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## ABOUT US

The Caribbean Regional Sustainable Tourism Development Programme (CRSTDP) is funded by the European Commission under the 8th European Development Fund in the amount of €8 million..

The CARIFORUM Tourism Programme Unit (CTPU), established in Barbados, is charged with the management of the CRSTDP.

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For further information on the programme, please visit [www.caribtodp.org](http://www.caribtodp.org)



A Programme  
Financed by the  
European Union

# 3rd CTO Tourism Human Resources Conference

Held in Guadeloupe from 27 – 29 June 2007

The 3<sup>rd</sup> CTO Tourism Human Resources Conference themed '*Leading Change in Tourism within a Dynamic, Global Environment*' was held in Guadeloupe at the Arawak Hotel from 27 – 29 June 2007.

"Given that the world is constantly changing, sand, the sea and the palm trees have now become insufficient. We must explore other areas to develop the industry..." This was the message sent to the delegates attending the Human Resource conference by Mr. Elie Califer, Vice President of the Tourism Commissions of Guadeloupe and Ms. Josette Borel-Lincerti, President of the Guadeloupe Tourist Board during the opening ceremony of the conference.

The seventy (70) overseas and local delegates representing twenty-two (22) countries attended the 27 – 29 June 2007 conference debated issues such as embracing change and shared leadership and empowerment, in workshops led by Caribbean university lecturers. They attended plenary sessions dealing with strengthening the Franco –Caribbean tourism relations; how the digital revolution shifts information and power toward the consumer; changing patterns in the world of work; and the present and future human resource needs.



Head of the Lycée d'Hôtellerie et de Tourisme of Guadeloupe and students who assisted at the conference.

The participants also looked at good practices in community based tourism, how to develop tourism programme network and how to develop instructional material. A "Sharing Session" also gave participants the occasion to showcase innovative activities and programmes within and outside the region.

Based on the feedback received from the 3<sup>rd</sup> Tourism HR conference held in Guadeloupe, the Lycée d'Hôtellerie et de Tourisme of Guadeloupe is currently setting up a two-year Euro-Caribbean class with subjects including *Cooking, Service Techniques* and general subjects such as *Foreign Languages (English, Spanish), Maths, French, History*. The class will cater to a maximum of 24 male and female local and regional

students, aged 17 to 19, who will specialise in *Catering*. The Lycée is presently seeking internship opportunities across the region to facilitate the students' mandatory eight-week internship in an English speaking country, carded for April and May 2008. Internship opportunities would also be sought for English speaking students in the French islands.

The CTO's 4<sup>th</sup> Tourism Human Resource Conference is scheduled to be held in May/June 2008 in the BVI. Details of this conference will soon be available via the CTO's website at:

[www.onecaribbean.org](http://www.onecaribbean.org)

# CHA – CTO Tourism Linkage

## Best Practice Initiative Activities in Belize 1 - 6 August 2007



Prime Minister Said Moussa giving the Keynote Address at the opening of the Convention and Exhibition

As part of key work programme activities for 2007 – 2008, the Business Development component (CHA) and the Research component (CTO) of the **Caribbean Regional Sustainable Tourism Development Programme** jointly organised several Tourism Linkages and Best Practice activities in Belize during the Belizean Producers Convention and Exhibition 2007.

The following activities were part of the successful Convention and Exhibition:

1. A seminar to share lessons and best practices in agro-tourism linkages from the southern Caribbean islands;
2. Demonstrations in the creative use of local food products to hotel and restaurant staff and locals with a view to stimulating demand for such products through culinary demonstrations conducted by trained chefs;
3. **CRSTDP** consultants interviewed and held discussions with some of the major producers and suppliers of products to the tourism sector.

Seventeen (17) participants from various related sectors within Belize attended the seminar on Best Practices in Tourism – Agriculture Linkages at the Princess Hotel and Casino, Belize City. The seminar proved to be useful in creating



among Belizeans an awareness of initiatives being undertaken in the Southern Caribbean to increase production and encourage use of local agricultural products by the hospitality sub-sector. It also demonstrated possibilities for the imaginative use of local agricultural and fish products within the hospitality industry of Belize. The seminar also gave resource persons the opportunity to share information concerning initiatives in which they are involved and which, for the most part, are complementary.



The Convention/Exhibition provided an opportunity for various products to be displayed including processed food products, furniture, handicraft, cleaning chemicals and services. It also gave the **CRSTDP** consultants an opportunity to meet with several exhibitors, some of whom import items in bulk for repackaging and resale to other businesses, including those in the hospitality sub-sector.

## CHA HRD Management Workshop

From 2 – 3 July 2007, the Caribbean Hotel Association (CHA) Human Resource Development component of the **CRSTDP** completed one of its most successful workshops at the Accra Beach Hotel & Resort, Barbados. Successful because the level of participants was homogeneous and all of the participants were highly qualified experts in the area of HRD Management.

