

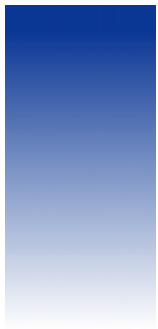
A Guide to Tourism Careers, Education and Training in the Caribbean

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PREFACE



There is increasing, widespread recognition of the importance of the tourism/hospitality sector in terms of its contribution to the Caribbean economies, the number of people it employs and the growth prospects for the rest of the 1990s and beyond. Within and outside the region there are growing education and training opportunities to encourage people of all ages to work in this dynamic sector, and to enhance their skills as their careers progress.

In spite of these opportunities available there are a vast majority of persons who still consider working in this sector as a second-best career choice, to be explored with considerable reservation, if all other prospects seem dismal. It is clear that a communication and information gap remain, and that people, especially those who are about to make a career choice, have very few places to look for updated, relevant information related to career opportunities in the tourism/hospitality sector.

This Manual has been compiled with a view to providing a comprehensive reference document on traditional and non-traditional careers in tourism and where education/training can be obtained within the region. It is intended to whet the appetites of the high achievers to seriously consider what contribution they can make to this important sector and to provide career and guidance counselors, among others, with first-hand, accurate information about the sector.

Our sincere thanks to the Organization of American States, the Canada Fund for Local Initiatives, Barbados and the European Union Caribbean Regional Tourism Sector Programme, for their support in making this project a reality and we look forward to helping to develop a better understanding and appreciation of the tourism/hospitality sector through projects of this nature.

Read with care!

*Jean S. Holder
Secretary General,
Caribbean Tourism Organization*



PART I

AN OVERVIEW OF CARIBBEAN TOURISM

- ★ **The International Scene**
- ★ **The Caribbean**
- ★ **One of the Premier Warm Weather Destinations**
- ★ **Strong Growth in Other Markets**
- ★ **Geographic, Cultural and Ethnic Diversity**
- ★ **“Know Your Region” Quick Quiz**

PART I

AN OVERVIEW OF CARIBBEAN TOURISM



The International Scene

According to the World Tourism Organization (WTO), international tourist arrivals have grown from 69 million in 1960 to 160 million in 1970, and to 612 million in 1997. International tourist travel has grown steadily over the years, except for short periods of slow growth associated with the Oil Crisis during the early 1980s and the Gulf War in the early 1990s. Between 1987 and 1997, world international tourist arrivals increased by 66.8 percent, or by an average of 5.2 percent annually. Over this same period, the receipts from international tourism grew by 140 percent, from US\$176.3 billion to US\$423.8 billion, or at an average growth rate of 9.2 percent per annum.



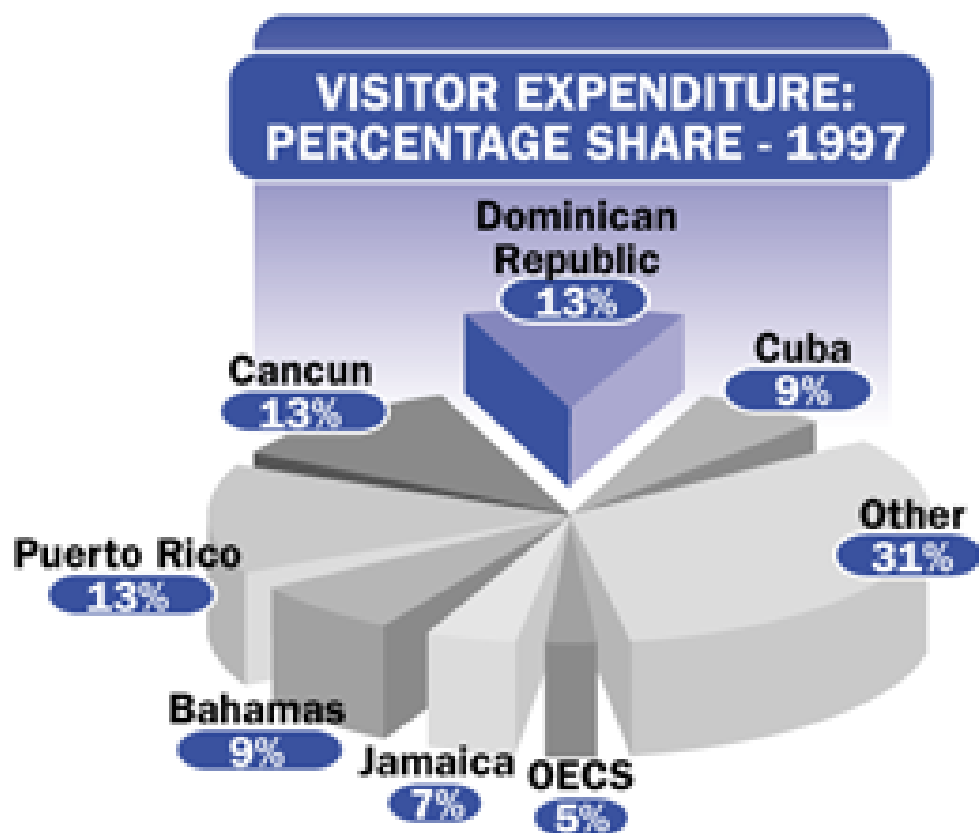
The Caribbean

The Caribbean, as defined by the Caribbean Tourism Organization (CTO), covers 33 destinations in the region, constituting a very large tourism destination. These countries are Anguilla, Antigua and Barbuda, Aruba, Bahamas, Barbados, Belize, Bonaire, British Virgin Islands, Cayman Islands, Cuba, Curaçao, Dominica, Dominican Republic, Grenada, Guadeloupe/St. Barts/St. Martin, Guyana, Haiti, Jamaica, Martinique, Mexico's Caribbean resorts (Cancún and Cozumel), Montserrat, Puerto Rico, Saba, St. Eustatius, St. Kitts and Nevis, St. Lucia, St. Maarten, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos Islands, US Virgin Islands, and Venezuela.

