued):

✓ Individual scorecard information will be the property of the destination

✓ Destinations will share scorecard information with CTO which will do a regional analysis of the data collected, to highlight good practices and common deficiencies/areas for improvement

✓ National, regional and international good practices will be researched and shared to help countries focus on how to improve their scores year after year
TOTAL VISITOR SATISFACTION PROGRAMME:

DESTINATION SCORECARD

AREAS OF FOCUS:

✓ Arrival and departure experiences (immigration, customs, check-in process, airport facilities and amenities etc.)
✓ Local accessibility and availability of information
✓ Value for $ 
✓ Quality of Products 
✓ Quality of Service 
✓ Hospitality of local population 
✓ Environment/Cleanliness 
✓ Feeling of Safety
TOTAL VISITOR SATISFACTION PROGRAMME: 
DESTINATION SCORECARD

AREAS OF FOCUS (continued):

✓ Quality of roads/infrastructure
✓ Individual ratings of the following: accommodation, restaurants, beaches, water sports, sites & attractions, entertainment, night life, range of activities, shopping, sales personnel, range of duty free goods, handicraft/souvenirs, tourist guides etc.)
✓ Overall visitor appeal
✓ Overall experience
TOTAL VISITOR SATISFACTION PROGRAMME:

DESTINATION SCORECARD

EXPECTED RESULTS:

• Engage public/private sectors to improve attitudes towards tourism
• Enhance and improve the tourism environment
• Stimulate an ongoing quest for excellence
• Engender a greater sense of pride in and ownership of the tourism sector
• Heighten visitors’ sensitivity to the efforts of each destination
• Gain the attention of industry partners in the main markets
• Demonstrate the Caribbean’s leadership in tourism and commitment to enhancing its competitive position for the benefit of every citizen
• Guarantee media attention
• Increase tourism arrivals and help ensure the sustainability of tourism in the Caribbean
CARICOM REGIONAL ORGANISATION FOR STANDARDS AND QUALITY (CROSQ)
Regional Technical Committee for Tourism

Have been a member of this technical committee over the last 3+ years. In this time regional standards have been developed for the following:

- Rental Vehicles
- Tour Operators
- Tour Guides

- Tourist Accommodation (General Requirements) – to go to the Council for Trade and Economic Development
2011 Tourism Human Resources Conference

- Collaboration between the CTO, the University of the West Indies and the Barbados Community College
- Timeframe: November 2011
- Venue: University of the West Indies, Cave Hill Campus, Barbados
Tourism Studies as a Caribbean Examinations Council (CXC) Subject

- The Secretary General and Director of HR have had formal exchanges with the Caribbean Examinations Council and the Ministry of Education in Barbados in this regard re. offering Tourism Studies as a separate CXC subject or as a Caribbean Vocational Qualification (CVQ)
The Caribbean Tourism Internship Exchange System (TIES)

GUIDE BOOK FOR INTERNS

Developed and printed with funds from
The Canadian International Development Agency (CIDA) / Caribbean Regional HRD Programme for Economic Competitiveness (CPEC)

A component of the Caribbean Tourism Learning System (CTLS) project

Caribbean Tourism Organization
P.O. Box 4485, Bridgetown, Barbados
Tel.: +1 246 427-5800 Fax: +1 246 427-5802
Email: info@caribbean-tourism.org Website: www.caribbean-tourism.org
CTO Foundation

- From 1998 to 2010 approximately US$708,000 was granted in scholarships/study grants, benefitting 164 Caribbean persons
- Persons can go online to the CTO website (www.onecaribbean.org) and download the application form and apply directly to the CTO
- Also provide study grants for language training for persons already working in the sector
- Involved in various fund-raising activities
CTO FOUNDATION PAST BENEFICIARIES

Shellecia Brooks
Anguilla

Basil Jemmott
Barbados

O’Neal Richards
Antigua & Barbuda

Kay Richardson
Barbados

Sjeldy Feliciiano
Aruba

Monique Jacob-Dueter
Dominica
CTO FOUNDATION PAST BENEFICIARIES

Rachel Collis
Montserrat

Junelle Ernest
St. Lucia

Kennedy Pemberton
St. Kitts & Nevis

Lorine Charles
St. Lucia

Danielle Weekes
St. Kitts & Nevis

Acola Lewis-Cameron
Trinidad & Tobago
CTO FOUNDATION PAST BENEFICIARIES

Diana Maldonado
Dominican Republic

Andrea Church
Grenada

Ramón Moreno
Dominican Republic

Patricia Smith
Jamaica

Lima Frederick
Grenada

Zane Robinson
Jamaica
CTO FOUNDATION PAST BENEFICIARIES

Sherma Roberts
Trinidad & Tobago

Andrew Wilson
St. Vincent & The Grenadines

Faylene Findlay-Scrubb
St. Vincent & The Grenadines
Livemocha Language Learning Center: - the world’s largest language learning community
Thank You!

Email contact:
bmorgan@caribtourism.com