COMPETING WITH THE BEST

Good Practices in Tourism Awareness Programmes
– Raising the Tourism Sector’s Profile and Status in Caribbean Countries –
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Good Practices in Tourism Awareness Programmes
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INTRODUCTION

Many countries throughout the Caribbean region have a heavy reliance on tourism, which is one of the main economic sectors and also a major source of revenue, foreign exchange earnings, jobs and investment. In recognition of the importance of tourism to Caribbean economies many countries have developed and implemented tourism awareness programmes, targeted at different stakeholder groups in the society. These programmes assist in raising the tourism sector’s profile and status at the national level and are typically aimed at meeting a variety of stated goals, including creating a better understanding of tourism and its contribution to the national economy, attracting greater numbers of high achievers into the tourism sector, educating teachers and students about the importance of tourism and creating a greater social acceptance of tourism.

RATIONALE

The Caribbean Tourism Organization (CTO), through its Human Resources Department, has interacted with many countries in the region through its own regional tourism awareness initiatives. These initiatives include the “Making Waves’ bulletin (9-11 year olds), which is published twice yearly and shared electronically on CTO’s corporate website (www.onecaribbean.org) with all of the member countries; the Condé Nast essay competition (9-11 year olds); the Travel & Leisure Tourism Youth Congress (for 14-17 year olds); the “In My View” National Geographic Traveler photography competition for 12-17 year olds and the Rising Star Contest with Bon Apetit, an essay competition for students studying culinary arts. In its interactions with the countries the department has recognized that there are numerous national tourism awareness programmes, implemented by both the tourism public and private sectors of the Caribbean, which have been able to achieve the goals of raising the profile of the sector and educating various publics about the positive contributions of this sector. However, many of these programmes are only known within the confines of the specific countries implementing the programme, and much useful information and learning is thus constrained and not widely known.

THE PROCESS

The CTO, in keeping with its commitment to showcase good practices in all aspects of tourism, therefore decided to collect and share information on successful national tourism awareness programmes being implemented in CTO member countries. CTO’s data collection process involved the dissemination of letters and data collection forms seeking the active involvement of Ministries of Tourism, Boards of Tourism and national Hotel and Tourism Associations throughout the Caribbean. They were required to submit the relevant data, which included the following information:

- Brief description of programme
- Target Group(s)
- How long has the programme been active
- How has the programme been marketed
- Feedback/Key Results
- Challenges/ Areas for improvement

The following is a summary table listing the countries which responded positively to the request for information on their national tourism awareness programmes, the name of the programme, implementation agency, date when the programme started and target group(s).
## A SUMMARY OF RESULTS
### COUNTRY INFORMATION & RESULTS

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>NAME OF PROGRAMME(S)</th>
<th>NAME OF IMPLEMENTATION AGENCY</th>
<th>DATE IMPLEMENTED</th>
<th>TARGET GROUPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antigua &amp; Barbuda</td>
<td>Antigua/Barbuda Tourism Cadet Corps.</td>
<td>Ministry of Tourism</td>
<td>2006</td>
<td>Secondary school students (15-18 year olds)</td>
</tr>
<tr>
<td>Aruba</td>
<td>Aruba Promises</td>
<td>Ministry of Tourism And Transportation</td>
<td>September 2006</td>
<td>Tourism service Workers, educators, students, government workers etc.</td>
</tr>
<tr>
<td>Bahamas</td>
<td>H.O.T.E.L. Adopt-a-School Program</td>
<td>Bahamas Hotel Association (BHA)/Ministry of Tourism</td>
<td>1992 &amp; was re-branded in 1998.</td>
<td>High School Students</td>
</tr>
<tr>
<td>Barbados</td>
<td>Tourism Education Awareness and Me (TEAM)</td>
<td>Ministry of Tourism</td>
<td></td>
<td>General Public, Primary &amp; Secondary Students, Teachers, Guidance Counsellors, Public Sector Officers, Industry Frontline Personnel &amp; Community Groups</td>
</tr>
<tr>
<td>Belize</td>
<td>Public Awareness Presentation Programme To Schools</td>
<td>Belize Tourism Board</td>
<td></td>
<td>Students from the Primary, Secondary and Tertiary levels</td>
</tr>
<tr>
<td>Bonaire</td>
<td>Smile, Boneiru ta Dushi/Smile Bonaire is Sweet</td>
<td>Tourism Corporation Bonaire/The Bonaire Government</td>
<td>April 23, 2007</td>
<td>Island wide</td>
</tr>
<tr>
<td>British Virgin Islands</td>
<td>Tourism Month-2007 Theme: “This is who we are. Be proud…have pride”</td>
<td>BVI Tourist Board</td>
<td></td>
<td>-School children between the ages of 5-16</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-General Public</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-Business Community</td>
</tr>
<tr>
<td>Curacao</td>
<td>-Curacao Planners-</td>
<td>Curacao Tourist Board</td>
<td></td>
<td>Entire population</td>
</tr>
<tr>
<td>Grenada</td>
<td>-School Visits Programme -Tourism Awareness Week</td>
<td>Grenada Board of Tourism</td>
<td></td>
<td>-Primary &amp; Secondary students and teachers</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>General public tourism service providers &amp; stake-holders, government officials, students &amp; teachers</td>
</tr>
<tr>
<td>Jamaica</td>
<td>Team Jamaica</td>
<td>Tourism Product Development Company</td>
<td>1997</td>
<td>Tourism personnel: (foreign nationals, hospitality and tourism tertiary &amp; vocational students) - entertainers, sports personalities and government officials</td>
</tr>
</tbody>
</table>

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*Good Practices in Tourism Awareness Programmes*
<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>NAME OF PROGRAMME(S)</th>
<th>NAME OF IMPLEMENTATION AGENCY</th>
<th>DATE IMPLEMENTED</th>
<th>TARGET GROUPS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- JTB Scholarship Programme&lt;br&gt;- Tourism Awareness Week&lt;br&gt;- Tourism Action Clubs&lt;br&gt;- General Tourism Awareness Activities&lt;br&gt;- Careers in Tourism Programmes&lt;br&gt;- Tourism Awareness Competitions</td>
<td>Jamaica Tourist Board</td>
<td></td>
<td>Tourism Industry Workers&lt;br&gt;General population&lt;br&gt;Secondary and tertiary students&lt;br&gt;Students and adult population&lt;br&gt;Primary students</td>
</tr>
<tr>
<td>MONTSERRAT</td>
<td>- Montserrat Host Training Programme&lt;br&gt;- General Sector Training: Certification / Accreditation&lt;br&gt;- General Sector Training: Community Awareness Programme</td>
<td>Montserrat Tourist Board</td>
<td>2005</td>
<td>Hospitality workers&lt;br&gt;Tour guides/operators&lt;br&gt;Customs and Immigration officer&lt;br&gt;New entrants into the tourism sector&lt;br&gt;General population</td>
</tr>
<tr>
<td>NEVIS</td>
<td>- Introduction to Careers in Tourism Course&lt;br&gt;- A Tourism Education in the Primary Schools Course&lt;br&gt;- Best Village / Best Garden Contest&lt;br&gt;- Tourism Radio &amp; TV Programmes&lt;br&gt;- Annual Nevis Tourism Week</td>
<td>Ministry of Tourism</td>
<td></td>
<td>Primary and secondary school students&lt;br&gt;General Population&lt;br&gt;Visitors</td>
</tr>
<tr>
<td>PUERTO RICO</td>
<td>- Blue Flag Beach and Marina Certification Programme&lt;br&gt;- Corporación Piñones se Integra&lt;br&gt;- Hospitality and Tourism&lt;br&gt;- Tourism Quality Programme&lt;br&gt;- Programme of Community Education of Commitment and Service&lt;br&gt;- Hello Tourist&lt;br&gt;- Porta Caribe&lt;br&gt;- My Precious Island&lt;br&gt;- Symposium on Tourism Culture and Conferences</td>
<td>Puerto Rico Tourism Company</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ST. KITTS</td>
<td>Ready to Welcome the World Radio Programme</td>
<td>St. Kitts Tourism Authority</td>
<td>April 2006</td>
<td>Entire Population</td>
</tr>
<tr>
<td>ST. VINCENT &amp; THE GRENADESINES</td>
<td></td>
<td>Ministry of Tourism Youth &amp; Sports Department</td>
<td></td>
<td>Employees, employers&lt;br&gt;Students mainly.</td>
</tr>
<tr>
<td>SURINAME</td>
<td>Village Host Programme</td>
<td>Suriname Tourism Foundation (STF)</td>
<td>2004</td>
<td>Amerindian and Maroon Communities</td>
</tr>
<tr>
<td>COUNTRY</td>
<td>NAME OF PROGRAMME(S)</td>
<td>NAME OF IMPLEMENTATION AGENCY</td>
<td>DATE IMPLEMENTED</td>
<td>TARGET GROUPS</td>
</tr>
<tr>
<td>--------------</td>
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<td>--------------------------------------------------------------------</td>
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<td>-------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>TRINIDAD &amp; TOBAGO</td>
<td>Local Tourism Awareness Programme</td>
<td>Tourism Development Company (of Trinidad &amp; Tobago) Limited</td>
<td></td>
<td>Government and other elected Officials; general public, media, stakeholders, private sector and students.</td>
</tr>
<tr>
<td>TURKS &amp; CAICOS</td>
<td>TCI Host</td>
<td>Turks &amp; Caicos Tourist Board</td>
<td></td>
<td>Public Service Drivers, Civil Servants, Local Entrepreneurs (including Craft Vendors), High School Graduates, Hospitality Workers, Teachers, Professional Business People</td>
</tr>
</tbody>
</table>
“Antigua & Barbuda Tourism Cadet Corps”

Brief Programme Description

The Antigua and Barbuda Tourism Cadet Corps is a non-profit youth organisation under the aegis of the Ministry of Tourism, aimed at exposing students to appropriate and effective tourism education, training and awareness programmes. This is considered an integral programme to ensure that Antigua and Barbuda possesses a cadre of creative, capable and qualified nationals who can contribute to a sustained and competitive tourist industry. This programme receives the support of both the Ministry of Tourism and the Ministry of Education.