Tourist (stay over) arrivals in the Caribbean have grown by 75.8 percent over the past decade (between 1987 and 1997), or at an average annual rate of 5.8 percent which has been somewhat faster than the growth in international tourist movements worldwide. Over this period, the average annual growth rates for tourist arrivals from the major markets were as follows: United States 4.5 percent, Canada 4.2 percent, Europe 14.4 percent and the Caribbean 3.8 percent. The number of Cruise passenger visits to Caribbean destinations grew by an average of 7.8 percent per annum between 1989 and 1997.



In 1997, Caribbean destinations received a total of 30.75 million visitors, comprising 18.89 million tourist arrivals and 11.86 million cruise passenger visits. Caribbean tourist arrivals increased by 7.7 percent in 1997 and the number of cruise passenger visits by 11.1 percent. Gross expenditure by all visitors (tourists, cruise passengers and other same-day visitors) to the Caribbean in 1997 reached an estimated US\$16.6 billion, an increase of 8.6 percent over 1996 (See Figure 1). North America and Europe remained the main markets for visitors to the Caribbean in 1997. (See Figure 2).



Total Visitor Expenditure 1997 - US\$16.6 billion

Figure 1

Source: CTO 1997 Caribbean Tourism Statistical Report



Figure 2

Source: CTO 1997 Caribbean Tourism Statistical Report

Further details of the growth performance of Caribbean tourism vis à vis international tourism for the period 1987 to 1997 can be seen at Figure 3.

