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ABOUT US

The Caribbean Regional Sustainable Tourism Development Programme (CRSTDP) is funded by the European Commission under the 8th European Development Fund in the amount of €3 million..

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

CHA-HRD Launches New Pilot Course

CHA and American Express have jointly designed a new course "Total Service", which is a replacement for Excellence Together and More Excellence Together. The Bahamas was selected as one of the first countries to distribute this programme and intends to put more than 5000 trainees through the programme. To distribute such a programme on such a massive scale, local trainers will be used to overcome the shortage of trainers. The Bahamas Hotel Association consequently requested the CRSTDP to train local trainers. This was an ideal opportunity for the CRSTDP to:

- Test the new Train-the-Trainer programme
- To strengthen a national Hotel Association's national training capacity
- To combine project activities with new CHA training activities

The pilot course was conducted in Nassau, Bahamas during 17th – 19th July. The 3 day period was required for the following reasons:

- 2 days - to pilot the new train-the-trainer course
- ½ day - to make potential trainers familiar with



Danny Riemersma
CHA - HRD Consultant lecturing participants of the pilot course

the Total Service course content

- ½ day - assessment of individual trainees (½ hour per trainee – 2 assessors)

The trainers for the course:

- Danny K Riemersma - HRD consultant CHA component CRSTDP (Train-the-Trainer)
- Alex Titcombe - Project Manager CHA component CRSTDP (Train-the-Trainer)
- Arturo A. Newland - CHA master trainer for Total Service

Twenty-two (22) participants attended the pilot course with one (1) participant failing to meet the assessment criteria. All other participants have been certified by CHA. Detailed assessment criteria were being made known to the participants and future certification should preferably be done by CaribCert and the certificates countersigned by CHA and CTO.

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For further information on the programme, please visit www.caribtcp.org

A Programme
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Sustainability of Air Transportation in the Caribbean



Sen. Rudy Grant
Parliamentary Secretary, Ministry of
Tourism & International Transport,
Barbados addressing participants

At the beginning of the quarter, under the CTO Research component, the planned CRSTDP/World Bank Regional Air transport symposium/workshop was held in Barbados on 1 – 2 June 2006, with thirty-seven (37) participants representing Antigua and Barbuda, Barbados, Dominican Republic, Grenada, Guyana, Jamaica and Trinidad and Tobago, although all fifteen (15) CARIFORUM countries were invited along with other CTO and World Bank member countries in the region. Four (4) regional airlines namely Air Caraibes, BWIA, Caribbean Star and LIAT also attended the symposium. Seven regional organisations, specifically ACS, CARICOM, CDB, CHA, CTO, ECCAA and ECCB were also in attendance.

The primary objectives of the symposium were to:

- Present progress achieved and tentative conclusions reached in regard to regional air transport services emanating from the complementary work streams of the World Bank and CTO/CRSTDP;
- Share new information and the results of new analysis carried out on the issues;
- Interact with and listen to the views of key Caribbean stakeholders in regard to the issues and how they might be resolved.
- Discuss the possible solutions that could apply in the changing global and regional environment
- Build support for some of the key changes in policy that need to be undertaken; and
- Devise appropriate implementation strategies for the change.

Through productive deliberations over the course of one day and a half, participants identified the key challenges as follows:

1. Securing and sustaining effective regional air transport services;

1. Providing a conducive policy and business environment for encouraging foreign based airlines to fly to the Caribbean and;
2. Enhancing the financial and operational viability of regionally based airlines.

Participants noted that effective air transport services would be a critical underpinning to the successful implementation of the Caribbean Single Market and Economy (CSME) and to exploiting opportunities for regional, multi-destination tourism. Participants made note of the continued poor performance of regional, state-owned airlines, which provided, in effect, limited “insurance cover” (in regard to service continuity) at a high price. They also informed from regional experience that regional ownership of an airline service provider might not be necessary for a successful tourism sector.

The conclusions and revised presentation from this symposium have been included in the Draft Final Report of the Study on Sustainability of Air Transportation in the Caribbean. Once the final report has been approved, copies will be made available to all CARIFORUM countries, key regional institutions, regional airlines and other regional stakeholders as identified.

Mid-Term Evaluation of the CRSTDP

A mid-term evaluation of the CRSTDP was undertaken during June 2006. The firm Pohl Consulting/GDSI Ltd was contracted under framework contract with the European Commission to undertake the review. A two-member team comprising Team Leader Mr. Philip Johnson, and Mr. Guy Leger conducted the review during the period 12 - 24 June 2006. Consultations were held with the EC Delegation, CTPU, CTO and CHA in Barbados; CHA Puerto Rico, CARIFORUM Secretariat (Guyana) and the PUCMM (Dominican Republic).

The purpose of the evaluation was to critically assess the degree to which the Programme's activities were addressing the objectives of the programme as well as the effectiveness of the implementation modalities – CTPU, Implementing Agencies, Policy Review Board, Tourism Stakeholder Group and Work Programmes; and assess current and proposed programme activities, evaluate their success or otherwise in contributing to programme sustainability and make specific recommendations for sustainability after the expiration of present EDF funding.