Programme Goals

Under the theme: Journey to Distinction, the primary objectives of the Tourism Cadet Corps are:

1. To develop a cadre of young people knowledgeable of the tourist industry, its opportunities and challenges
2. To provide on-the job training and temporary employment opportunities to members, in order that they can learn the skills and knowledge required by the industry
3. To assist personal development of members through the provision of skills training in such areas as leadership, public speaking, interpersonal and social skills, and model behaviour.

Programme Activities

Scheduled activities include:
- Discussions and Debates on tourism topics (research required)
- Hospitality Clinics
- Seminars/workshops
- Tourism Work Experience/Internship Programme
• Destination Tours (Getting to know Antigua and Barbuda: sites, attractions, tourism infrastructure, history, etc.)
• Tourism Awareness Programmes
• Personal Development sessions

**Target Group**

This programme, which started in 2006, targets fifty students from secondary schools on an annual basis. Senior secondary school students, both males and females, between the ages of 15 and 18 who are interested in exploring the opportunities tourism provides as a viable career option are eligible, and can access information on the programme through their school principal. Interested students send in an application form to the Ministry of Tourism expressing their desire to be involved in the programme.

**Programme Feedback/Results**

There is a participant’s review form and the feedback from the students and parents has been outstanding and graduates have gone back to the schools to talk to students to encourage enrollment. Hotels, which hosted students have been pleased with the interns and agreed to take more in 2007.

**Challenges/Areas for Improvement**

♦ To obtain more placement openings for internships
♦ Lack of response by some school principals to share invitations with eligible students
♦ To add to the 2007/2008 programme more destination tours i.e. local tours with the theme “Know Your Island”; organised presentations/rap sessions with the group by the Minister of Tourism (once per term)

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**ARUBA**

**Name of Programme**

“Aruba Promises”

**Brief Description of the Programme**

In September 2006, Aruba’s Ministry of Tourism and Transportation launched a successful Tourism Awareness programme, mainly geared towards tourism service workers, called ‘**Aruba Promises**’. ‘Promises’ uses traditional behavioural programmes and directly links the marketing efforts to service delivery. The programme provides participants with an understanding of Aruba’s most recent marketing campaign, its relation to quality service delivery and how this translates to standards of performance. It also provides an in depth knowledge of visitor expectations and the skills to best handle each interaction in order to exceed those expectations.

**Programme Goals**

“Promises” is based on a proactive approach to providing consistently high standards of personal and attentive service to visitors, by understanding what is promised (marketing campaign), to whom the promises are made (visitor profile) and how to deliver those promises (standards of performance). The programme is designed to ensure that everyone in the destination delivers the promises made through marketing.

**Strategy**

Aruba’s Ministry of Tourism and Transportation uses various in-depth methods in order to achieve their goals and they are as follows:

- Market research and making the relevant adjustments to initial strategies that are unsuccessful. These are achieved by doing the following:
  - Reviewing the destination’s marketing plan to ascertain the target markets for Aruba.
  - Conducting a market analysis in order to analyse the needs of the target markets and to focus “Promises” on the specific outcomes.
  - Making adjustments (and necessary readjustments) to the “Promises” programme content, in order to reflect the Aruba market.
- Training service workers by using role-plays and group exercises; e.g. they practise dealing with demanding visitor situations.
- The use of banner ads for their media campaign to remind citizens about the role they play in the country’s success as a tourist destination.
- The use of television ads to motivate and encourage participation.
Programme Activities:

The implementation of the programme is done in four (4) phases which are:

- **Phase 1** - Aruba Experience Measurement
- **Phase 2 (a)** - Promises Program Customization
- **Phase 2 (b)** - Promises
- **Phase 3** - Destinational License for Promises
- **Phase 4** - Re-certification and Course Content Updates

**Phase 1- Aruba Experience Measurement**

This phase involves the use of a measurement system based upon a 1,400 item questionnaire that is completed anonymously. It deals with the service standards linked to various tourist experiences regarding their flight to and from Aruba, Customs, visits to various places on the islands, food, etc.

For four (4) nights, three (3) pairs of analysts assess service levels based on a mystery-shopping checklist and this is conducted three times a year. A detailed narrative and the Analysts’ comments next to each item within the report are used to support the checklist by outlining the highlights of the experience. The entire system is a web-based application that allows immediate access to data via the Internet and affords multiple reporting options (2,400). The final version of the report is available through the Ministry’s website within 24 hours of completion.

**Phase 2a – Promises Program Customization**

This phase lasts one week and involves the services of one ‘Freeman Group’ trainer, who meets with 6-8 people chosen by the Ministry, to review and incorporate applicable criteria/information for inclusion in the programme. The Freeman Group acts as a facilitator and coordinator of the production of the agreed final product.

**2b- Promises**

Sixty (60) seminars targeting service workers, educators, students, etc., are conducted for 4 hours. The maximum number of participants is twenty (20) and during these seminars they learn the key factors and importance of their role in achieving positive visitor experiences. Maximum interaction among participants is achieved by allowing them to practise the theory through role-plays and group exercises. Participants also agree on common behavioural actions to be used in order to meet and exceed the expectations of guests.

**Phase 3 – Destinational License for Promise**

Phase 3 is an intensive 5 day eight hour course on basic techniques of instruction and practical training structures. Each module for the “Promises” programme is analysed and discussed from an instructor’s perspective and participants are given one module to prepare and present in front of the group. The Freeman Group instructor subsequently gives one-on-one feedback. Each participant is allotted 15 days to complete his/her final preparation and agrees to co-facilitate a ‘Promises’ seminar with the Freeman Group instructor. Their skill levels are assessed and decisions are made regarding the scheduling of additional seminars for co-facilitation and whether participants meet the immediate requirements.
Phase 4 – Re-certification and Course Content Updates
This phase is scheduled to take place 2 weeks per year for 4 years after the initial programme implementation. The Freeman Group will act as an observer on randomly selected “Promises” seminars, to ensure compliance with the initial standards set at implementation. A meeting with the Freeman Group and all instructors will be held to discuss difficulties or discrepancies in the programme, as well as remedial courses of action. Focus groups will be conducted with a cross-section of “Promises” seminar participants to gauge their reaction to the programme and similar meetings will be held with visitors, to assess the behavioural skills of workers during their stay.

Target Group
All tourism service workers.

Programme Feedback/Results
- At the end of 2006, 1,000 “Promises” clients became certified and by April 2007, the total was approximately 2,600.
- Service workers were made aware of the destination marketing campaign, the cost and their role within it.
- The behaviour of the workers has changed, because they were able to handle complaints in a professional manner and they are better equipped to handle the various needs and expectations of guests.

Note: ‘Aruba Promises’ is owned by the Freeman Group.

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**THE BAHAMAS**

**Name of the Programmes:**

The Bahamian Ministry of Tourism and the Bahamian Hotel Association have implemented many tourism awareness programmes aimed at Junior High (Secondary) school children and tertiary level students throughout the island. These programmes are as follows:

- Corporate Mentoring Programme
- 'My Bahamas' Competitions
- Foreign Language Cadets Programme

**Programme Goals:**

The following indicates the objectives of these programmes:

- Heighten the tourism awareness among the youth, thereby educating students about the importance of tourism to the Bahamian economy
- Eliminating the perception that careers in the industry are menial and not as rewarding as traditional careers
- Address the declined work ethic and negative attitudes displayed by some high school graduates who are employed at entry level in the industry.

**Brief Description of the Programmes:**

- **H.O.T.E.L. Adopt-A-School Programme**
  This programme was first introduced in 1992 as the Adopt-A-School Program in which the Junior Minister of Tourism initiative was introduced. It was rebranded in 1998 as H.O.T.E.L. Adopt-A-School Program and H.O.T.E.L. is an acronym for Hospitality Opportunities Through Experiential Learning.

- **Corporate Mentoring Programme**
  **Stage 1:** The Corporate Mentoring Programme is a ten-week mentoring course and interactive approach to learning about the tourism industry for grade 11 business students from each of the 18 schools in the Adopt-A-School Programme.
The students receive weekly quizzes and a final exam, visit a hotel and are treated to lunch. At the end of the course, the overall best student is selected to represent their school in the Corporate Mentoring Programme.

