

ABOUT US!

The Caribbean Regional Sustainable Tourism Development Programme funded under the 8th European Development Fund (EDF) was approved by the EDF Committee in November 2002, and the Financing Agreement was signed between CARIFORUM and the European Commission in March 2003.

The CARIFORUM Tourism Programme Unit (CTPU) was then established by the CARIFORUM Secretariat to carry out daily project management of the Caribbean Regional Sustainable Tourism Development Programme. In this regard the CTPU is responsible for the monitoring of all activities foreseen under the programme as set out in the Financing Agreement and the Annual Work Programmes

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



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Official Launch of the CRSTDP

All relevant tourism stakeholders, international agencies, tourism officials and the media were gathered at the Accra Beach Hotel and Resort in Barbados on 21 April 2005 for the official launch of programme implementation for the Caribbean Regional Sustainable Tourism Development Programme (CRSTDP).

This event was preceded by the contracting process of procuring technical assistance for the Caribbean Hotel Association (CHA) in the areas of Research Capacity, Information Technology Capacity, Business Development and Human Resource Development and for the Caribbean Tourism Organisation (CTO) in Research Capacity, Sustainable Tourism Development and Information Technology. Later that day the technical assistance was

determined in the area of Human Resource Development.

The Parliamentary Secretary in the Barbados Ministry of Tourism,



Mr. Brian Kelly of the EC Delegation (left) and the Parliamentary Secretary, Sen. Rudy Grant

Senator Rudy Grant, gave the Opening Remarks. In his remarks the senator stated that, "The overall goal of this programme is to contribute to the economic growth and poverty alleviation of the CARIFORUM member countries through competitiveness and sustainability of the Caribbean Sector." Mr. Brian Kelly of the EC Delegation in Barbados

presented remarks on behalf of the Head of Delegation. He highlighted that the World Trade and Tourism Council expects tourism to make up 16.5 per cent of the region's GDP. He stated that the importance of the Caribbean tourism sector is no longer in question, but its competitiveness and performance need to be addressed and accessed on a continual basis.

Background information was also given by the three implementing agencies on their respective components.



Head table at the tourism programme launch

Tourism Internship Exchange System



TIES Booth at the CHOCHS conference in Montego Bay, Jamaica

“As a result, twenty-five (25) students from the College benefited from TIES acquiring a matching fund of USD10,000 for their internship program.”

TIES Coordinator Mr. Guillermo Graglia at the CRSTDP Launch in Barbados

The Tourism Internship Exchange System (TIES) is an initiative originally developed under the [European Union/CARIFORUM Lomé IV Convention](#) in 1999. TIES is under the management of the Pontificia Universidad Católica Madre y Maestra (PUCMM)

TIES' aim is to enhance the overall competitiveness of the Caribbean region by providing an experiential learning experience to hospitality workers and senior students. Each internship is tailored to the professional or training needs of the particular candidate for the internship with the intention that this knowledge gained from the 'hands-on' experience will be adapted into their work situation.

The TIES Coordinator, Mr. Guillermo Graglia had the task of marketing and promoting the programme. An excellent opportunity

came through the first hospitality conference in Montego Bay Jamaica hosted by the Caribbean Council of Hospitality Schools (CHOCHS), where TIES had the occasion to set-up a booth at the market place where hundreds of students and professors visited. They also had the ability as keynote speaker at the closing ceremony to further promote TIES to many distinguished regional and international guests.

The Coordinator subsequently visited the islands of St. Vincent and the Grenadines as well as St. Lucia. These trips proved to be very successful, after the visit to St. Vincent and the Grenadines, Mr. Graglia was able to secure two national coordinators for the programme, a representative from St. Vincent and the other from the Grenadines. He was also able to secure the Ministry of Tourism as the overall coordinator and they are responsible for the submission of applicants. As a result of this visit, fifteen (15) Vincentians have applied.

The visit to St. Lucia was just as successful. The coordinator met with representatives of the Sir Arthur Lewis Community College and the Association. As a result, twenty-five (25) students from the College benefited from TIES acquiring a matching fund of USD10,000 for their internship program. St. Lucia has always been very active and successful in benefiting from TIES and they have proved that again as they obtained a scholarship to attend a "Train the Trainer Workshop" towards a certification as Hospitality Trainer and also funding for the St. Lucia National Culinary Team to participate in Taste of the Caribbean culinary contest.

Promotional opportunities continue to present themselves for the TIES programme and to date an estimate of sixty-nine (69) interns have been placed throughout the region as well as the United States of America—USA, Italy and Spain.



Caribbean Hotel Association—CHA



Danielle Lorde, CHA Project Officer

The [Caribbean Hotel Association](#) is a 'not for profit' federation of 35 National Hotel and Tourism Trade Associations in the Caribbean. The mission of [CHA](#) is to advance the Caribbean Hotel & Tourism Industry. As an implementing agency under the programme an office of the CHA has been opened in Barbados.