Specifically the reviewers were expected to pay particular attention to:

1. The operations of the CARIFORUM Tourism Programme Unit (fulfilment of Terms of Reference, reporting, day-to-day activities etc) more specifically whether the CTPU is making a significant positive contribution to the programme/how its

contribution could be enhanced;

2. The capacity of the Deputy Regional Authorising Office to fulfil its obligations as Contracting Authority;
3. The functioning and effectiveness of the PRB and TSG;
4. The distribution of tasks, flow of information and communication between project actors, stakeholders and observers;
5. Involvement/performance of CHA, CTO and PUCMM in the project;
6. Collaboration between CHA and CTO and the coordination of the Technical Assistance;
7. Relevance of activities implemented under the 3rd Work Programme and to be implemented before the end of the programme as they relate to the sustainability of the region's tourism sector;
8. Validity of assumptions made and the factors identified that ensure sustainability (as set out in the Financing Agreement) with respect to ensuring sustainability of programme elements;
9. Based on the foregoing, the need for updating/amending the original programme logical framework; and
10. Proposals on concrete actions to be taken to ensure sustainability of programme activities after the current EDF funding expires.

The final report of the mid-term evaluation is pending

Programme Tidbits

CTO HRD Component

Events Management Certificate (EMC) Programme

An Events Management Certificate training workshop took place from 17 – 22 July 2006 at the Accra Beach Hotel and Resort in Barbados. The workshop brought together twenty-five (25) senior-level Event Practitioners and Hospitality/Tourism lecturers across the region and was delivered by the Arthur Lok Jack School of Business, University of the West Indies (UWI), St. Augustine in collaboration with the George Washington University (GWU). Of the twenty-five (25) participants, fourteen (14) were part-sponsored and came from Antigua, Barbados, Dominica, Grenada, Guyana, Jamaica, St. Kitts, St. Lucia, St. Vincent and the Grenadines and Tobago.

To-date, much positive feedback has been received, as participants have indicated that they have been able to immediately put into practice much of the new knowledge acquired at the EMC workshop.

It is CTO's hope that in building capacity within the regional education stakeholders and Events Management practitioners, that such interventions will stimulate higher levels of efficiency and quality in the teaching of this subject, as well as more competitive and lucrative regional events.

PUCMM

Tourism Internship Exchange System

This year the focus of internship placements under **TIES** was the work and study programs. These proved to be more successful than the previous year (2005) in terms of improving the skills and abilities of the participants than the standard internship placements without the academic component. In this regard several agreements were reached with respect to the design of the academic offerings for this year with the regional and extra-regional academic institutions (the Barbados Community College, the Western Hospitality Institute of Jamaica, PUCMM and Universidad de Nebrija and Escuela de Hostelería de Valencia in Spain).

Sixty-five (65) interns were placed during the period June – August 2006 from nine (9) CARIFORUM countries namely Haiti, Jamaica, St. Vincent and the Grenadines, Suriname, Guyana, Trinidad, St. Lucia and St. Kitts.

Upcoming Events for the Third Quarter 2006

1 September – 30 November 2006

.CHA - Business Development Component

Media Training Workshop

A workshop on media training is scheduled for 14 – 15 September 2006 at the Island Inn Hotel in Barbados. This workshop is designed to guide Association Executives and national hotel association Presidents in addressing the range of issues and situations typically encountered by them, including dealing with the press, writing press releases, travel advisories and crisis management, to list a few.

CTO - Information Technology Component

Tourism Internet Workshops

As part of the EU funded Caribbean Regional Sustainable Tourism Development Programme (**CRSTDP**), the Caribbean Tourism Organisation (CTO) will conduct two (2) back-to-back Tourism Internet Workshops at the Jamaica Grande Hotel in Ocho Rios, Jamaica over a 4-day period from 18 – 21 September 2006.

These workshops are intended for upper and mid-level technical and marketing personnel who are responsible for the management and/or development of their tourism web sites. The workshops are titled:

- **Workshop 1:** Driving Business to your destination Website, and;
- **Workshop 2:** Improving

Website Performance;
Managing Websites as
Dynamic Business Applications

CRSTDP 5th Meeting of the Policy Review Board

The fifth Policy Review Board meeting of the **CRSTDP** is to be held on 12 October 2006 at the Accra Beach Hotel and Resort, Barbados



Image by: Leon Zernitsky

CRSTDP -CTPU

Beaumont House
Hastings, Christ Church, BB15156
Barbados

Phone: 1 (246) 228-6400
Fax: 1 (246) 228-8398
E-mail: ctpu@caribtcp.org
Website: www.caribtcp.org

Other Relevant links to the programme:

<http://www.onecaribbean.org>

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

<http://www.chatraining.org>

<http://www.caribbeanhotels.org>