**Stage 2:** Students benefit from an internship at their adoptive hotel and they rotate through each department of the hotel. On completion of the internship they receive a final evaluation and make recommendations by way of an essay competition, on the short-term improvements for the hotel. They are automatically entered into the Junior Minister Speech competition and the winner is named the Junior Minister of Tourism.

- **'My Bahamas' Competitions**
  These target students from all grade levels and they are required to relate the ‘My Bahamas - Movement for Improvement’ through poetry, writing, photography and art. All competing students receive participation prizes and winners receive prizes such as two round trip air tickets with hotel accommodations and cash for their schools. Winning entries are displayed prominently during National Tourism Week. Examples of the competitions are as follows:

  ~ **My Bahamas Essay Competition**
  Junior High School students between the ages of 11 – 13 years write 400 – 500 word essays highlighting Bahamas’ brief history and its geography. The winning essay is submitted to the *CTO’s Conde Nast Essay Competition* and the winner and chaperone have the opportunity to enjoy an all-expense paid trip to the island hosting CTO’s annual conference. All entries become the property of The Bahamas Ministry of Tourism, who reserves the right to publish or reproduce with appropriate credit to the artists.

  ~ **‘My Bahamas’ Debate:** This competition targets tertiary level students and the community at large.


- **Foreign Language Cadets Programme**
  The Foreign Language Cadet Programme is a language enhancement programme launched by the Ministry of Tourism in February 2004, aimed at exposing grade eleven students to Spanish and French. Ten students from 10 different New Providence High schools are selected through a competitive qualifying examination, held annually on the last Saturday in November. Through this school outreach programme, the
Ministry seeks to generate a talent pool of bi-lingual, young professionals to service Bahamas’ tourism industry and economy.

Programme Feedback/Results

The Bahamas’ Adopt-A-School Programme was so successful that the Caribbean Hotel Association mandated that all its members use it as a template to attract the brightest and best talent from their school systems, encouraging them to pursue tertiary education and return home for a career in the tourism field.

H.O.T.E.L- Initial challenges

At its inception H.O.T.E.L was inadequately funded and had to network with other agency programs to stage events. Due to limited funding and time, the Debating Competitions were never held and the two best speakers from the National Debate were selected by the Ministry of Education, through its Student Affairs Division to participate in the Congress. The H.O.T.E.L programme was upgraded and made more appealing when the Bahamas Hotel Association agreed to filter its scholarship through the programme.

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Name of the Programme:

TEAM (Tourism Education Awareness and Me) Programme

Brief Description of Programme

The aim of the TEAM programme is to sensitize and educate Barbadians to the important role tourism plays in the country as a whole and to demonstrate how Barbadians can become involved in the industry. The programme is divided into two (2) components:

(1) Awareness:
Seeks to sensitise and educate Barbadians to the important role which tourism plays in Barbados' development; and

(2) Training:
Seeks to improve visitor/host relations through greater knowledge of and understanding about the hotel sector.

Programme Goals/Objectives

The objectives of TEAM are:
- To inform the Barbadian public about the benefits of tourism and the roles that they play in the survival of the industry;
- To show linkages between tourism and other industries;
- To inform persons seeking careers in tourism about the various opportunities available;
- To stimulate excitement and interest about the tourism industry in order to motivate persons to become actively involved in the tourism industry;
- To help cultivate positive attitudes towards the tourism industry;
- To raise the level of customer service offered by the tourism industry;
- To improve the visitor/host relations through greater knowledge and understanding of visitor security, safety, crime and harassment and their impact on the visitors’ stay;
- To increase the awareness of the need for safety and security within the tourism sector; and
- To encourage greater collaboration between the public and private sectors on tourism issues.
Programme Activities

Some of the programmes which are executed include:

1) **Local Awareness Television Promos**, which reflect themes in the National Tourism Policy Document such as the brand elements of friendliness, cleanliness, safety and security.

2) **Tourism Newsletters for Primary Schools** are reproduced from the Caribbean Tourism Organization’s newsletter “Making Waves”. These newsletters are distributed to all the private and public primary schools in the Island.

3) **Speak Off Competition**, this is held to select Barbados’ representative (Junior Minister of Tourism) to attend the Caribbean Tourism Organization’s Annual Tourism Youth Congress.

4) **Tourism Awareness and Information for the Royal Barbados Police Force (RBPF)**, the aim of this programme is to raise awareness of the tourism industry in the RBPF given the critical nature of safety and security to the success of the island's tourism industry.

5) **Service Excellence – Immigration**, programme aimed to improve the interaction between immigration officers and visitors, and to raise the level of service between visitors and the Immigration Officers at our ports of entry.

6) **Tourism, Safety and Security Awareness for Security Personnel in the Industry**, the aim of this programme is to assist this group in understanding that the creation of a safe and secure environment for visitors is critical to the sustainability of the industry and that security officers in the public and private sector play an integral role in this process.

**Target Groups**

Primary and Secondary School Students, Immigration Officers, Security Personnel, Police Officers, general population
Programme Feedback/Results

- An increase in the awareness of Barbadians about the tourism industry;
- An improvement in the quality of and quantity of materials offered to the schools;
- A more knowledgeable Barbadian public;
- A greater appreciation of the tourism industry by Barbadians;
- A greater awareness of the career opportunities available in tourism for school leavers;
- A more positive attitude towards the tourism industry;
- A greater awareness of the linkages between tourism and other industries;
- Improved social and work attitudes with a view to creating a service culture in Barbados’ tourism industry;
- Creation of a more professional, productive and skilled workforce;
- Provision of a safer environment for both visitors and industry workers alike; and
- Greater collaboration between management and security personnel to ensure the safety of their staff, visitors and establishments.

Challenges/Areas for Improvement

1) The relatively low priority given to training by employers.
2) The need for more training sessions and awareness activities to be conducted.
3) The tourism careers showcase needs to be revitalized with more technical and financial input from the industry.
4) The production of more public service promos which act as information providers to the wider public.

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**BELIZE**

**Name of the Programme:**

“Public Awareness Presentation Programme to Schools”

**Brief Description of the Programme**

The Belize Tourism Board’s programme, ‘Public Awareness Presentation Programme to Schools’, is conducted throughout the regular school year. Tourism and Product Development Officers from the Belize Tourism Board make power point presentations on Tourism in general, career opportunities in the sector and the work of the Belize Tourism Board.

**Programme Goals/Objectives**

The purpose of the programme is to enlighten Belizeans on the achievements made within the Tourism Industry and the roles and responsibilities of the Belize Tourism Board. Moreover the programme seeks to stimulate interest among the students whose future aspirations involve working in the Tourism field and ensures that students in general are made aware of career opportunities available in the sector.

**Target Groups**

Students of Primary, Secondary and Tertiary Institutions

**Programme Feedback/Results**

Many students report that presentations done by the BTB have given them much greater insight into this continuously growing sector.

- Students get a clearer understanding of how important Tourism is to the economy of the country
- Students have a heightened interest in the opportunities available to them in the industry.

**Challenges/Areas for Improvement**

- Presentation requests from schools outside the Board’s presentation schedules (which are prepared on a quarterly basis) disrupt their flow. This mainly occurs at the secondary level, due to annual Career Days and fairs, and as a result, schedules become difficult to maintain.
- When the demand is high, there is a lack of additional officers to conduct school presentations. Hence there is a need for the cross training of officers in order to make such presentations.
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BONAIRE

Name of the Programme
Tourism Awareness Programme

Brief Description of the Programme
Bonaire’s Tourism Corporation in cooperation with its local government officially launched an island-wide Tourism Awareness Programme, on Monday April 23, 2007. The initiative is funded by USONA, the executive organization of the foundation for development of the Netherlands Antilles and it will be implemented throughout the next three years to enhance tourism awareness among the entire population of Bonaire.

“Smile, Boneiru ta Dushi!” which translates in English to “Smile, Bonaire is Sweet” is the official slogan of the new Tourism Awareness Program Bonaire. The smile in the slogan speaks for itself. Dushi is the magical word in the local language Papiamento that signifies anything good, sweet and loveable.

Programme Goals and Objectives
The aim of the Tourism Awareness Programme is to educate Bonaireans of the important role they play in enhancing the tourism product as well as to encourage small acts of kindness such as greeting visitors with a smile. This service with a smile is important to the industry and according to Ronella Croes, Director of Tourism Corporation Bonaire, “By encouraging our residents to make the extra effort in welcoming our visitors, we hope to see a continued growth of repeat visitors to the island, who will surely remember our miles of smiles among all of the other natural beauty Bonaire has to offer.”

Other goals of the Tourism Awareness Programme are to educate the Bonairean community about:
- The uniqueness of the tourism product and the country’s dependence on tourism
- How Bonaire’s eco nature and marine preservation efforts affect tourism
- That hospitality is more than a place to stay
- The various changes in tourism

Programme Activities
Components of the program already in place include the following:
- A 30 second jingle that is played on local radio stations;
- The official slogan; “Smile, Boneiru ta Dushi” which translates in English to “Smile, Bonaire is Sweet”.
- The creation of a logo and mascot named Mama Smile, who promotes the programme by visiting residents around the island with her Bonairean community ambassadors.
There was a week-long public launch of the campaign which was staged at Fort Orange in historic downtown Kralendijk and it ended on the 30 April 2007 in Rincon, with a celebratory birthday party for ‘Mama Smile’.