The workshop was delivered by Mr. Daniel Riemersma, HRD consultant and Ms. Joan Leacock, the external consultant who is responsible for the development of 75% of the materials. Ms. Alison Brathwaite, Programme Director of the CARIFORUM Tourism Programme Unit, **CRSTDP**, provided the opening remarks while Mr. Bo Hjalmeifjord represented the European Commission for Barbados and the Eastern Caribbean.

Nineteen (19) participants from 10 ACP Caribbean countries were represented with participants from Hotel Associations, Training Providers, HR specialists and Representatives for hotels. The participants were divided into four (4) Working Groups and reviewed in 2 days the Lesson plans, the Power Point Presentation, the Reader and the Electronic Training Tool of the new Human Resource Development Course.

## CTO/CRSTDP Regional Conference – Enhancing Trade Competitiveness of SMEs through Standardisation and Conformity Assessment 17 – 18 July 2007 in Trinidad & Tobago



CTO/CRSTDP co-sponsored the CROSQ (Caribbean Regional Organisation for Standardisation) and TTBS (Trinidad and Tobago Bureau of Standards) hosted regional conference on “Enhancing Trade Competitiveness of SMEs through Standardization and Conformity Assessment” on July 17-18, 2007 in Tunapuna, Trinidad and Tobago. The aim of the conference was to provide a forum for Caribbean SMEs and relevant stakeholder interests to facilitate discussion on barriers, challenges and opportunities with regard to standardisation. CROSQ recently kicked-off an Inter-American Development Bank financed regional project on SMEs and standardisation and requested the assistance of CTO/CRSTDP in facilitating the event to enable SMEs in the tourism value chain to bring their opinions to their table.

CTO/CRSTDP sponsored the participation of 14 selected tourism-related SMEs and their representatives from the following CARIFORUM countries: Jamaica, Bahamas, Barbados (2), Trinidad, Tobago, Grenada, St Lucia, Dominica, Guyana, Suriname, Belize, Antigua and Barbuda and St. Kitts and Nevis. The conference was broadly considered to be a success, with the sponsored SMEs providing many sound ideas for further consideration by CROSQ, for example standardisation in the field of eCommerce for SMEs. In his concluding remarks, Mr Ken Mullin, Director of CROSQ thanked all delegates and looked forward to following-up on the leads generated during the course of IADB project.

## CHA Villa Management Workshop



A 2-day Villa Management workshop which took place 20 - 21 August 2007 was held at the Island Inn Hotel in Barbados. The workshop was delivered by Mr. Daniel Riemersma, HRD consultant and Ms. Joan Leacock, external consultant, who developed the technical content of the course.

Three (3) ACP Caribbean countries were represented with participants coming from hotel associations, Villa Management companies, large holiday companies and Villa owners.

At the end of the workshop, the participants were able to:

- Agree with potential training partners of CHA regarding the

content of the Villa Management course

- Standardise training skills of the potential delivery partners
- Review participants course materials for the new course
- Standardize training skills of potential delivery partners
- Ensure that the delivery of the HRD course in the region is consistent

Participants' comments were recorded and incorporated into the final materials

## CTO UNWTO Leadership Marketing Seminar

The 3-day international seminar and workshop on evaluating tourism marketing activities in the Caribbean took place at the Sunset Jamaica Grande in Ocho Rios, Jamaica from 11 – 13 July 2007. Over 60 delegates from the Caribbean and Latin America, as well as representatives of international agencies, participated in the event, organised by the World Tourism Organisation (UNWTO) and the Caribbean Tourism Organisation (CTO), with joint funding by **European Commission** under the **Caribbean Regional Sustainable Tourism Development Programme**.

The **“Joint International Seminar and Workshop on Evaluating Tourism Marketing Activities in the Caribbean,”** aimed to improve the skills of the National Tourism Organisations (NTOs) and other tourism companies, in the field of marketing auditing, and focused on how to evaluate the return on investment in marketing and promotion activities.

Delegates attending the 11 – 13 July 2007 seminar and workshop got an overview of tourism marketing evaluation and existing evaluation methodologies. They also explored, discussed and applied evaluation methodologies; and discussed current examples of how NTOs evaluate their marketing activities and the results that have been achieved.

A number of senior tourism officials, including marketing professionals and managerial staff with responsibilities in the field of tourism marketing and market research attended the seminar and workshop.

# Program Tidbits

1<sup>st</sup> June – 31<sup>st</sup> August 2007

## Events Management Certificate (EMC) Programme

The **CTO** – Human Resource Development project component under the **CRSTDP** supported the attendance of fifteen (15) persons from the CARIFORUM countries to attend the Events Management Certificate training programme, offered in the region by the Arthur Lok Jack School of Business, University of the West Indies (UWI), Trinidad.