With the onset of technical assistance for the various components, CHA through the Research Capacity component aims to build its regional tourism research capacity. This will ensure that issues of critical interest to the industry are investigated, analysed and reported thereby allowing CHA not only to have access to information and data that has been collected but the ability to use the research findings to make informed decisions aimed at overall improvement of the industry. This components comes to end on 31 August 2005.

The Business Devel-

opment component addresses that aspect of the project that seeks to support and supplement the activities of small, micro and medium sized enterprises (SMMEs) in the tourism sector. With the installation of a Business Development Advisor (BDA) at the CHA office in Barbados, it is expected that these SMMEs will benefit from technical/managerial assistance aimed at improving business operations, management systems and strategic planning. Mr. Miller, the BDA, has made headway with the establishment of a Business Development Unit (BDU). The first draft of his proposal has already been sent to the Implementing Agency Supervisor.

The BDA has commenced travel throughout the region with the aim of establishing relationships between National Hotel Associations and the Business Development Unit (BDU). He noted that a major concern among those Associations visited was low CHA visibility on the islands. It appears to be a sore point among these Associations that "CHA" does not come to visit them.

It was also suggested by the BDA that in most cases National Hotel Association web-

sites were not up to standard. He stated that websites should be seen as important tools in the generation of income. To this end he proposed that an Information Technology intern could be used to examine/ critique these websites with the view to making recommendations.

The Human Resource component supplements the work of the Business Development Advisor by identifying the training needs and providing the training opportunities to strengthen and support national associations. The aim of this component is to enhance regional and national capacities through the delivery of effective and targeted industry training as well as to integrate and harmonise national tourism policies at the regional level in conjunction with the Business Development advisor.

Through the Information Technology component the IT capacity of CHA and its members will be reviewed and recommendations made for its improvement. The consultant is expected to prepare a five-year IT capacity plan for CHA, develop an IT training plan, recommend appropriate reservations systems for CHA, identify CHA national association software transfer requirements, research data collection and dissemination needs; and develop an electronic SKI for CSHAE.

“This will ensure that issues of critical interest to the industry are investigated,”

Caribbean Tourism Organisation—Research



Consultant McHale Andrew (left) as he chats with Vaughn Renwick of WIRSPA

During the past four (4) months extensive travel to eleven (11) of the 15 CARIFORUM member countries was undertaken

The main objective of the Research component is to expand the range and improve the quality of critical information available to Caribbean tourism decision-makers and planners in both the private and public sectors. The component also targets skills improvement among the region's tourism professionals through the delivery of specialized training programmes.

The objectives have been pursued by the Research & Development Consultant working in close collaboration with the CTO and other regional tourism entities, via specific research studies, which are expected to offer specific recommendations and advice to the region's decision-makers in the tourism sector.

The project is well in train with a number of planned activities already implemented or at various stages of implementation. Terms of Reference (TOR) for each one of the three (3) short-term studies, namely, *Regional Air Transportation, Cruise Impact Study and Operational/Regulatory Analysis* and *European Soft Adventure Market Analysis* were completed within the first quarter.

The air transportation TORs required the

input and review of a Ministerial sub-committee, appointed by the CTO at its Ministers' caucus in June. After some difficulty given the Ministers' busy schedule, a teleconference was held on July 29th, 2005. The conclusions of that gathering resulted in the revision of the TORs, subsequently, Request For Proposals/Call for CVs were since sent out and a consultant has been selected to undertake the study. It is now expected that the study would commence in October 2005.

The Soft Adventure study TORs were completed in June 2005. Internal review at CTO took a bit more time than anticipated but RFPs/Call for CVs have since been issued and responses are still pending. The study is expected to commence in October 2005.

During the past four (4) months extensive travel to eleven (11) of the fifteen (15) CARIFORUM member countries was undertaken. The visits, which also included meetings with tourism officials in Barbados, sought to promote the programme and obtain critical primary and secondary information from each country, get their practical perspectives on key tasks to

be undertaken and, in respect of the *attitudinal survey and examination of community involvement*, commit them, where applicable, to including it in their already scheduled household surveys. The countries were also engaged in discussions on the programme's objectives, which was deemed essential to building good working relationships and ensuring their ownership of, and full participation in, the programme.

Preparations for the *Statistics and Information Management Workshop* are well advanced with invitations having been issued, the workshop agenda and related materials drafted, presenters selected and contacted, and a host country chosen. The workshop is slated for October 10-14, 2005 at the Jolly Beach Resort in Antigua. Already some 51 participants from Cariforum and other CTO member states have indicated their intention to attend and at least 4 more are also expected. The workshop preparation was predicated on the completion of a database of statistical contacts in the CTO member countries followed by a training needs analysis.

