

THE CARIBBEAN MODEL OF TOURISM
REGIONAL TOURISM STRATEGIES - COOPERATION & COLLABORATION
IN
EDUCATION, TRAINING & DEVELOPMENT

Presented by: Ms. Ruth Gardiner – Assistant Professor
The College of The Bahamas

Through the collective efforts by the public and private sectors and by working together, countries in the Caribbean benefit one another. They recognize the importance of synergy (the whole is greater than the sum of its parts) and that there is greatness in unity. It is through this combined effort that the Caribbean sees itself as having a much greater effect as opposed to single efforts which could prove more costly in more ways than one. Through the cooperation and collaboration of Caribbean countries a number of Tourism and Hospitality initiatives are derived and utilized which serves to enhance the regions presence globally. Some prime examples in which benefits are derived through collective marketing efforts include:

- Creation and provision of programmes that market and promote the Caribbean as a region
- Coordination of a regional marketing programme
- Promotion of marketing training and advice
- Annual conferences that bring a diverse grouping under one umbrella to discuss relevant issues
- Multi- grouping of national, international and regional experts who gather at an annual Sustainable Tourism Conference to examine problems and offer solutions in product development of regional tourism for it's sustainable growth
- Marketing programs that focuses on fulfilling the commitment to promote, protect, advance and enhance the Caribbean brand

There are other collaborative efforts that exist, through, The Caribbean Tourism Organization and The Caribbean Hotel Association. The Caribbean Tourism Organization exist to increase the inclusion of the Caribbean region in the set of destinations being considered by travelers and envisions global recognition of the Caribbean as a growing set of places and experiences that people feel compelled to enjoy in their lifetime. The CTO comprises 32 member countries, including French, Spanish, Dutch and English countries and territories. The Caribbean Hotel Association represents the entire spectrum of the Hospitality Industry's private sector and comprises of some 849 member hotels, 36 associations, approximately 125,476 hotel rooms and many allied members.

Both the CTO and the CHA have recently launched the Caribbean Tourism Development Company (CTDC), designed to generate marketing to further support the promotion of the region. Jointly owned the goals of the CTDC are:

- To promote and protect the Caribbean Brand
- To promote and protect the interests of the owners
- To create synergies which might not otherwise go to the partners
- To generate revenues for the benefit of the Caribbean people

EDUCATION, TRAINING AND DEVELOPMENT

It is widely and highly recognized throughout the Caribbean that the foundation to support the international competitiveness of our regional tourism industry rests largely on training and professional development opportunities for hospitality and tourism staff at all levels. Hence there are continuous human resource development activities in the region with concentration on education and training.

The many Hospitality and Tourism programmes throughout the Caribbean subscribe to the Caribbean Tourism Core Curriculum, designed by professionals in the industry and implemented through the Caribbean Tourism Human Resources Council. This council has become the Technical Committee for the CTO's Human Resources Department and

gives technical input and guidance to its work programmes. There are also a number of training programmes and professional development certifications designed and offered through the CTO and CHA in conjunction with other partners. Some of the offerings are:

- **Caribcert** – covers a job and task analysis of 45 hotel positions in the Caribbean and the system to certify persons in any one of the positions.
 - a. Based on standards that describe the skills and knowledge that employees in an occupation need to know in order to provide superior service, while also providing recognition for the skills and knowledge already possessed.
 - b. Certification by Caribcert means a person has demonstrated the knowledge and professionalism that employers need and value.
- **Total Quality Service** – training which brings veteran hospitality employees a new perspective that enriches their on-the-job experience and previous training.
 - a. Designed to empower the hospitality workforce to achieve and uphold quality and excellence in every aspect of the Hospitality Industry as well as in their personal lives.
 - b. Delivered or administered to thousands of Hospitality and Tourism employees including taxi drivers, hotel personnel, vendors, merchants, et al.
- **Small Hotel Operators Workshop** – to orient the Small Hotel owners and managers in the use of a manual that was developed as a guide in operations.
 - a. Allows participants to examine their operations and identify key areas of enhancement.
 - b. Exposes hoteliers to a variety of Small Hotel Operations and best practices that they can apply to enhance their operations including eco-sensitivity.

- **Hurricane Preparedness Workshops** – countries of the Caribbean are exposed to hurricanes every year with damage to life and property. Damage can be reduced or mitigated through preparation. Workshop focuses on:
 - a. Understanding hurricane hazards that threaten life and property
 - b. Planning process
 - c. Action plan, features and resources
 - d. Activating the plan when the threat occurs
- **Sustainable Tourism Workshops** – environmental subsidiary of the Caribbean Alliance for Sustainable Tourism (CAST). Training initiatives include:
 - a. Green globe training for tourism business, consultants and assessors
 - b. Quality Tourism for the Caribbean (QTC) training in Introduction to Food Safety & Sanitation and Food Safety & Sanitation Certification, Environmental Management System Workshop Series
 - c. Energy conservation
- **Hospitality Assured** – (HA) is a programme that recognizes excellence in the service environment which means meeting the expectations of a range of customers on a consistent and regular basis. The Hospitality Assured framework helps organizations:
 - a. Understand customers expectations
 - b. Plan the service delivery
 - c. Communicate the nature and rationale of the service
 - d. Ensure adequate skills and resources are available
 - e. Instigate a process of empowerment which becomes part of operations and is self-perpetuating

CONFERENCES AND WORKSHOPS

The receipts from Tourism and Hospitality represent over 30% of the Gross Domestic Product (GDP) of the Caribbean Region and provide nearly 3 million jobs.

Recognizing the importance of these contributions the stakeholders collectively sponsor, promote and facilitate a number of conferences that are held annually and throughout the year.

The major events include:

Caribbean Marketplace

Caribbean Sustainable Tourism Conference (STC)

Caribbean Hotel and Tourism Investment Conference (CHTIC)

Caribbean Tourism Human Resources Conference (CTHRC)

Caribbean Hotel Industry Conference (CHIC)

Caribbean Tourism Conference (CTC)

Annual Caribbean Tourism Summit (ACTS-1st year)

African Diaspora Heritage Trail Conference (ADHT)

ACKNOWLEDGEMENTS

www.onecaribbean.org

www.caribbeanhotelassociation.org