**Target Group**

The entire Bonaire population.

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BRITISH VIRGIN ISLANDS

The BVI Tourist Board has implemented a Tourism Month, targeted at children between the ages of 5-16, the general public and the business community. It usually takes place in November and a different theme is used every year. The public is educated about the importance of tourism and the link between the different stakeholders, culture, environment and the economy.

Public Relations Strategies Used:

- Press release briefing everyone of upcoming activities for the Month
- During the Chief Minister’s Weekly Address he declared Tourism Month open
- Flyers regarding the different events were circulated
- Guest appearances on radio shows and radio quizzes
- Radio Advertisements
- Community Bulletin Board

Programme Activities

- **Church Service - St. Georges Anglican Church**

The Church Service was held at the St. Georges Anglican Church and the Tourist Board participated in a scripture reading and gave opening remarks. Father Gibson delivered a stirring message regarding Tourism and the importance of retaining what is unique about the BVI and preserving it.

- **Pope Night**

The community was able to participate in this traditional event, which fosters that community spirit. There was an interactive section where persons received prizes for answering questions about the BVI.

- **Nature Lover’s Walk**

Different organizations came out in support of Nature Walk and participants were provided with an opportunity to enjoy some of “Nature’s Little Secrets”.
Charter Yacht Society Boat Show

Tourism officials attended the Charter Yacht Society Boat Show to encourage repeat business and provide visitors and brokers with more information and general facts of the BVI.

Radio Quizzes

Throughout the month there were radio quizzes on the different radio stations, about historical and tourism facts. Winners received a Polo Shirt. Tourism Month was also promoted on air and everyone was encouraged to support the tourist board’s activities.

School Visitations

School Visitations occurred on all of the Sister Islands and topics discussed were Culinary Tourism, Careers in Tourism, Water Based Tourism and career opportunities.

Territory Cleanups

Through the Clean Ups the public was able to see the connection between Tourism and the importance of keeping the BVI clean. Government agencies, church groups, schools and businesses were well represented and gave their full support during the clean ups in the different islands.

Culture Day - Virgin Gorda and Tortola

Culture Day on Tortola and Virgin Gorda showcased to BVI’s locals and visitors, some of the different aspects of the islands' culture such as Fungi Music, Fish pot making, Cassava Bread Demonstrations, Fungi Dance Lessons and Straw Weaving.

Programme Feedback/Results

Overall the BVI Tourist Board created a stronger awareness of the importance of being proud of what is unique about our culture and showing what makes us different from other places. We stressed the economic and social benefits of preserving our culture. We also reminded the public of the importance of Tourism and how important it is to the BVI.

Challenges/Areas for Improvement

The board worked with approximately half the staff that was present the previous year, however, everyone worked really hard to ensure that the Tourism Month was a success.
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Name of the Programmes:

Curaçao has implemented two (2) programmes in order to heighten tourism awareness and these are:

- **Curaçao Planners**
- **Curaçao Goodwill Host Programme**

Brief Description of the Programmes

- **Curaçao Planners**
  The planner is one of the tools authorities at the Curaçao Tourist Board use to spread awareness over the island to make the community aware of the tourism product or tourism related product. Every year the focus is on a theme along with a positive message and 2007’s theme was “Water Sports”. The planner takes the form of pictures and a message related to the theme (pictures). The Curaçao Planners have been made for more than 10 consecutive years. Each year we produce an average of 2500 to 3500 copies, which are distributed to the private and public sector varying from direct tourism services and indirect tourism-related businesses. The planner also contains information on all significant tourism related activities (such as our famous carnival activities, dive festival, culture week, tourism week, world tourism day, Caribbean tourism day, various national/sports tournament, jazz festival, salsa festival, etc), school holidays, official holidays. It's a full-colour, glossy, 1m x 75cm planner, very useful to plan all your projects.

- **Curaçao Goodwill Host Programme**
  This is a Tourism Awareness Programme for the general population. Once officially registered and orientated into the Curaçao Goodwill Host programme, participants will be required to take part in the following courses:

  - **Curaçao Host/ Quality Concepts:** - This session focuses on how the CTB informs the population through different awareness activities.

  - **People to People/ Effective Communication and Listening Skills:** - In this session participants learn effective communication skills for future successful careers, such as verbal and nonverbal communication and body language. In addition to this each participant learns the basics of listening skills.

  - **The Government of Curaçao and the Netherlands Antilles, National Symbols and Patriotism:** - This subject focuses on topics as the Curacao’s government and legislation, political parties, electoral proceedings, etc. Discussions also include the national symbols and the importance of patriotism.
- **The History of Curaçao:** - The intention of this course is to give participants a sense of self-confidence when being approached by a tourist. Topics include Curaçao's colonial past, emancipation, the history of trade and industry, and independence.

- **Historical Buildings of Curaçao:** - The architecture of the island is discussed, emphasizing the conservation of the historical buildings, the land, houses, and island monuments.

- **Geography of Curaçao:** - The participants are taught about all aspects of the island, such as its climate, formation, population and industries.

- **Tourism and the Environment:** - The participants get acquainted with local natural resources, how the government manages the environment and the importance of the environment in tourism.

- **Service Attitude:** - This session educates participants about how to provide quality service to tourists and locals.

- **Tourist attractions:** - Information about the attractions Curaçao has to offer are shown on video and subsequently discussed.

- **Flora & Fauna:** - Included in this is the awareness about the herbs and natural resources the island has to offer.

- **Culture & Folklore / Culture differences:** - This session focuses on the value of Curaçao’s culture and participants learn how to deal with and have respect for cultural differences.

- **Promotion of Curaçao / The influence of Tourism on the Economy:** - Participants are educated about topics such as the marketing mix, the necessity to maintain Curaçao’s market share and the cost involved in promoting the island. They also learn about the affects of tourism on product development and how their personal enhancement and future depends on the economic development of tourism.

- **Health Care and Etiquette:** - Included in this is learning how to have a friendly attitude and how to deal with questions and complaints of clients during office hours.

- **Practical Projects:** - Participants work in teams to plan a project (which is approximately 2 months) that serves as a community service to the island, or as an awareness campaign.

- **Exams:** - the participants have a written test about the content of the Curaçao Goodwill Host program
- **Graduation Evening and Exposition:** All practical projects are showcased during the graduation evening. This can guarantee much more awareness of the projects. The graduates also receive a pin and the certificate as a Curacao Host, as well as a car sticker “Curacao Host at Your Service”.

**Programme Goals/Objectives**

- **Curacao Planners**
  To make the community aware of the tourism product and tourism related products in Curacao

- **Curacao Goodwill Host Programme**
  To provide the general population with an opportunity to learn more about Tourism and what the country has to offer the visitors.

**Target Group**

The general population.

**Programme Feedback/Results**

Since the inception of the Curacao Goodwill Host program in 1991, up until 2005, more than 1500 participants have graduated as Curacao Hosts. Last year (2006) the pilot project in the community areas was a great success and approximately 120 participants graduated as Curacao Hosts. This means approximately 40 participants per area. Participants are being recruited through the Community Union Curacao. Of course there are always some drop outs, but overall the programme is very successful.

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**Name of Programmes**

The Grenada Board of Tourism has implemented two (2) programmes aimed at raising the profile and status of tourism on the island and they are as follows:

1. School Visits Programme
2. Tourism Awareness Week

**Brief Description of the Programmes/Goals**

- **School Visits Programme**
  The School Visits Programme targets students and teachers of Primary and Secondary Schools, enlightening them about the importance of the Tourism industry to Grenada and the importance of the natural environment for the advancement of this industry. Activities in the form of weekly visits to two schools at the primary and secondary level are conducted during the months of September to December. In addition, schools are also visited during the months of May to June and presentations regarding “Careers in Tourism” are conducted.

- **Tourism Awareness Week**
  The Tourism Awareness Week involves a variety of activities, which are conducted to:
  1. Remind the general public about the benefits of Tourism and the public’s role in improving Tourism.
  2. Rally stakeholders and service providers to improve services.
  3. Inform selected secondary school students about tourism careers.

**Target Groups**

The general public, tourism service providers, tourism stakeholders, government officials, students and teachers are the main target groups.

**Programme Activities**

The main activities conducted are as follows:

- Church service
- Television Panel Discussions
- Radio Call-in Programmes & Radio Talks
- Tourism Exhibition & Fair
- Secondary School Forum & School visits
- Awards Ceremony
- Hotel visits by students
- Deployment of banners
Programme Feedback/Results

Due to its tourism awareness programmes, the Grenada Board of Tourism has achieved the following results:

*Tourism Awareness Week*
- A more informed and passionate general public
- Fewer examples of persons being dishonest and hostile towards tourists
- Less harassment of visitors
- A higher interest among school leavers to pursue careers in tourism
- A cleaner environment

*School Visits Programme*
- Greater interest among secondary students to pursue careers in Tourism
- More frequent requests for follow up visits to schools
- School children are seen using public bins
- Children allow tourists to take their pictures **without payment**
- Children are happy to give honest directions to tourists

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Name of the Programme

“Team Jamaica”

Brief Description of the Programme

Jamaica’s Tourism Product Development Company (TPDCO) has initiated a tourism awareness programme entitled “Team Jamaica”. This concept was patterned after the 1996 Model - BAHAMAHOST Programme and was developed because of a need to improve Jamaica’s image in the marketplace. It was launched in 1997 and steered by a Council comprising both public and private sector organizations. Team Jamaica is a quality service ‘movement for improvement’, which provides tourism personnel with the knowledge and interpersonal skills to shape their attitude for the delivery of consistent customer delight.