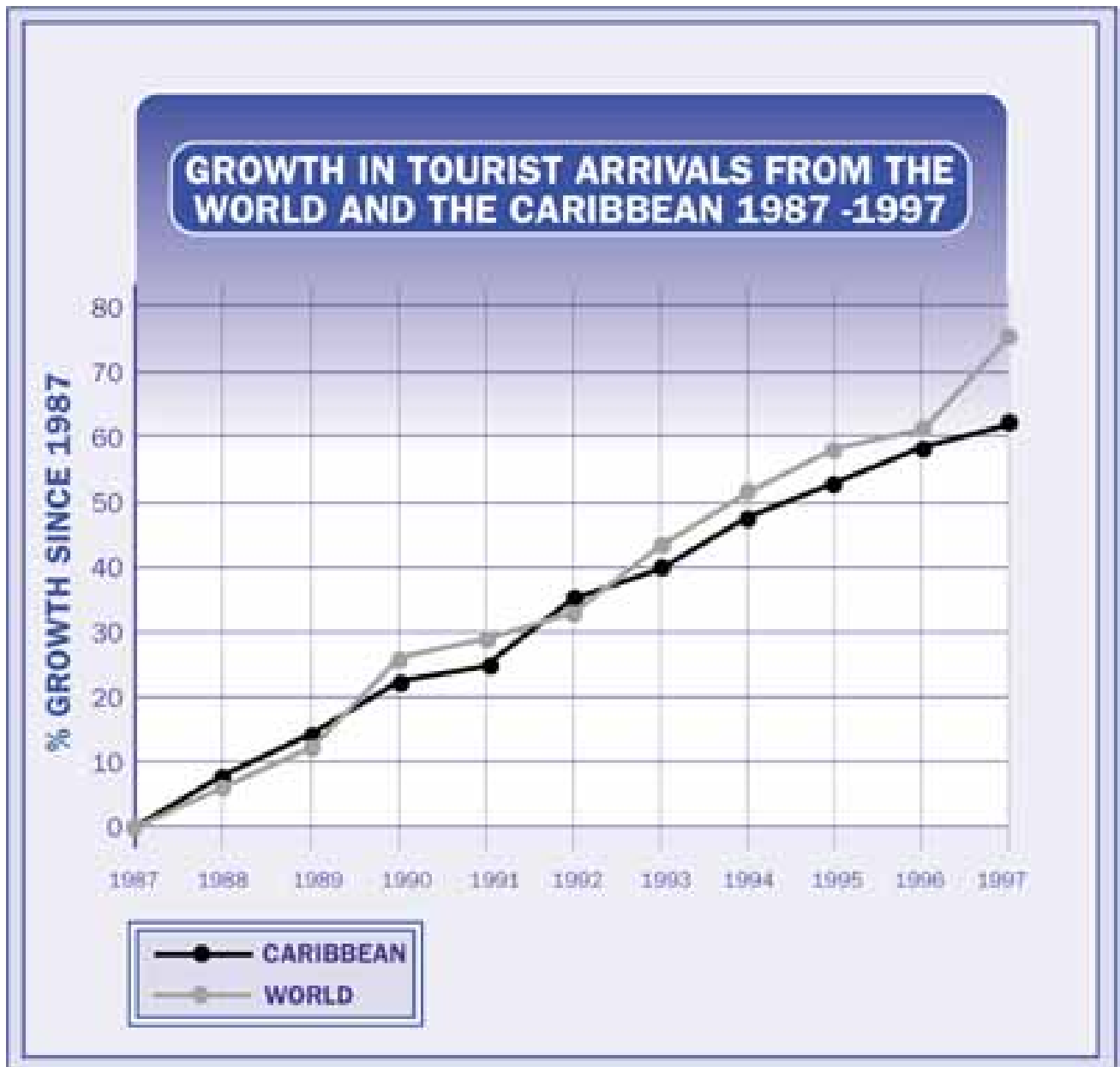


Figure 3

Source: CTO 1997 Caribbean Tourism Statistical Report



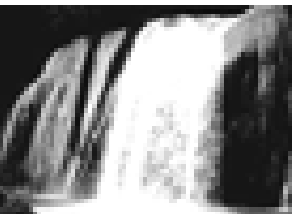
One of The Premier Warm Weather Destinations



The Caribbean's share of the world international tourism market, at first glance, appears small. In 1997, the region accounted for 3.1% of world tourist arrivals and 3.7% of visitor expenditure. However, these figures substantially understate the position of the Caribbean as a tourist destination. The type of tourism the Caribbean offers differs markedly from much of Europe and North America, the two leading destinations with 74% of the world market in terms of numbers of recorded frontier arrivals. A high proportion of European tourism is, in any case, short cross-border trips from neighbouring countries, and soon may not be classified as International Tourism.



However, with respect to warm weather destinations, this comparatively small region is actually a major force in world tourism. The Caribbean Region is able to attract nearly as many international tourists as Africa, more international tourists than Central America and the Middle East, and nearly three times as many international tourists as the whole of the Indian subcontinent.



Its compact size and attractiveness as a warm weather destination has provided the Caribbean with unparalleled success in the world cruise industry. According to the Cruise Line International Association (CLIA), the Caribbean dominates the cruise market with a 51.3% share of the world market in 1997. The balance of the market is shared by five other regions, each of which holds less than 10% market share.



The attractiveness of the Caribbean, which draws visitors from long distances, results in an up-market, high-spending destination. At expenditure of US\$861. per tourist, the Caribbean is 31% higher than the world average of US\$656. and second in the world only to North America. Average length of stay is high, with the majority of reporting countries exceeding seven nights. In 1996, the average daily room rate of US\$83. was 27% higher than the world average of US\$68.

Moreover, Caribbean tourism has been growing faster than the world tourism industry as a whole, thus gaining market share. Over the 1986-1996 period, Caribbean tourist arrivals grew at an average of 5.8% per annum as compared with 4.5% per annum worldwide. The Caribbean also has outperformed the world average in visitor expenditure: total spending by visitors worldwide grew by 7.0% per annum between 1990 and 1995, whereas the comparative figure for the Caribbean was 7.2% per annum.

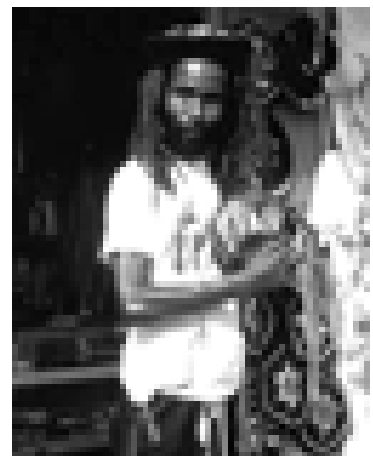


One of the main reasons the Caribbean is competing so successfully, is its strong “brand” in important originating markets. The region is a “must see” destination for tourists with high disposable incomes, conjuring up visions of romance, balmy weather and warm, friendly people.

Strong Growth in Other Markets

In recent years, travel and tourism within the Caribbean region itself has grown substantially: the number of intra-Caribbean tourists has grown at an average rate of 4.6% per annum over the period 1986-1996. The more popular destinations are currently Puerto Rico and the Dominican Republic, although Curaçao and the Eastern Caribbean countries of Dominica, St. Vincent and the Grenadines, and Trinidad and Tobago have the highest proportion of intra- Caribbean tourists in their total stay-over arrivals.

Another originating market of note is South America, though the current share of this market in total arrivals remains below 5%. Tourist numbers from this market have been growing steadily for Cuba, Aruba, the Dominican Republic, Curaçao and St. Maarten. As it continues to build sound and growing economies, South America will become an even larger originating market. The Caribbean, by virtue of its strong brand, should profit from this growth.



★ Geographic, Cultural and Ethnic Diversity



“From Curaçao to Czechoslovakia, from Canada to Kathmandu, history, cultural heritage and an exotic environment provide the magic that lures visitors.”¹

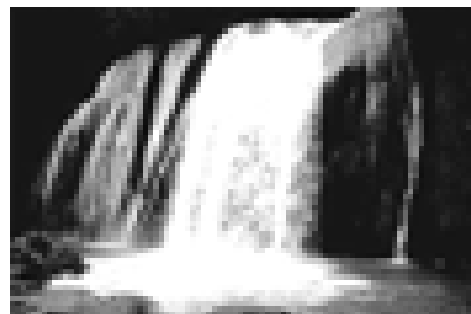


The region possesses a geographic and cultural/ethnic diversity which offers something for everyone. From the Amerindian peoples in Dominica, Guyana and Suriname, the maroon villages of Suriname and Jamaica, the chattel houses in Barbados, the sugar and rum warehouses of St Thomas, the Dutch magic of Willemstad (Curaçao), the charm of old San Juan, the Citadel of Haiti to the Carnival and steel pan experience in Trinidad & Tobago, the Creole Festivals in Dominica and St Lucia, the splendour of the Kaitour Falls in Guyana and the Belize jaguars and primates.



