“BEST PRACTICES” in Tourism Information Management

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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:

1. Jungles of Data
2. Files of information
3. Halls of Knowledge
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 !!…….