Programme Goals/Objectives

Team Jamaica’s purpose is to develop standardized certification for all tourism personnel and create a quality Tourism Team product that can uplift the following areas:

(1) Team spirit
(2) Pride in self
(3) Country & tourism.

Programme Activities

In addition to a theme song, the TPDCO has developed a programme entitled “Team Jamaica Tourism Ambassador” to assist with these various goals. This programme targets influential groups in the society such as entertainers, sports personalities and government officials. The development of the ambassadors is achieved by conducting a course, in which its core content consists of 4 modules in 40 hours. These modules are as follows:

Module 1: - Tourism Awareness, Customer Service, and Self Development
Module 2: - Tourism Product/Our People: History & Cultural Awareness
Module 3: - Tourism Product/The Environment: Geography, Flora & Fauna, Local attractions, Environmental Care and Protection
Module 4: - Programme Assessment, Leadership, Motivation, Presentation Skills using technical Work Experience/Work Shadow at line level technology, Adult Learning Styles, Industrial Relations
Levels of Certification include the following:
➢ Team Member (Line)
➢ Team Captain/Coach (Supervisor/Line Manager)
➢ Team Trainer (Instructor)
➢ Executive Team Coach (HOD/GM/MD)

The methods used are very interactive and participative and all activities are aimed at building self esteem and team spirit

**Target Groups**

This programme is mandatory for all tourism personnel including (foreign nationals, as well as hospitality and tourism tertiary and vocational students).

**Programme Feedback/Results**

During the 2005/6 periods, there was an increase in participants from 2000 to 5000, in 74 vocational institutions, 8 community colleges and 2 universities.

The benefits of this programme are as follows:
➢ A full appreciation of Jamaica and all it’s offerings (pride) is developed
➢ Increased awareness of self, team work, time and stress management
➢ Recognition as a member of the National Tourism Team
➢ Improved internal and external customer relations
➢ Increased productivity and efficiency
➢ Reduction in cost of error, rework, variations
➢ Recognition from travel trade as TEAM JAMAICA certified property
➢ Increased environmental care and protection.

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Name of the Programmes

The Jamaica Tourist Board (JTB) has implemented the following programmes:

- JTB Scholarship Programme
- Tourism Awareness Week
- Tourism Action Clubs (TAC)
- General Tourism Awareness Activities
- Careers in Tourism Programme
- Tourism Awareness Competition

Brief Description of the Programmes/Goals

**JTB Scholarship Programme**
Jamaica’s Tourist Board offers three scholarships valued up to JA$1.5 million or (estimated US$20,000) to students pursuing a Bachelor’s Degree in Hospitality and Tourism Management. The scholar should have worked in the industry for a period of three years, must be interested in pursuing a foreign language and must maintain at least a B+ average throughout their course of study. The student is then bonded to the Jamaican tourist industry for a period of three years.

**Tourism Awareness Week**
Tourism Awareness Week of activities is generally held the week of December 15th, which marks the start of the winter season. This week of activities is headed by the Ministry of Tourism and supported by industry partners across the island.
Tourism Action Clubs (TAC)
Tourism Action Clubs serves as interesting, fun ways of consistently promoting tourism awareness amongst secondary and tertiary students. It allows the students and teachers to have further exposure to Jamaica’s varied tourism product and its partners in the industry outside of the regular tourism awareness activities. The activities of the club are planned under three categories, work, education and recreation. The motto for the club is “Small Jamaicans making a big difference”.

General Tourism Awareness Activities
Activities for this programme include visits to various schools or community groups, participation in training programmes for industry workers, assisting the organization with familiarization trips for various groups, providing assistance to hospitality students for their studies by arranging interviews, referring them to sources or providing them with speakers, setting up tourism exhibits, planning tourism awareness seminars/workshops, conferences and use of media.

Careers in Tourism Programme
The careers in tourism programme seeks to offer guidance to students as well as the general adult population about career opportunities within the tourist industry.

Tourism Awareness Competitions
This programme provides the opportunity for students and adults to participate in a variety of interesting, fun competitions that focus on current tourism related matters. The JTB is involved in over eight major regional and international competitions. These competitions include the FCCA essay and poster competitions, CTO Tourism Youth Congress, Condé Nast Essay Competition, Global Travel and Tourist Partnership (GTTP) Travel Writing and Case Study competition.
Programme Activities

Tourism Awareness Week
Activities generally include a church service to start the week, followed by other activities such as conferences, workshops, awards ceremony for industry personnel, field trips for students, tourism awareness concert, beautification projects, exhibitions, strong use of media including advertisements, supplements in the local newspapers, radio and television interviews.

Tourism Action Clubs (TAC)
Familiarization tours, exhibits, TAC conferences, training workshops for staff advisors, competitions, meetings with the Minister and Director of Tourism and other key tourism personnel, interaction with other TAC members, communication with JTB though the TAC website and exposure to major JTB projects through volunteerism.

Careers in Tourism Programme
Activities of this programme include careers in tourism exhibits, messages from the Minister and Director of Tourism and other key industry persons at functions or via the media, use of brochures, ‘Careers in Tourism’ presentations including video and DVD presentations, ‘Careers in Tourism’ workshops with guidance counsellors and teachers, familiarization trips for students to various sections within the industry such as hotels, airlines and attractions, interviews with or presentations from well experienced persons within the industry and facilitating internships for students.

Target Groups
Tourism industry workers pursuing a Bachelors degree in Hospitality and Tourism Management, primary, secondary and tertiary students, and the general population.

Programme Feedback/Results

JTB Scholarship Programme
The JTB is able to invest in a dedicated industry worker who at the end of the period is able to make a significant contribution to the industry due to their improved competency level and their close affiliation with the JTB.

Tourism Awareness Week
Jamaicans are reminded of the value of tourism to Jamaica’s economy right before the onset of the winter tourist season. The week of activities peaks an interest in the industry and is used to get Jamaicans to prepare to welcome our visitors. The week is used to remind persons of the appropriate behaviours and attitudes needed to make our visitors feel welcome. Persons working in the industry feel a sense of pride about being a part of the industry.

Tourism Action Clubs
An excellent, sustainable project that has created a lasting impression on the students. Many students, through the Tourism Action Clubs, have decided to pursue a career in tourism. The club continues to attract dedicated students who are passionate to learn more about the industry. Principals have often commented that the Tourism Action Clubs are often amongst the top performing clubs in the schools. Many students remain loyal to the club from lower school right through to university.
**Careers in Tourism Programme**
With the efforts of the JTB and the growing number of tertiary institutions now offering courses in hospitality and tourism, the industry is now easily supplied with qualified, passionate workers who are knowledgeable about the operations within the industry and are focused about what it is they want to achieve from their career choices.

**Tourism Awareness Competitions**
The students are very enthused about participating in these competitions. Based on the preparation needed for these competitions, the students engage in much tourism related research, which has a lasting impression on them, creating a passion for the industry. The exposure that they get as winners often creates ambassadors for the industry with quite a few students considering pursuing a career in tourism.

**Challenges/Areas for Improvement**

**JTB Scholarship Programme**
The cost of education increases rapidly on a yearly basis, which means that value of the scholarship has to be reviewed and increased accordingly for the scholarship to be effective. The need for assistance with tertiary education becomes increasingly important as the cost of education increases amidst other factors causing a general inflation.

**Tourism Action Clubs**
The school timetables can be extremely busy which often times cuts into the time students are willing to dedicate to extra curricular activities, however these activities are key to a more rounded development. Areas for improvement include the rebuilding of a more modern, interactive tourism action club website.

**Careers in Tourism Programme**
The information on career opportunities within the industry and the institutions offering tourism programmes changes quickly with the boom in persons wanting to pursue a career in tourism. As such hard materials such as brochures, booklets or DVDs quickly become outdated and there is the high cost to replace them. Thus, the JTB is moving to offer this information in soft format through its local website.

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Name of the Programmes

The Montserrat Tourist Board has implemented three successful Tourism Awareness programmes, which have influenced more than 200 persons. These programmes were implemented from 2005 to the present and they are as follows:

- Montserrat Host Training Programme
- General Sector Training: Certification / Accreditation
- General Sector Training: Community Awareness Programme

Brief Description of the Programmes/Goals

Montserrat Host Training Programme

The programme started in 2006 and at its inception, 138 persons registered for the course with a total of 118 graduating. It targets persons within the service industry such as hospitality workers, tour guides/operators and customs and immigration officers. The aim of the programme is to develop proper work and service habits and attitudes of the highest standard, which reflects the customs endemic to Montserrat’s culture and experience.

General Sector Training: Certification / Accreditation

The target groups are new entrants in tourism industry craft level such as house keeping, waiting staff, front office and food & hygiene. The objectives of the programme are to provide training for persons wishing to enter the tourism industry and to improve the skills of those already in the industry. Both practical and written components are delivered and 79 persons attended the Food and Beverage, Housekeeping and Front Office training programmes with 69 sitting the exams.