These ecotourism and cultural heritage products are being developed in the Caribbean to tap into our rich history and cultural heritage, and coupled with our tropical environment, we can woo many more visitors to our part of the world. The potential for the region is enormous.

¹Professor Henry Fraser, “They Built Heritage and Caribbean Tourism”. Address at CTO’s 2nd Caribbean Conference on Ecotourism, St. John, US Virgin Islands, May 1992.





Know Your Region

Quick Quiz



- Which Caribbean destination gets the most Japanese tourists?
a) Bahamas b) Jamaica c) Turks & Caicos
- Which one of these countries in the Caribbean region is actively promoting itself as an ecotourism destination?
a) Bahamas b) Dominica c) Aruba
- In 1997, what were the number one and number two cruise destinations in the Caribbean?
a) US Virgin Islands b) Aruba c) Bahamas
- Which country in South America accounts for the largest number of visitors to the Caribbean?
a) Brazil b) Venezuela c) Colombia
- In which Caribbean destination can you locate the island of Eleuthra?
a) Cayman Islands b) Bahamas c) St. Vincent & the Grenadines
- With the exception of Mexico, which two countries have the most hotel rooms in the Caribbean?
a) Dominica Republic b) Cuba c) Puerto Rico
- Which ABC island (Aruba, Bonaire, Curacao) generally attracts the most visitors per annum?
a) Colombia b) Dominica c) Aruba
- Which of these countries is the most rapidly growing tourism destination in the Caribbean?
a) St. Lucia b) Cuba c) Belize
- In 1997 which European country supplied the most tourists to the Caribbean as a whole?
a) Germany b) United Kingdom c) France
- In which Caribbean destination is the main type of accommodation for visitors on chartered or private boats?
a) Antigua b) British Virgin Islands c) The Grenadines



Check your answers on the following page

Quick Quiz:
Answers



1. Jamaica 2. Dominica 3. Bahamas, US Virgin Islands 4. Venezuela 5. Bahamas
6. Dominican Republic 7. Aruba 8. Cuba 9. United Kingdom 10. British Virgin Islands



PART II

GETTING TO KNOW THE INDUSTRY

 **Definition of Tourism**

 **The Eight Sectors of Tourism**

 **Breakdown of the Eight Sectors of Tourism**

PART

II

GETTING TO KNOW THE INDUSTRY



Almost certainly, you already know quite a lot about the industry because you experience its products and services as a customer. This may be for a special treat: — a birthday celebration or a graduation ceremony in a local hotel. Your experience may be at a moderate level, such as having chicken and chips and a virgin Piña Colada, or it may be enjoying your summer holiday with your family in Canada.

Committing yourself to working in the industry demands a better understanding of what hotels, catering and tourism are all about. In the Caribbean, this is an industry that has not always been recognized for its career opportunities. This is slowly changing as there is greater acceptance of the importance of hotels, catering and tourism to the economies of the Region. But we need to rapidly recognize that there is a strong need for a change in public attitude towards service. *Customer care and satisfaction is a high priority in maintaining a competitive advantage.*

The industry has always offered good opportunities for travel and work indifferent countries. It has a healthy growth record in employment opportunities. According to the World Travel and Tourism Council, by the year 2000 tourism will be the world's largest industry and in 1998 the industry should contribute around 11.6 per cent of World Gross Domestic Product (GDP), should employ around 10 percent of all employees worldwide and in 1996 had a value of US\$3.6 trillion.

Definition of Tourism

Tourism involves the movement of people to destinations outside the places where they normally live and work. It also involves the activities of people during their stay at these destinations and the facilities/services needed. The stay needs to be for a period of over 24 hours.

There are three types of tourists:

- International (e.g. Americans visiting Aruba)
- Regional (e.g. Trinidadians visiting Barbados)
- Domestic (e.g. mainland-Venezuelans visiting Margarita)

Many of our tourists require advice on where to go, assistance with their travel and accommodation, suggestions on food and drink, help with transportation, and recommendations on what to see and do.



The tourism industry therefore involves:

- **Tour operators and travel agents:** the organization and selling of holidays.
- **Marketing, coordinating, planning, research and product development bodies:** such as Tourism Authorities, national, regional and local Tourism Boards, Tourism Ministries and Tourism information offices.
- **Tourism attractions:** ancient buildings, historic sites, museums, art galleries, state homes, theme parks, the national trust.
- **Leisure and sports centres, marinas and national parks.**
- **Accommodation:** hotels, guest houses, self-catering villas, time- share properties.
- **Food and Beverages:** restaurants, bars, snack bars, cafés, mobile catering.
- **Carriers and travel operators:** scheduled and charter airlines, rental cars, cruise ships.