Information Technology

The Caribbean is recognised as being one of the most tourism dependent regions in the world and despite tourism's contribution to public and private sector revenue and jobs the complex and multi destination products are particularly vulnerable to climatic, political and economic factors. The recent rapid and radical changes in the global tourism industry resulting from new technologies, changing customer demands and the new emerging destinations suggests that the Caribbean cannot continue to enjoy the favoured market position it has until now held with USA and European source markets.

The purpose of the CTO IT component of the Programme is to strengthen the IT capability of the CTO and its CARIFORUM members with activities designed to achieve the following expectations.

- CTO's Internet Strategy evaluated and recommendations made for its further development
- Impact of the Internet on Caribbean Tourism assessed and recommendations made for further improvement
- Regional Tourism Management Information System Developed National officials trained in marketing tourism on the Internet and development and management of tourism Internet sites.

There are four projects within the IT Component:

1. Evaluate CTO's Internet strategy and make recommendations for its further development.
2. Make an assessment of the impact of the Internet on Caribbean tourism and make recommendations for further improvement.
3. Build on the current statistical and tourism information systems in CTO and the region, and develop a regional tourism information system.
4. Organise and facilitate the implementation of two training workshops in the areas of marketing tourism on the Internet and the development and management of tourism Internet sites.

The major concentration for the initial 4 months of the projects have been focussed on starting and progressing 3 of the 4 project components – the workshops are planned for 2006.

The IT Advisor has to date completed successful missions to 12 of the 15 CARIFORUM countries where he undertook Initial Fact finding for the IT project components 1,2 and 3 above in order to prepare the Concept Documents and Terms of Reference. He also introduced the project and its

components to the beneficiary countries and address any issues / questions.

The missions achieved a great deal in disseminating the details of the projects and identifying opportunities for the participation of the CARIFORUM countries visited. And based on these missions, plus other fact finding, there are differing levels of MIS needs in each country. Countries with financial constraints and/or have low level of technology in place are eager to implement new technologies provided under this project. However countries with their own existing or planned technologies and/or with less financial constraints are less willing to implement new technologies within their own current IT environment unless it:

- a) Offers significant benefits above their current and/or planned systems, and/or
- b) Can be easily integrated within their current IT environment.

The missions together with additional research undertaken provided essential background information to identifying potential users of the MIS together with implementation issues and customisation requirements to be addressed.

“The missions achieved a great deal in disseminating the details of the projects...”

Sustainable Tourism Policy Component



*Luis Chaves, (right)
Sustainable Tourism
Policy Advisor*

**“Preparations
are well on their
way for the first
out of two
Regional
Sustainable
Tourism Policy
Workshops,”**

The main objective of the Sustainable Tourism Policy Development Component is to integrate and harmonize national tourism policies and standards at the regional level through the development of a Regional policy framework and for the development, promotion and dissemination of sustainable tourism best practices in the region.

The programme is well in progress and its planned activities are at various stages of implementation. More specifically, the main focus has been given to:

- The continued regional tourism policy consultation including visits to CARIFORUM countries to meet key policy makers and stakeholders of Belize, Dominica, Trinidad and Tobago, and Barbados.
- The development of a systematic and common process approach for stakeholders to interact with the programme through the dissemination of programme component tool kit and the creation of a web page site for information and virtual group discussion on policy issues.

As part of programme activities for the first year the sustainable tourism policy advisor assisted in the organization and had lead role in a ten (10) day study tour of the EU funded Eco Tourism Development Programme in Dominica. This study tour aimed at exposing Dominican officials, including Minister of Tourism, Mrs. Bannis-Roberts to best practices in two of the leading ecotourism destinations in the Americas.

Also through collaboration of CTO personnel, an inventory and classification of existing sustainable tourism “good practices”, guidelines, standards and its sources in the Caribbean is presently been conducted as a starting point for the evaluation and assessment of the existing material, potential needs and demand for potential future dissemination of these materials and publications.

In addition, the advisor has attended conferences, seminars, work-shops addressing key sustainable tourism issues and organized meetings linking regional public and private institutions such as PAHO, CAREC, Caribbean Blue

Flag Programme, EU PRO-INVEST, ODI, IIED to participate in new initiatives with CTO in this programme.

Preparations are well on their way for the first out of two Regional Sustainable Tourism Policy Workshops, which is tentatively set for the Dominican Republic for early December 2005. The workshops are to provide valuable inputs through active consultation on regional sustainable tourism issues and priorities of the region by selected participants of all members’ states participating in the programme.