General Sector Training: Community Awareness Programme

The aim of this programme is to sensitize the local population about the value of tourism as a key industry in the economic redevelopment of the island. It is also intended to make them feel appreciative of Montserrat and to help foster pride in the island. The target groups are the entire population including, all business and government agencies in the public and private sector, civic groups, elderly, schools etc. Workshops and meetings were held to achieve these goals.

Target Groups

Hospitality workers, tour guides/operators, customs and immigration officers, new entrants into the tourism sector, general population
Programme Feedback/Results

General Sector Training: Certification / Accreditation programme
Fifty-seven (57) participants were successful and gained the American Hotel and Lodging (AH+LA) certificates and badges. Eighteen (18) attended the Food and Hygiene course, 14 sat the HACCP food hygiene certification Exam and 7 were successful.

Montserrat Host Training Programme
To date more than 200 people have been positively influenced by the programme.

Challenges/Areas for Improvement

- Despite the enthusiasm, Montserrat has faced problems of limited facilitators to deliver the various topics and persons leaving the island after they have received training.
- Due to a lack of facilitators, organizers had to rely on overseas facilitators and this made the programme very expensive.
- In some cases, there is a lack of a central location to carry out training.

NB: Future projects include a ‘Train the Trainer’ programme.

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**NEVIS**

**Name of the Programmes**

The Nevis Ministry of Tourism has implemented many successful tourism awareness programmes using a variety of strategies, such as educational courses, contests and media programmes. The programmes implemented are as follows:

- Introduction to Careers in Tourism Course
- A Tourism Education in the Primary Schools Course
- Best Village/ Best Garden Contest
- Tourism Radio & TV Programmes
- Annual Nevis Tourism Week

**Brief Description of the Programmes/Goals**

- **Introduction To Careers in Tourism**
  
The Introduction to Careers in Tourism is a one (1) week a year workshop targeted at secondary school students (in Forms 3-5), Six Form students and school leavers. The average participation is 12 -15 persons and it is conducted during June and July, highlighting the various career opportunities available on the island within the Tourism Sector. Participants are exposed to a series of presentations by industry professionals on a range of topics such as Sales/Marketing, Customer Service skills and at the end of the course, students benefit from a job placement which can last for a week.

- **Tourism Education In The Primary Schools**
  
This educational programme is conducted in Nevis’ 11 primary schools and is geared towards the students between the ages of 8 and 11. The course, which has an average of 17-25 students, is taught in the various classrooms on a weekly basis and the Ministry of Tourism works in close partnership with the Ministry of Education for the successful implementation of this programme. The CTO Tourism Education Manual is used as a guide for the teachers.

A series of free end of year excursions, including a visit to Tourism/Heritage attractions, are held for all the primary schools that take part in the Tourism Education Programme. Moreover, the Ministry is able to obtain support from local partners, who would donate meals or snacks for the students.

- **Best Village / Best Garden Contest**
  
The Best Village or Best Garden contests are held with the intention of encouraging the clean up and beautification of the communities on the island, which would by extension ensure that Nevis is kept clean and beautiful. These contests, which last between 1–3 months, are open to all community /church organisations and individuals with gardens and they are rotated on a yearly basis. Included in the activities are removing all garbage (including bulk items such as old cars and refrigerators), beautifying one main communal area and painting trash receptacles. The registered community groups receive assistance from the private sector, which provides garden implements, paint and plants, as well as cash prizes and other incentives.
• **Tourism Radio & TV Programmes**

These radio and TV programmes are geared towards the general public of Nevis and acts as an exchange of information forum. Activities conducted are radio discussions, interviews, competitions and public interactions and topics discussed include new tourism projects, press visits, historical information and outstanding individuals in the industry. By using this public relations strategy, a wider audience is reached in an innovative and creative way.

• **Annual Nevis Tourism Week**

Tourism Week in Nevis is an annual event usually held between Jan – March and geared toward locals and visitors alike. A committee is setup, and a theme is chosen that would form the basis of the activities for Tourism Week. The events include a church service, a primary and secondary school event, food fairs and cultural and sporting events, which highlight the Tourism industry. The week climaxes with the Annual Nevis Tourism Awards, in which their colleagues and friends nominate persons in the industry. The most outstanding nominee is honoured and recognised during a Gala Event.

**Target Groups**

Primary and secondary school students, the general population and visitors.

**Programme Feedback/Results**

- The secondary school course enables many participants to attain a better understanding of the industry and learn more about the training and skills needed to become successful. The Ministry is able to assess the readiness of young persons who join the tourism sector and build a resource pool of young persons interested in careers in Tourism. They are also able to find permanent jobs, or provide information on training, scholarships or tourism schools for those interested.

With regards to the primary school course, students are sensitized at a very early age about the impact of the tourism industry on the islands. Moreover, as a result of using the CTO Curriculum and obtaining support from the Ministry of Education, classrooms have become very interactive and exciting for the students. The regular contact with the students has also made it easier for the Ministry to implement regional competitions such as the Condé Nast Traveler Essay Contest, National Geographic Photo Contest and the FCCA Poster Contest.

- The Best Village and Best Garden contests sensitise the public about the need to keep the island clean and beautiful and participants develop a sense of pride in being part of a larger programme of island development. At a local level, it promotes community awareness and togetherness.

- With the use of the media, the Ministry of Tourism is able to reach a wider cross section of the community and inform the general public about feature heritages, marketing initiatives, tourism projects and press visits, as well as sensitizing them about the importance of Tourism. Additionally, immediate feedback on the effectiveness of various tourism projects is received.
The Ministry of Tourism receives overwhelming support to stage Tourism Week and as a result it is always a successful undertaking. Due to such support, the events have to be rotated on a yearly basis in order to maintain the one-week format.

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Name of the Programmes

Puerto Rico Tourism Company (PRTC) has implemented a series of tourism awareness programmes which are as follows:

1. Blue Flag Beach and Marina Certification Programme
2. Corporación Piñones se Integra (COPI)
3. Hospitality and Tourism
4. Tourism Quality Programme
5. The Programme of Community Education of Commitment and Service (PECES, Inc.)
6. Hello Tourist!
7. Porta Caribe
8. Mi Isla Preciosa (My Precious Island)
9. Symposium on Tourism Culture and Conferences

For certain programmes the tourism Company has partnered with various organizations in order to achieve its goals. These are:
- Organizacion Pro-Ambiente Sustenable (OPAS)
- Department of Education
- Puerto Rico Hotel & Tourism Association (PRHTA)
- American Express
- Puerto Rico Tourism Office

Brief Description of the Programmes/Goals

- **Mi Isla Preciosa**

Mi Isla Preciosa (My Precious Island) is a multi-agency program implemented in November 2006 by the Puerto Rico Tourism Company, which coordinates efforts of municipal governments, central government agencies, private entities, and the community. It aims to create awareness about the importance of the environment and the tourism industry as well as the relationship between both.

The campaign is aimed at the general public, but places emphasis on the younger generations in order to create a sense of responsibility and pride in Puerto Rico’s natural resources and tourist attractions. Mi Isla Preciosa has two main components:

1. A clean up and landscaping component

Work is conducted on sites that are mainly frequented by tourists and it usually includes painting, cleaning, landscaping and repair of streets and other infrastructure to make the place more appealing to local and international visitors. These efforts are combined and reinforced with an educational campaign in schools located near the area under the slogan of Cuida a Puerto Rico Como lo Que Es, Tu Casa (Take Care of Puerto Rico For What It Really Is, Your Home). A media campaign is scheduled to be released in July (2007) and will feature natural, historic and cultural attractions.
Target Group

The general population, with emphasis on the younger generations

Programme Feedback/Results

Due to the success of the program, there is an enthusiastic response of municipalities to be included in the program; for instance authorities of various attractions such as the Arecio Radio Observatory and the Condado area, have requested to be included in the program and the Governor-appointed task forces for Loiza, Rio Grande, and San Juan Metro (three areas with high tourist activity) have adopted the programme. The presentations, activities, and educational material included in the kit have been greatly appreciated by schools, students, and teachers. The quality of work in which students submit to presenters has been of high quality; hence this indicates that they have developed a renewed sense of responsibility and pride in their island.

Challenges/Areas for Improvement

Among the challenges are creating a permanent multi-agency network, coordinating work between government agencies, recruiting sponsors from the private sector, managing resources for maximum effect and keeping the community informed about why it is important to preserve the island’s culture. The PRTC is working to improve communication between agencies, getting additional funds assigned to the program, and a permanent staff dedicated solely to the program in each agency. There is also the desire to get more schools involved in the programme, create additional educational and teaching modules, as well as add additional clean up crews to the ones currently assigned. A most important goal is to inspire more community participation and programs as well as promote the development of community-based businesses around areas included in the programme.

NB: Mi Isla Preciosa’s main goal is to give back to the community and help economic development in every tourist area. Achieving community involvement and creating a sense of empowerment in the population are vital to the success of this programme. An example of this is Utuado, where the residents have received training and information by PRTC and other agencies and is currently organizing to create new businesses as well as promoting the ones already established. The crew hired for clean up are from correctional facilities around the island, thus giving inmates not only a chance to shorten their sentence but also develop marketable job skills.