This year the EMC programme was held at the Arthur Lok Jack School of Business from 9 – 16 July 2007 in Trinidad. It was an intensive programme, with an exam component after each of the four core modules and the one face-to-face elective in Protocol. To date the **CRSTDP CTO** – HRD component has trained forty (40) persons in the region under this programme.

## PUCMM TIES Programme

Under the **TIES** Programme component of the **CRSTDP**, approximately 120 interns have been placed in work and study programmes or internships across the Caribbean and Europe.

St. Vincent & the Grenadines, Dominican Republic, Trinidad, Barbados, St. Kitts & Nevis, Grenada, St. Lucia, Belize, Haiti, Suriname and Guyana have provided the most applications for the internships. With St. Vincent, Dominican Republic, Barbados and Guyana hosting the work and study programmes in the fields of Culinary Arts, Hotel Management, Food and Beverage and Train the Trainer.

## CTO Caribbean Service Excellence / "Hospitality Assured" Programme

Through the **CRSDTP CTO** – HRD component, the Institute for Hospitality formerly HCIMA conducted 2 Training workshops:

- An Assessor Training Workshop was held 4 – 8 June 2007 in Barbados where eight (8) regional assessors received training.
- An Advisor Training Workshop was held 18 – 22 June 2007 in Antigua where ten (10) regional advisors were trained.

To date a total of twenty-eight (28) persons have been trained under the programme and it is anticipated that a total of thirty (30) persons will be trained to play the role of Advisors/Business Counsellors for

the programme and a total of eight (8) persons will be trained as regional Assessors for the programme.

## CTO MIS Project

The Management Information System (**MIS**) continues to progress as planned and the enhancement of the **MIS** with the development of the Scanning module was completed. Following Scoping Missions, requests for installation were received from Dominica, Grenada, Antigua and St. Vincent, whilst installations have been completed in Jamaica and St. Lucia – both of which are now in the "System Stabilisation" stage.

Pre-installation Scoping Missions have been carried out in St. Kitts & Nevis, Guyana, Trinidad & Tobago, Belize, St. Vincent and Barbados and these countries are likely to request installations in the coming quarter.

## TIES / Disney Programme

The Disney Programme was launched successfully. The first presentation of the programme was done in Belize and as a result 15 Belizeans are already in internships. Feedback has been very positive in spite of it being a very intense programme. In October, recruitment visits will be made to St. Kitts, Grenada, Barbados, Haiti and St. Vincent.

## CRSTDP 7<sup>th</sup> Meeting of the Policy Review Board Meeting

The seventh meeting of the Policy Review Board of the CRSTDP is to be held on 8 November 2007 at the Jolly Beach Resort in Antigua.



## International Opportunities at Disney World

Imagine the excitement of living, learning, and working at the *Walt Disney World*® Resort in Lake Buena Vista, Florida, U.S.A.!

Now you can make the dream a reality by becoming a part of the *Walt Disney World* International Program. This opportunity can open many doors, offer many possibilities, and provide an extremely professional atmosphere to grow. Plus, you'll have an unforgettable time along the way! As a participant, you will have the incredible opportunity to discover firsthand why Disney's high standards for guest service and company philosophy make it a world leader in the industry.

- Gain invaluable hands-on experience while working at the *Walt Disney World* Resort.
- Acquire professional and personal skills to enhance your career.
- Interact with Guests from all over the world.
- Live in a multicultural environment with other program participants and make lasting friendships.

### Individualized learning plan

- ◆ Collegiate courses taught by Disney professionals. Earn up to 15 credits from Tompkins Cortland Community College, NT, State University of New York.
- ◆ Disney Exploration Series; learn how Disney does it!
- ◆ Self directed activities and opportunities.

Courses accredited by the American Council on Education and certified by Tompkins Cortland Community College under a J1 visa.  
Applicants must be 18 years of age or older.

Contact: GUILLERMO GRAGLIA [ties@pucmm.edu.do](mailto:ties@pucmm.edu.do) [ggraglia@pucmm.edu.do](mailto:ggraglia@pucmm.edu.do) Fax, 809 535 8955



A programme funded  
by the European Union



**TIES** CARIBBEAN  
TOURISM INTERNSHIP EXCHANGE SYSTEM

CARIBBEAN REGIONAL SUSTAINABLE TOURISM DEVELOPMENT PROGRAMME

# Upcoming Events

1st September – 30th November 2007

## CTO Leveraging Web 2.0 for Destination Marketing, Research and Information Management Workshop, 24 – 27 September 2007, St. Maarten

The recent explosion of social networking sites, consumer generated content and web applications that facilitate content and media syndication have significantly changed the way consumers use the internet and has left Travel Marketers and researchers wondering how best to redeploy their efforts to take advantage of the many new opportunities.