The Eight Sectors of Tourism

For easy reference, tourism can be divided into eight sectors. These are:

1. ACCOMMODATION
2. FOOD AND BEVERAGE
3. ADVENTURE TOURISM AND RECREATION
4. TRANSPORTATION
5. ATTRACTIONS
6. TRAVEL TRADE
7. EVENTS AND CONFERENCES
8. TOURISM SERVICES

According to the CTO, in 1997 the tourism industry in the Caribbean employed in excess of 650,000 people working in businesses and public agencies which have one basic element in common — they cater to the needs and wants of the travelling public. The traveller needs to make reservations, be fed, housed, transported and entertained.

The industry is complex and has a very wide scope. Not only are there a large number of components, but they differ widely in organization, size and objectives. The private sector consists of both small, family-operated concerns and international corporations, many of which are controlling increasing amounts of investment and revenue. In addition to the business community, numerous government agencies and associations are involved, either through managing specific tourism resources and services such as airports, harbours, parks and museums or through regulation and marketing.

This diversity makes tourism a difficult industry to define or quantify and the problem is compounded by the preconceptions of its customers. In the mind of the traveller, **tourism is not an industry or set of products and services: it is a set of experiences.** The tourism industry's task is to package and supply those experiences and make sure the traveller has a positive experience.

The accommodation and food and beverage sectors of the industry are the two largest employers and, combined, are often referred to as the hospitality sector. You should take note that some aspects of the food and beverage sector are not directly related to tourism, for example the institutional catering sector and a certain portion of the restaurant business, as these services are consumed by residents of a community who are not tourists. As a consequence, data for the hospitality sector are often collected independently from the other sectors of the tourism industry and they frequently overlap.





Throughout this Guide, the term Tourism includes the hospitality sector.

Figure 4 provides information on the different types of jobs in the eight tourism sectors.



FIGURE 4:

THE EIGHT TOURISM SECTORS

 <p>1. ACCOMMODATION Hotels, Guest Houses, Resorts, All-Inclusives, Time-Share Facilities, Inns, Bed & Breakfasts, Tourist Homes or Villas, Campgrounds</p>	 <p>2. FOOD & BEVERAGE Restaurants, Dining Rooms, Coffee Shops, Fast Food Outlets, Pubs, Lounges, Night Clubs, Cabarets, Club Facilities Institutions, Catering Operations, Specialty (e.g. Jerk pits)</p>
HOSPITALITY	
 <p>3. ADVENTURE TOURISM Air Carriers, Golf/Tennis Facilities, Parks, Fishing Facilities, Cruise Lines, Hunting Facilities, Car Rentals, Adventure Tourism, Recreational Vehicles, Marine Facilities, Taxis</p>	 <p>4. TRANSPORTATION Air Carriers, Bus and Tour Companies, Cruise Lines, Car Rentals, Recreational Vehicles, Taxis, Gas Stations</p>
 <p>5. ATTRACTIONS Museums, Galleries Heritage/Historical Sites & Parks, Gardens, Amusement/Recreation Parks, Interpretive Centres, Native/Cultural Tourism/Industrial Tourism/Eco Tourism</p>	 <p>6. TRAVEL TRADE Travel Agencies Tour Wholesalers Tour Operators Tour Guide</p>
 <p>7. EVENTS & CONFERENCES Special Events/Carnival/Cricket, Meetings/Conferences/Conventions, Festivals, Trade Shows/Marketplaces, Fairs & Exhibitions</p>	 <p>8. TOURISM SERVICES Government Tourism Departments, Information Centres, Research Services Reservation Services, Advertising Agencies, Trade Press, Marketing, Professional Associations, Consultants, Tourism Educators Tourism Suppliers, Retail Operations</p>



A Breakdown of the Eight Sectors of Tourism

1. Accommodation: *Check It Out!*

The International Labour Organization recently estimated that over 112 million workers were employed in hotels, restaurants and similar establishments worldwide. Within this sector, there is enormous diversity in terms of type, size and price of these establishments.

Accommodation properties include large, deluxe hotels which are often members of international chains; small hotels and guest houses of various sizes; and resorts and villas which range from the rustic to four- and five-star luxury developments, offering a wide range of recreational and entertainment opportunities. The accommodation sector also includes a very large number of small, country-style inns, and bed and breakfast establishments.

Within these diverse settings, accommodation properties offer an array of services that include the provision of comfortable sleeping and meeting rooms, meals and beverages, entertainment and fitness and recreational facilities. As a consequence, the career opportunities are equally numerous and varied and include work in reception and guest services, housekeeping and maintenance, food and beverage services, marketing and management.

INTERESTING FACT ***Did you know that...***

In the Turks and Caicos Islands, a form of accommodation is called 'live-aboards' where visitors rent a boat and cruise around the islands, typically for a week or two?



2. Food And Beverage: *Food For Thought!*

There is even more variety within the food and beverage sector, as this segment includes quick service, take-out, family-style, speciality, theme and fine dining restaurants, as well as the food and beverage facilities within hotels, motels, resorts, private clubs, nightclubs, and bars. In addition, this sector supports a number of businesses that cater to non-travellers: catering firms, retail food operations, delicatessen and gourmet shops, as well as food service operations in businesses, schools, community centres, recreational camps, stadiums, hospitals, nursing homes, and other health-care facilities.