- Porta Caribe

As part of its Strategic Plan, the PRTC Regional brand has identified the Southern Region of Puerto Rico as a destination within a PR destination. The target areas are all market segments related to the sector and the development of this regional brand focuses on the following:

- Five experiences: Adventure, Culture, Golf, History and Nature
- Improving the tourism industry’s contribution to regional economic development.
- Increasing the tourist attractions inventory and improving the quality of the existing ones.
- Increasing the occupancy, offers and conditions of hotel and lodging facilities
- Developing the quality of tourist excursions and offers to satisfy the internal tourism needs.
- Generating and retaining employment related to the industry.
• Optimizing Customer satisfaction levels.
• Preserving effectively historic, cultural and ecological places.
• Sensitizing the general citizens about the importance of the tourism industry

**Target Groups**

Persons involved in the tourism sector in this district, and the general citizens of the area

**Programme Feedback/Results**

Due to the efforts of the PRTC, approximately 600,000 persons have been influenced by this programme and it has also achieved the following results:

• A new alternative as a destination within Puerto Rico.
• The goal regarding the development of regional brands has been accomplished.
• Awareness of tourist attractions and economic development of the markets related to the sector.
• Development of new markets in relation with the 5 experiences mentioned before.
• New opportunities to increase air lift and maximize the regional Mercedita International Airport.
• New hotel rooms have been endorsed by PRTC.

**Challenges/Areas for Improvement**

• Increase hotel rooms inventory
• Development of new transportation and excursions business
• New airline services to Mercedita Airport
• Improve infrastructure, ornamentation, cleanliness and road signage.
• Develop new cruise ship business in Ponce Port.

**Tourism Quality Programme**

The PRTC has developed the Tourism Quality Programme for all PRTC endorsed properties (Hotels and Gastronomic Mesones). The Puerto Rico Tourism Company's (PRTC) main objective is to provide all of the endorsed properties with tools that would help them elevate their standards of quality. As a result, it has implemented a Tourism Quality Program in phases to assure continuity, commitment and consistency in all tourism services provided. These phases are:

(1) Standards of Performance Manuals
(2) Train the Trainer Seminar
(3) Operational Skills Training and Sequence of Service Training. In addition there are two (2) measurement components which are; On-Site Service Evaluation (performed by a mystery shopper) and a Physical Inspection (performed by a PRTC inspector)

The company also offers training in SuperHost® Fundamentals, which targets not only hoteliers but universities, municipalities and those working in those tourism sectors as well. The course is a participatory one-day workshop that addresses the fundamentals of excellent customer service and participants are taught techniques and tips on how to handle customer concerns, to first impressions.
There is also an Annual Quality Award Ceremony organized to increase the quality level of the services provided by the hospitality industry. The Award recognizes those properties that have made a great effort in providing outstanding services to visitors.

**Target Groups**

Hoteliers, universities, municipalities and other persons working in the tourism sector

**Programme Feedback/Results**

As a result of the Quality Award Ceremony that has been held consecutively for the past three years, there is now a sense of awareness for quality amongst Puerto Rico’s hoteliers that was not present in previous years.

**Challenges/Areas for Improvement**

One of the main challenges is to commit the hoteliers to continue the training programme.

- **Corporación Piñones se Integra (COPI)**

  This is an ecotourism project in the Humacao Nature Reserve in which the objective is to develop the facilities and infrastructure needed to perform sustainable educational and ecotourism activities in the area. The Project will target the community surrounding the Natural area, such as schools, restaurants, suppliers and all the people that live near the Nature Reserve who might have a direct or indirect impact from this project. The construction of environmentally-friendly ecotourism facilities to enhance the experience of the visitor includes: A Visitor and Educational Center, Concessionaries Pavilion, Nature Observation Areas, Observation Tower, Restoration of Historic Areas, Blinds for Bird Observation, Administrative offices, Kayak Piers.

  The concept of the project is to promote:
  1. Conservation of the scenery and the ecological biodiversity.
  2. Recreational and cultural development of activities with a high educational purpose.
  3. Local community involvement in all of the phases of the project and its economic well being through “the creation of micro enterprises”.
  4. Sustainable mechanisms development to be incorporated into the Reserve Co-Management.

**Target Groups**

Tourism businesses, persons living in the surrounding community of the Nature Reserve

**Programme Feedback/Results**

With this Programme, local communities benefit from the tourist activity, because it emphasizes the consumption of local goods and services that generate a strong multiplier effect in the local economy and creates employment.

In terms of the Community Economic Development and Impact, this Programme contemplates the creation of approximately 20 micro enterprises at the end of the 3 years contract. Around 6 of these micro businesses will be functioning inside the Ecotourism facilities.
This project will generate an estimate of 26 direct, 5 indirect and 9 induced jobs. In addition, it will act as a center of a responsible tourist and economic activity in the region. The construction phase will generate 35 jobs. This Programme trains persons of local communities to develop micro enterprises in the Natural Reserve and the surrounding areas. The training includes entrepreneurial and personal development, ecology and environmental ethics. The Program contemplates individualized technical assistance before and after the micro enterprise is established.

- **Symposium on Tourism Culture, and Conferences**

The Puerto Rico Tourism Company has developed symposiums and conferences for the general public (mainly schools, institutes, universities, tourism service providers, summer camps, municipalities, government agencies, private enterprises), to increase awareness of the importance of the tourism activity to the social and economic development of Puerto Rico. They inform participants about the development of tourism and the initiatives of the Company, which all benefit the economy and quality of life of Puerto Rico.

Among the conferences available are:

- Tourism by all and for all
- Tourism Culture
- Tourism is fun
- Puerto Rico and the Tourism Activity
- Porta del Sol, Puerto Rico
- Porta Caribe, Puerto Rico
- Careers in Tourism
- Ecotourism
- Blue Flag
- Tourism Quality
- Hotel Projects
- Financial Incentives

**Target Groups**

The general public (mainly schools, institutes, universities, tourism service providers, summer camps, municipalities, government agencies, private enterprises)

**Programme Feedback/Key Results**

Approximately 905 persons have been positively influenced during fiscal year 2006-2007. Based on results of the evaluations, the general opinion is that the symposiums and conferences have motivated participants to offer an excellent service to visitors. They also benefited from increased knowledge of the tourism industry and the work of the Puerto Rico Tourism Company.

**Challenges/Areas for Improvement**

Promote the tourism culture in Puerto Rico to increase the social and economic well being of the Island.
“Hello Tourist!” Programme

“Hello Tourist!” is an educational program directed to students of elementary schools from Grades 4 to 6. At the present time there are 39 schools in the Program. The purpose is to build awareness in the children about the importance of the tourism activity in the economic development of Puerto Rico. It also gives children the opportunity to explore and know everything related to the tourism industry and mostly to relate tourism with environmental preservation. The Puerto Rico Tourism Company works in collaboration with the Department of Education, The Puerto Rico Hotel and Tourism Association and American Express on this programme.

The Puerto Rico Tourism Company sponsors the Programme by offering the following:

- Annual activity known as Environmental Tourism or “Turismo Ambiental”.
- Revision of curriculum contents.
- Offer the Super Host seminar to teachers.
- Provide conferences to children.
- Provide conferences to teachers at least once a year so that they could transmit their knowledge to their students.
- Invite lodgings to participate in the project.

Target Groups

Primary school children and their teachers

Programme Feedback/Results

Through the manual taught in schools and the support the PRTC provides, they get awareness of the significance of tourism for the Puerto Rican socio-economic development and the relationship between tourism and the environment.

Challenges/Areas for Improvement

To raise the interest of a young audience in the tourism industry so they can appreciate tourism as key to the development of Puerto Rico.

Hospitality and Tourism Programme

The Puerto Rico Tourism Company, Department of Education and the Hotel and Tourism Association have implemented this programme. At the present time it is established in 19 vocational and technical schools in Puerto Rico. The objective is to start in High Schools the preparation of students for the profession they wish to choose, so that they could enter and remain successfully within the tourism industry. In school they study an Introduction to the Tourism Industry and take courses like Housekeeping, Tourist Guide, Culinary Arts, Alternative Tourism, Ecotourism, Tourism Marketing and Pastry. The Puerto Rico Tourism Company works with the Programme in collaboration with the Department of Education and the Puerto Rico Hotel and Tourism Association.
The Puerto Rico Tourism Company sponsors the Programme offering the following:

- Teacher training at least once a year.
- Revision of curriculum content
- Provide conferences to students.
- Provide educational material.
- Coordinate internships.
- Coordinate activities between schools and the industry.
- Coordinate activities related to environmental preservation.
- Coordinate employment fairs in the tourism industry.

**Target Groups**

Students in technical/vocational schools and their teachers

**Programme Feedback/Results**

Through the manuals taught in class and the support provided, students get prepared for the Hospitality and Tourism industry and acquire knowledge of its importance to Puerto Rico’s social and economic development.

**Challenges/Areas for Improvement**

Increase the workforce within the tourism industry and improve the quality of services for a better product offer.