In response, the CTO is conducting a 4-day programme which will give participants a thorough understanding of the evolution and opportunities of Web 2.0 as it relates to travel marketing, research and information management. In addition to hands on experience in implementing a Web 2.0 Strategy, participants will leave with a framework with which to evaluate, leverage and measure the various new channels and techniques made available by the Web 2.0.

It is intended that participants would have responsibility for Internet marketing strategy, research and development and have had involvement in developing their web sites to be a proactive tourism development and marketing and research tool. This workshop is designed to maximize skills transfer and deliver real learning benefits to the participants; therefore it is essential that the participants have the right background and learning capacity to actively participate.

Further information can be obtained from the Caribbean Tourism Organisation, Tel: 1 (246) 427-5242.



## CHA Caribbean Small Hotels Retreat, 26 – 28 September 2007, Barbados Hilton, Barbados

The Caribbean Small Hotels Retreat is a 2-day meeting that addresses the specific needs and concerns of hotels of 75 rooms or less, which represents two-thirds of CHA's hotel membership. The event is designed by small hoteliers for small hoteliers, focusing on skills such as technology, human resource development, and environmental management.

The Caribbean Small Hotels Retreat provides the ideal occasion for Mr. Daniel Riemersma, HRD consultant of the CRSTDP to bring awareness on the facts of Food Safety (a key activity under the HRD component) and its importance within the hotel environment. It also provides the opportunity for Ms. Michelle Cave, Gender Specialist to inform the participants on Gender Sensitivity in the Workplace as part of the programme's overall activities to bring awareness to the issue of gender.

Further information can be obtained from the CHA website [www.caribbeanhotellassociation.org](http://www.caribbeanhotellassociation.org).

## Hospitality Assured Caribbean Service Excellence Programme

Under the CTO Human Resource Development component, the Institute for Hospitality formerly Hospitality and Catering International Management Association (HCIMA) will be providing the required training for programme Advisors and Assessors.

The proposed schedule for the training of Trainers is as follows:

10 – 17 September 2007, Hospitality Assured Assessors Training, Barbados

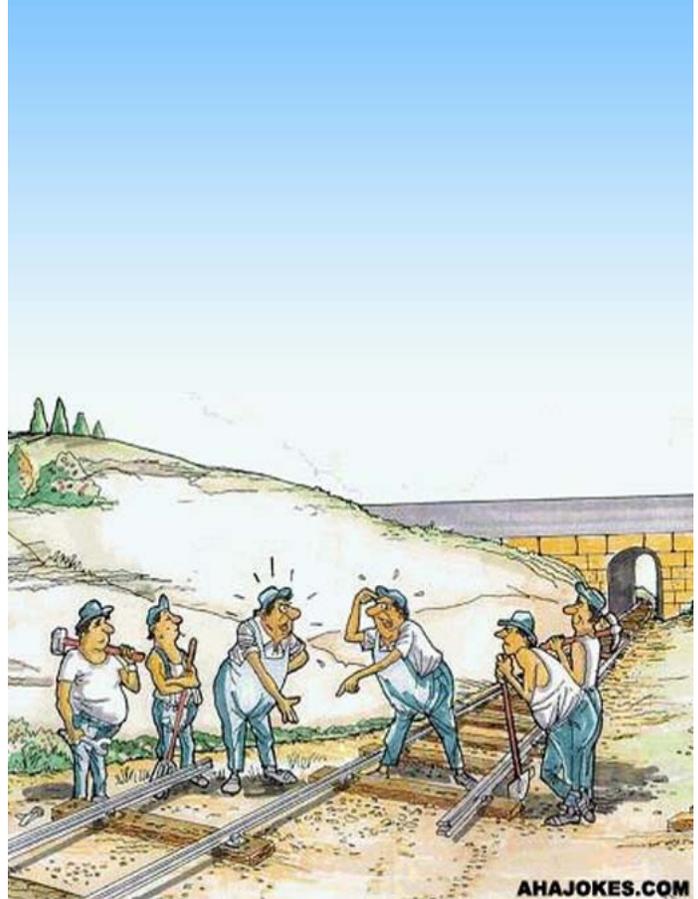
01 – 05 October 2007, Hospitality Assured Advisor Training, Jamaica

25 – 28 October 2007, Hospitality Assured Assessors Training, Barbados

For further information please contact Ms. Yvonne Armour-Shillingford at the Caribbean Tourism Organisation – Tel: 1 (246) 427-5242.

# Humor

The result of teamwork...



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## Other Relevant links to the programme:

<http://www.onecaribbean.org>

<http://rties.intranets.com/login.asp?loc=&link=>

<http://www.chatraining.org>

<http://www.caribbeanhotels.org>