There is tremendous room for career advancement within this labour-intensive sector. Job opportunities include **cooks, food servers, bartenders and host/hostesses** who have the opportunity to quickly progress to **sous-chefs, maitres d'**, and later to management positions including **executive chefs, food and beverage directors and restaurant managers**.



INTERESTING FACT

Did you know that...

A qualified Executive Chef has a minimum of seven years training and earns a salary that is usually only exceeded by the general manager of the operation.





3. Adventure Tourism And Recreation: *Take Action Today!*

Travellers do not visit places just to sleep or eat. They are increasingly looking for interesting things to see and do. Recreational activities involve the time and attention of many tourists to the Caribbean, and support a rapidly growing number of adventure outdoor recreation businesses and a system of national parks. Ecotourism is a new trend which attracts quite a large number of tourists to destinations like Belize and Dominica in the region.

Tennis and golf are two activities that are becoming increasingly popular with tourists. Many resorts employ specialists in various aspects of these sports including instruction, sales and marketing, equipment/facility operations and maintenance, club management, etc.

The adventure tourism sector is not only one of the fastest growing segments of tourism, but it is also one of the most diverse and exciting. Adventure tourism encompasses backpacking, hiking, mountaineering, bicycling, river rafting, scuba diving, wildlife viewing, fishing, hunting, and sailing. In addition to such job opportunities as **guides, outfitters and instructors**, there are a number of exciting entrepreneurial opportunities. Most of the businesses in this aspect of tourism are very young and small, but steadily growing.

On several islands in the region a number of businesses cater to the growing interest in water-based vacations. **Jobs in this area (such as lifeguards, marina attendants, instructors, marina managers, as well as operations-management positions) provide more career opportunities that involve a love of the outdoors and an interest in people.**

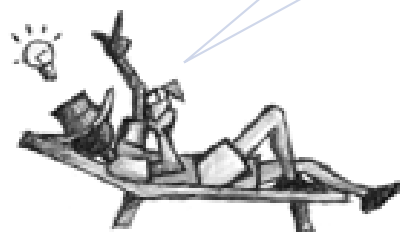
Parks tourism-related occupations include park interpreters, naturalists, conservators, park planners, park wardens and visitor-service staff.



INTERESTING FACT

Did you know that...

At 'Stingray City', a popular visitors' site in Grand Cayman, Cayman Islands, visitors are encouraged to swim with and feed stingrays, both large and small.



4. Transportation: *High Road to Success!*

If 'getting there can be half the fun', then helping travellers get to and from their destination can make a rewarding and exciting career. While jobs in transportation vary according to the mode - air, ground or by sea - many occupations are transferable from one area to another. A ticket (reservation) agent, for example, could apply his or her skills to a career with an airline or a cruise ship company.



Most travellers to and within the Caribbean region utilize air transportation, and there are over 30 tourism-related occupations that involve air travel, including: ticket (reservation) agents, flight attendants and pursers, baggage handlers, advertising and public relations supervisors, traffic managers, dispatchers, charter managers and operations managers.

Ground transportation involves car and bike rental agencies, bus companies, taxi operators and gas stations.

The cruise industry is a fast growing sector. Several thousands of visitors can be observed landing in several of the excellent docking facilities in the region. The Caribbean welcomed 11.8 million passenger arrivals to our region in 1997. Mega-ships such as 'Inspiration' and 'Fascination' bring as much as 900 crew and 2,500 passengers in one visit.

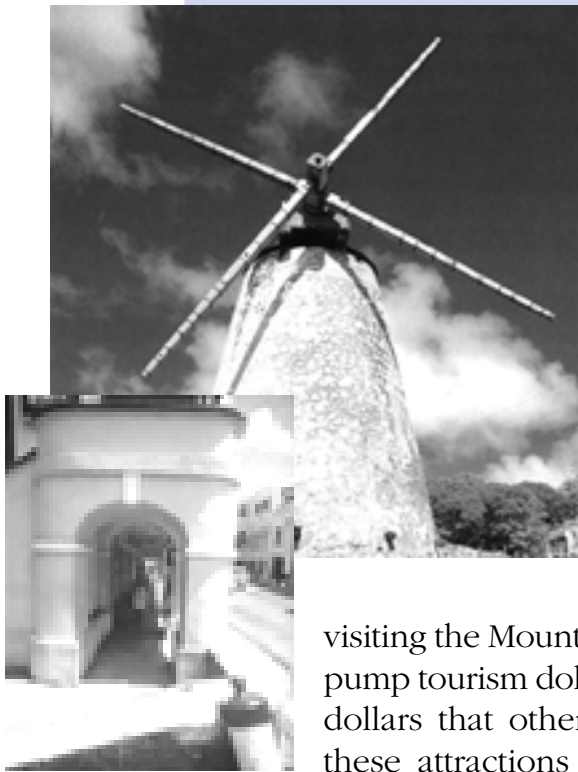


INTERESTING FACT

Did you know that...

A LIAT flight takes off every 10 minutes somewhere in the Caribbean region.





5. Attractions: *Work and Have Fun!*

The Caribbean has an abundance of attractions which serve to entertain visitors and, in many cases, are the sole reason for visiting the region in the first place. Famous attractions such as the Kaitour Falls in Guyana, the Mayan ruins in Belize and the Mount Pelée volcano in Martinique draw many visitors annually. While the aim of all attractions is to entertain, many, such as museums, art galleries, zoos, aquariums and theme parks, educate visitors as well.