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Name of the Programme

“Ready to Welcome the World” Programme

Brief Description of the Programme/Goals

The ‘Ready to Welcome the World’ radio programme began in April 2006. It aims to deliver the main points on the requirements of a destination to be world class, thus giving visitors value for money. This is done through conversational style interviews. The programme makes an effort not to be academic and has as one of its hosts a local radio personality who has a wide reach, especially at the grass roots level. It is produced by a veteran in the media business (25 years). Interviewees have been local tourism entrepreneurs, sports groups, customer service specialists, dive operators, youths who have participated in tourism regional competitions, Port Authority and Cruise and cargo ship pilots, coast guards, land and sea rescue operators, local film makers. A central feature is a discussion, in dialect, between two characters on major talking points and topical issues. There is also a “Did you know?” segment, which shares historical facts.

Promotional commercials are aired regularly on the radio station. Also the term ‘Ready to Welcome the World’ is a buzz phrase used regularly by Ministers of Government, senior officials in the civil service and the general public. The theme song of the programme was used in last year’s Steel Pan competition amongst the High Schools, thereby attaining massive exposure.

Target Group

The general population.

Programme Feedback/Results

The term “Ready to Welcome the World” and thus what it means is an extremely popular term. The theme song of the programme was locally composed and is a very catchy tune. It was used in a local steel pan competition amongst the high schools, thus exposing the song and its meaning to a broad cross-section of youths.

Challenges/Areas for Improvement

Accessing sponsorship to have it aired on all local stations all year round.

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ST.VINCENT & THE GRENADINES

**Name of the Programme**
Tourism Awareness Programme

**Brief Description of the Programme/Goals**

The programme involves 3 main tools: A weekly radio programme which lasts for 15 minutes, a weekly “Tourism Tips” corner in one of the 3 main weekly newspapers in the state and a monthly newspaper article. The weekly radio programme carries quizzes (tourism knowledge) and facilitates give-aways (Carnival items: T-Shirts, cups, etc). It also advertises essay competitions (Conde Nast Essay competition, etc) and hosts interviews with personnel / Officers from the Ministry – to make the listening public aware of the workings of the Ministry, “What’s on” in the Ministry and other happenings in the industry on a whole. The “Tourism Tips” is the size of a business card – it’s used as a reminder of certain customer service facts and ‘tips' to aid employees and employers in the industry. The monthly article highlights important events in the industry and different partners/stakeholders and units in the industry provide the information for the article.

**Target Groups**

The general public and tourism employers and employees.

**Programme Feedback/Results**

Unfortunately there is no formal system in place to assess the results. These three programmes are less than one year old. We have however received good feedback from persons who have read the tips and radio listeners have been entertained by the quizzes. Managers of other Units have also expressed happiness for the tips, saying that they will aid in Human Resources Development since they primarily address attitudes in the service industry.

**Challenges/Areas for Improvement**

We need an assessment system to ascertain the influence of the programme. It is the Ministry’s belief that the programme can be better structured. When the tips and article were started, this was not within the framework of a ‘programme’ but rather, simple tools to highlight Tourism in the print media and electronic media. The radio programme was in place before, but was handled by the SVG Hotel and Tourism Association.

1. Short Staff – Often the personnel is not available to do the work.
2. Our Communications Unit has only 2 persons and Public Awareness is just one of the many areas of our responsibilities.
3. Funds – Public Awareness (ads, etc) is expensive and often the budget is too small to allow certain effective tools in programmes.
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**Name of the Programme**

Village Host Programme ("Welkim in Ons Dorp")

**Brief Description of the Programme**

Create tourism awareness among the villagers and tourism stakeholders in the communities of the urban and rural areas with regards to sustainable tourism development, the advantages and disadvantages of tourism activities and the importance of their role for future developments. The programme is specially designed for Amerindian and Maroon communities whereby a participant’s handbook is produced for those who can read and write and four posters (two with Amerindian people and two with Maroon people) to visualize the total tourism process in their village, from arrival until departure.

**Programme Goals**

1. To develop an understanding of key tourism terms/definitions and the importance of tourism for Suriname in general and for their community in particular.
2. To increase the knowledge of facilities and service, to meet the tourists’ needs and expectations.
3. To develop an understanding of the importance of meeting the expectations of the visitors.
4. To improve their communication skills with regards to different types of visitors.
5. To create a positive image of their own cultural heritage to increase visitors’ satisfaction.
6. To make use of tourism development as a catalyst for the total economic development of their community.

**Programme Activities/Topics**

1. General knowledge about tourism and tourism development
2. Characteristics of visitors
3. Needs/wants and expectations of the visitor
4. Presentation and communication skills
5. Tourism as a tool for economic development (catalyst effect)
6. Preservation and conservation of natural and cultural heritage
7. How to create more income for the village, by engaging in tourism activities.

It was impossible to conduct this programme by staff from Paramaribo due to high costs involved with transportation and accommodation in the interior. Several workshops were held in Paramaribo and some selected areas where several communities were brought together and key players e.g. policymakers, school leaders, teachers, tour guides, etc. were trained in how to conduct this programme in their village. Evaluation forms and forms of participants and activities implemented were distributed to these trainers and once these trainers had implemented the programme in their village or their school, they could get a payment with a full report and participants’ list which was signed by the chief of that village.

**Target Groups**

Villagers (especially Amerindian and Maroon communities) and tourism stakeholders in both urban and rural communities.

**Programme Feedback/Results**

1. An increased awareness regarding tourism development
2. Awareness regarding the visitors’ likes and dislikes and an increased need for working with quality/standards
3. Establishment of tourism development committees together with private sector stakeholders to take care of the future development of the tourism sector
4. Better understanding of preservation and conservation of their natural and cultural heritage
5. A better understanding of tourism development, the spin-off of tourism activities and the linkages with other sectors.

Approximately 50 villages were approached and at this stage it is difficult to make an assessment of the impact. We are sure that there is a positive influence and careful estimation gives us an indication that approx. 1000 persons were involved.

All distribution channels possible are being used to market this programme. These include workshops, training sessions, through tour operators, and local media. Several villages in the interior, which have their own radio stations, broadcast it in their own language.

**Challenges/Areas for Improvement**

1. Language barrier (already translated in one Amerindian language)
2. To find good trainers in the interior
3. Transportation to the interior
4. Finally tourism is in an embryonic stage and that’s why we have created a foundation for further development. The process has already started and with some improvements/adjustments we need to guide this process.
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Name of the Programme
Tourism Awareness Programme

Brief Description of the Programme/Goals
This programme is set up to:

♦ Raise awareness and understanding of the importance of tourism to the local economy among the public, the media, stakeholders and opinion formers.
♦ Educate the local community. Information sharing and cooperation among stakeholders to generate a cohesive programme of awareness and a better appreciation of the industry as a whole using the following tactics:

1. Media campaign
2. Networking & Information Exchange
3. Educating the Tourism Industry
4. Research & Analysis
5. Advocacy

Target Groups
General Public, media, stakeholders, opinion formers

Programme Feedback/Results
After the first year of the programme’s implementation (2006) there was very little shift in awareness and perception of tourism noted among surveyed individuals (a benchmarking study was done prior to the launch of the programme) A follow-up survey will be done in November 2007 to assess if there were any further changes during the second year/phase of the awareness programme.

Challenges/Areas for Improvement
• Reaching a very wide audience with several messages for each audience
• The second and third phases of the campaign have been designed differently with several mini campaigns designed to reach individual audiences, all falling under the umbrella of the overall campaign

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Name of the Programme

The TCI Host Training Programme

Brief Description of the programme

The TCI Host Training programme is designed to familiarize tourism workers with accurate information about the island’s history, geography, government, culture and folklore and places of interest. There is special emphasis on attitudinal training, teamwork and co-operation. The programme consists of a minimum of 40 hours of formal training time and is highly interactive and carefully designed for adult learners. Learning Themes include:

- History/Geography of the Turks & Caicos Islands
- Promoting the Destination
- The Role of the Tourist Board
- Attitudes and Professionalism
- History of Tourism in the Turks & Caicos Islands
- Tourism and the Turks and Caicos Economy
- Culture and Folklore in the Turks and Caicos Islands
- Communication
- Customer Service
- The Role of the Turks & Caicos National Trust

Programme Goals

- To create self-awareness and foster positive attitudes among persons actively involved in the hospitality industry.
- To provide participants with accurate information and general knowledge about the Turks and Caicos Islands.
- To increase the awareness of proper attitudes and professional behaviours in the workplace.
- To reinforce the importance of giving value for money to ensure that visitors return to Turks and Caicos.
- To create among participants the desire to be professionals in rendering service of any kind

Target Groups

- Public Service Drivers
- Civil Servants
- Local Entrepreneurs (including Craft Vendors)
- High School Graduates
- Hospitality Workers
- Teachers
- Professional Business-people
**Challenges/Areas for Improvement**

Convincing employers in all sectors that their frontline workers must be trained and get the locals to be involved in training as well. There is difficulty with timing of the programme particularly for hospitality workers and the availability of specialist trainers on island.

There is also an ongoing tourism awareness programme in the public primary schools on the island of Providenciales – where students are involved in various tourism projects including field trips to attractions in the family islands. The Training Manager also assists the Grades 4 – 6 teachers by teaching special topics in tourism in the Social Studies syllabus and also provides teachers with resource materials on tourism. During our annual Tourism Awareness Week, much emphasis is placed on ‘Careers in Tourism’ and sensitizing the general public about tourism and its importance to our economy.

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