Regional Human Resource Development

To position the Caribbean as the most desirable, year round, warm weather destination by 2017

CTO Board of Directors Briefing
Bonita Morgan, Director
Wednesday, October 10, 2012
AIM

• Provide an overview of the key activities in Regional Human Resource Development since June 2012

• Present the Mission for Regional Human Resource Development
SITUATION – June to present

Focus is on equipping Member countries to deliver the programmes themselves - 4 workshops conducted in the following countries:

- **Trinidad & Tobago: (June 11-15)** – *Hospitality Assured Training of Business Advisors workshop* - thirteen (13) persons trained to support the delivery of the programme

- **Tobago: (June 25-27)** – *The Management of Service Quality train the trainer workshop* – 15 participants trained at the Tobago Hospitality & Tourism Institute

- **British Virgin Islands: (28-30 August)** *Tourism Educator’s workshop* - 20 teachers trained

- **St. Maarten: (27-31 August)** *Taxi Driver Workshop* - 25 taxi drivers benefitted from the training
SITUATION – June to present

• LiveMocha online language training – 549 persons signed on to the programme for the year – *(Is there continued interest in the programme? Investment is US$5,000.)*

• **CTO Foundation** – US$64,784.00 provided in scholarships and study grants benefitting 20 persons

• **CARTFUND** Health & Wellness Project – as a steering committee member, helped in finalizing the sector strategy/ marketing plan and the 3 year action plan
SITUATION – June to present

- CTO invited to be on the steering committee of a CIDA funded Caricom Education for Employment 5 year project.
- **GOAL:** to create a productive and globally competitive regional workforce, strategically aligned with present and future demands of the region’s economy and labour market, using technical and vocational education to drive this process
- Key Activities:
  - Strengthening the Caribbean Association of National Training Agencies (CANTA) and National Training Agencies
  - Institutional partnerships with Canadian colleges and institutes in areas such as cultural/creative industries, eco/green careers, renewable energy, marine repair, mining, agriculture, early childhood development, geriatrics/health care
  - Attended a workshop on October 4 to make input into a revised “Regional TVET Strategy for Workforce Development and Economic Competitiveness”
2013 MISSION

MISSION: Secretary General
Rebuild Member Confidence in the CTO in order to...provide strategic leadership in tourism

MISSION: Regional Human Resource Development
To deliver exceptional tourism experiences by strengthening the human capital of our members and the CTO, in order to rebuild member confidence in the CTO

Key Reflections in building the 2013 mission:
- Focuses on the recognized needs of the sector
- Input from technical committee members outstanding
- Critical need to find external resources
- Absolute need to stay focused in the delivery
- Challenges in providing for the needs of the members & the needs of the organization
MEASURES OF SUCCESS

1. Expand ‘Hospitality Assured’ program from 7 to 12 countries
2. 25 new companies signed on to the Hospitality Assured program
3. 75 tour guides subscribed to regional certification programme across targeted member countries
4. 100 persons working in tourism subscribed to foreign language training programmes
5. $300k secured from donors and other financial aid institutions
6. Track 100% of CTO Foundation graduates to make decisions on future areas of support
7. Establish priorities for regional spa and wellness 3 year plan
8. Succession plan in place for key CTO leadership positions
9. A performance management system is established that makes senior management more accountable to the CTO Board of Directors and Council of Ministers & Commissioners of Tourism
MUST WIN BATTLES

1. Significantly expand the Hospitality Assured programme across the region to raise service quality levels (MAIN EFFORT)
2. Diversify the Caribbean tourism product by developing and strengthening the region’s spa and wellness products and services
3. Develop and strengthen foreign language skills of persons working in tourism, to meet the demands of new markets
4. Upgrade the knowledge, skills and professionalism of regional tour guides through the delivery of a regional certification program for tour guides
5. Define and bring to life CTO’s organization values aligned to member services
6. Align the CTO staff complement and competencies with the effective delivery of the mission
SPECIFIED TASKS

1. Strengthen the workings of the CTO Foundation to increase the talent pool for Caribbean tourism
2. Build the tourism knowledge base of teachers delivering the CAPE tourism syllabus
3. Deliver a new performance management process to track performance and create greater accountability
4. Establish clear ways of working and reporting at all CTO meetings
5. Develop a succession plan for key leadership positions within the CTO
6. Appoint a Director of Membership Services
CONFIRM THE MISSION

To deliver exceptional tourism experiences by strengthening the human capital of our members and the CTO, in order to rebuild member confidence in the CTO.