*For further information
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Human Resource Development

The main purpose of the Human Resource Development (HRD) component is to expand the range and enhance the quality of tourism education and training programmes and services available to Caribbean citizens, as well as to improve the skills of the region's tourism professionals through the delivery of specialized training programmes. In addition, this component of the CRSTDP project seeks specifically to expand the cadre of trained trainers in the region, and to develop new training materials where there is a high demand for training.

As part of the programmed activities for Work Programme year 2005, Mrs. Yvonne Armour-Shillingford, the HRD Advisor, has been in communication with the regional tourism/hospitality partners, i.e. Ministries/Boards of Tourism, public and private sector Tourism/Hospitality Institutions and private sector hotel/tourism organizations, to ascertain the tourism HRD needs of the CARIFORUM countries and to review and strengthen the various components of the CTO/CTHRC-developed Caribbean Tourism Learning System (CTLS).

Over the last three months the main focus of the Advisor has been the

development of new and revised CTO training programmes, materials and brochures. Areas already identified and being researched include the review of the CTO-developed Level I Tour Guide Training Programme and the development of a follow-up Level II, as well as the development of a training programme in "Events and Conference Management/Planning".

The Advisor has also been reviewing publications and translations and sourcing quotations for the production in French and Spanish of the CTO-developed primary and secondary manuals and tertiary level programmes, in hard copy and electronic formats.

In addition to the above, the Advisor has attended meetings, seminars and workshops addressing key tourism HRD and sustainable tourism issues, as well as focused discussions on competitiveness within the Caribbean and the sharing of the outputs of the CRSTDP predominantly done through public and private sector consultations with organizations such as PAHO, Caribbean Policy Development Centre, CIDA/CPEC and the Canadian High Commission, the Permanent Secretary (PS) and other representatives of the Barbados

Ministry of Tourism and the CHA.

She has also organized regional tourism HRD consultations to meet with key policy makers and stakeholders and to date has met with representatives from the Ministry of Tourism in St. Lucia, including the PS, the St. Lucia Hotel and Tourism Association, the Sir Arthur Lewis Community College and the Head of Education Reform Unit of the OECS Secretariat.

Preparations are in the works for

- a three-pronged training programme focusing on the Tourism Internship Exchange System (TIES), which is to be piloted in St. Lucia and jointly developed and delivered by the HRD Advisors from CHA, PUCMM and CTO.
- A regional workshop using the CTO-developed "Dynamic Supervisory Management" training is scheduled for 14-18 November 2005 to be held here in Barbados.
- A two-day evaluation workshop of the CTO-developed Common Core Curriculum for the Associate Degree programme in Tourism/Hospitality studies carded for the 8-9 December 2005 in Barbados.

"...for the production in French and Spanish of the CTO-developed primary and secondary manuals..."

Meet the Staff of the CTPU



Allison Brathwaite joined the preceding tourism programme under CTPU 1 the 7th EDF, where she held the January 2004. A national of Barbados,

she holds a Bachelor's Degree in Sociology with a minor in Accounting from Mount Allison University, New Brunswick, Canada and a Master's degree in International Development Studies from the St. Mary's University, Nova Scotia, Canada. She is also skilled in the area of Project Cycle Management and EDF Rules and Procedures.

Ms. Brathwaite came to the CTPU from the post of Chief Project Analyst - Public Investment Unit, Ministry of Finance & Economic Affairs - Barbados. Her responsibilities included managing and coordinating a team of three (3) in the monitoring and evaluating of projects. She has also acted as DRAO for the EDF where she would have supervised several CARIFORUM and EDF projects. She brings to the programme ten (10) years of professional experience.

Cherry Sampson was the first member of staff for the CTPU team.



She started in June 2003. She is the institutional memory from the preceding tourism programme under CTPU 1 the 7th EDF, where she held the post of Administrative Officer and Interim Adviser. She has been working with CARIFORUM - EDF projects since May 1998.

Mrs. Sampson holds a Bachelor's Degree in Linguistics from the University of the West Indies, Cave Hill Campus and is currently pursuing a Cambridge International Diploma in Project Management from the M.J.M Management Systems Inc. and a Cambridge Certificate in Event Planning and Promotion from the Caribbean Training Institute. She has also dabbled successfully in Intermediate Spanish, Computer Maintenance and Repair and QuickBooks.

Maxim Baker, the last but by no means the least, member of the team joined us from 1 March 2004. She is responsible for the

financial matters of the programme.



Mrs. Baker holds an Associate Degree in Arts - Accounting & Economics from the Barbados Community College and a Bachelor's degree in Economics and Accounting from the University of the West Indies, Cave Hill Campus. Maxim is currently pursuing the ACCA.



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Other Relevant links to the programme:

<http://www.onecaribbean.org>

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

<http://www.chatraining.org>

<http://www.caribbeanhotels.org>