Many attractions, such as the world's best-known attraction, Disneyland, are an important draw to their community. For example, many tourists visiting the Mount Pelée in Martinique and Harrison's Cave in Barbados pump tourism dollars directly into the local economy; these are tourism dollars that otherwise would not be spent in the Region. As well, these attractions provide a steady source of employment for their community.

Attractions, like other businesses, offer a variety of career opportunities. **Marketing, accounting, retail, food and beverage, maintenance, conservation and guest services** require a full range of skilled personnel, all essential to the daily operation of an attraction.

INTERESTING FACT

Did you know that...

Nelson's Dockyard in Antigua was the only naval facility of its kind in the Eastern Caribbean in the 1700s.



6. Travel Trade: *Your Ticket to Success!*

Many tourists buy their experience as a “package” which includes accommodation, transportation, some food and entertainment. These packages are assembled and marketed by tour operators and tour wholesalers who then distribute their product through retail outlets known as travel agents. Career opportunities within this segment of the industry include travel counsellors, tour planners, reservation/ticketing positions, tour guides and sales and marketing positions. A genuine interest in geography, other countries and their cultures, combined with an attention to detail and a willingness to provide good service, are the characteristics necessary for this aspect of tourism. Knowing more than one language is a definite asset.



INTERESTING FACT

Did you know that...

GoGo Worldwide Vacations is the largest independently owned travel wholesaler in the U.S.A. For more than forty years servicing the travel industry, GoGo destinations include the Caribbean, various US cities, Canada, Central and South America.





7. Events and Conferences: *Meet Your Career Today!*

In today's rapidly changing society, people have a need to communicate more often. They form associations, hold meetings and conventions, and coordinate festivals and sporting events. The business of catering to these people is another major growth area within the tourism industry and a very important one for tourism as it benefits airlines, hotels, taxi companies, convention centres, as well as printers, manufacturers of exhibits,

audiovisual designers, entertainers, food and beverage providers, etc. This segment of the industry needs individuals who possess exceptional organizational skills, handle multiple responsibilities at the same time and enjoy paying attention to detail. Typical occupations include special events coordinators, conference/meeting planners, exhibit designers, simultaneous translators, communications and public relations managers and trade show directors.

INTERESTING FACT

Did you know that...

There are thousands of well-paying jobs for event managers in the Caribbean. Increasing numbers of experienced event managers are earning from \$50,000 to \$100,000 and more in the US.



8. Tourism Services: *At Your Service!*

In addition to the people involved in servicing the tourist directly, there are a number of organizations, associations, government agencies and companies that specialize in serving the needs of the tourism industry. Because of the fragmented, small-business nature of tourism, this sector supports a large number of associations that are formed to undertake marketing activities or to deal with

issues affecting the industry as a whole (i.e., taxation, government regulations, safety, education, etc.). Other important tourism service operations include research, advertising, product development, education, planning, information management and distribution and travel counselling. Since tourists spend a lot of money shopping, much of the retail sector depends on tourism for significant sources of income.



INTERESTING FACT

Did you know that...

The country in the Caribbean reporting the highest level of duty free sales in 1996 was the US Virgin Islands. 55% of those sales were from cruise passengers and 44.1% from stayover visitors.



PART III

WHY CHOOSE A CAREER IN TOURISM?

★ **Is this the right career for me? - Questionnaire**

★ **Why choose a Career in Tourism?**

★ **The Career Planning Guide**

★ **Values**

★ **Nine steps to knowing what work is right for you**

★ **Learn as much about yourself as possible**



WHY CHOOSE A CAREER IN TOURISM?

QUESTIONNAIRE

**IS THIS THE RIGHT CAREER FOR ME?**

Working in tourism is not for everyone; it may seem glamorous and it certainly has its rewards, but it also has its own demands. If you are considering a career in tourism, ask yourself these questions:

- Do I like, understand and enjoy dealing with all types of people?
- Am I service oriented, i.e. Do I enjoy providing quality service to others?
- Can I communicate well?
- Can I work as part of a team?
- Do I like to sell?
- Am I mature, naturally courteous and friendly?
- Am I motivated to learn and to grow?
- Do I have lots of energy and stamina?
- Do I like change and challenge?
- Am I responsible and like to work hard?
- Do I mind working weekends and holidays?
- Can I interact effectively with people of other cultures?



If you answer “yes” to most of these questions - *it is highly likely that a tourism career is a good choice for you!*



Why Choose a Career in Tourism?

For us in the Caribbean, tourism makes sense as a career option for at least eight strong reasons:

1. Tourism is BIG and offers lots of OPPORTUNITY!

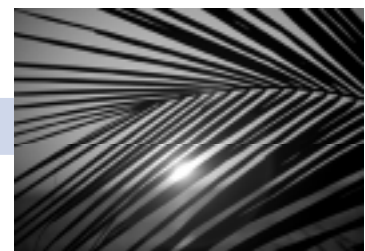
Tourism worldwide is now the world's largest and fastest growing industry with gross sales exceeding \$3.6 trillion a year — that means \$3,600,000,000,000!! More than 112 million people are employed by the industry worldwide, and its worth is estimated at \$26 billion, with a multitude of occupations within the industry. A substantial number of these openings are excellent positions requiring considerable skill.

2. Tourism is GROWING!

Tourism is one the major growth industries in the world. The World Tourism Organization estimated total international tourist arrivals came to over 594 million in 1996, that is a growth of 5.3 per cent in comparison with 1995 and 3.6 per cent in 1995 over 1994. International tourism receipts for 1996 are provisionally estimated at almost US\$ 423 billion, that is 6 per cent higher than 1995. Between 1980 and 1988, world tourism receipts grew at a rate faster than the growth of many other major trade items such as manufactured goods, minerals and agricultural products.

3. Tourism has VARIETY!

The diversity of the industry in terms of its eight sectors and the variety of industry settings were earlier described in the section titled “Getting to Know the Industry”. Within that wide range, jobs differ according to their level within the organization: i.e., from front-line/operational jobs involving significant contact with the travelling public, to supervisory and management positions that involve people-management skills, to influential and challenging positions at the senior executive level in national and international enterprises. This multifaceted nature of tourism makes it a great source of opportunity for persons with drive, imagination and a love of life.





4. **Tourism is DYNAMIC!**

Tourism is one of the most dynamic and competitive industries in the Caribbean and has to change and adapt on a constant basis. In any destination tourism must change in order to anticipate the customer's changing tastes and stay ahead of the competition. New ideas, new skills and new methods are welcomed in every facet of the industry: from innovative computer applications to new menus; from new tour itineraries to hotel room design; from new products such as Ecotourism, to new services such as teleconferencing.



5. **Tourism is GLOBAL!**

A career in tourism is a career that can literally open up the world to those people who want to travel and work. Nearly all the occupations and skills that you can develop in your country are transferable across North America, into Europe and the emerging destinations in the Asia-Pacific region. For those who wish to stay in the region, the world is now coming to us in record numbers. This is an industry that will enable you to learn about and interact with people from a wide variety of cultures and lifestyles from throughout the globe. In seven of the world's leading destinations countries, tourism provides jobs for over 20 million people.



6. **It is EASY to GET STARTED and MOVE AHEAD QUICKLY!**

Tourism is one of those industries that you can get involved in easily and immediately. Whether you start as a volunteer working with a community to develop a festival, or take a summer or evening job as a food server, cashier, greeter, busboy, or go to school and take a course in tourism or an aspect of hospitality, you can start accumulating valuable experience NOW! It is also a professional industry that requires people who are willing to improve their knowledge and develop their skills whether through on-the-job training or through one of the many programs offered by Caribbean tertiary institutions, colleges and universities. With the right combination of education, experience and attitude, it is now becoming possible to obtain professional credentials that are recognized across the region.

7. **Tourism PAYS WELL!**

Tourism jobs can and do pay well. Tourism is an industry where you can directly influence how much you make. Many jobs involve receipt of tips, so that extra special service or smile can make a big difference to your take-home pay. Many opportunities exist to earn excellent salaries as a tourism professional with the right attitude, work experience and training.

8. **Tourism is SATISFYING!**

What other industry offers so much choice and the chance to work in some of the most beautiful places and facilities in the country? It is exciting to realize that most people may have saved for years to be able to come and visit. The majority of your customers will be on holiday and enjoying life — it is healthy to be working for happy people! And furthermore, during your non-working hours, you will have the chance to enjoy the various recreational opportunities offered by the facility, or travel privileges offered in the tour and transportation sector.



THE CAREER PLANNING GUIDE



SELF ASSESSMENT

Look at the characteristics which you consider important in occupation, ask yourself:

Do you prefer to work with information, people or mechanical things?

Do you prefer to work as part of a team or by yourself?

Do you like to work outdoors or indoors?
Do you like working with your hands?

How important a role will money play in your choice of jobs?

SELF EXPLANATION

Ask yourself:

What types of work do I prefer to do?

What are my favourite subjects at school?

What do I enjoy doing?

What do I do best?

What can I offer an employer in terms of skills and training?

MAKING A DECISION

Deciding which occupation to pursue. You can follow more than one occupational track.

The information that you have gathered so far should help you to make a sound decision about which careers are best for you.

Once you have narrowed down your options and are satisfied with your choices, you will be ready to begin your career planning. What do I do best?

What can I offer an employer in terms of skills

FOLLOW-UP YOUR PLAN

Review your Plan periodically.

Evaluate your progress.

Adapt your strategies as necessary.

CAREER PLANNING

Develop a Plan of Action.

Set goals - what do you want to achieve?

Form Strategies, i.e. where do you want to study/train?

Make schedules, i.e. when do you want to move up to supervisory level?

Career planning will allow you to enter an occupation of your choice.

CAREER EXPLORATION

Learn more about occupations that relate to what you have discovered about yourself and the characteristics you are looking for in a career.

Look at education and training requirements of your chosen occupation, i.e. on-the-job-training, vocational education, college, university apprentice training, experience from other jobs, etc.

Talk to your Guidance Counsellor and anyone who has a career that you have an interest in. Read Occupational Outlook Handbook Occupational Guidebook and if you have access to the Internet use the Career Key -

www2.ncsu.edu/unity/lockers/users/1/1k/

Ms. Vanessa Alleyne,
Guidance Counsellor
Barbados Community College

★ VALUES

“Everything we do, every decision we make and every course of action we take, is based on our consciously or unconsciously held beliefs, attitudes and values.”

Sidney B. Simon

FRIENDSHIP: How much do you value interacting with other people? How important to you are human relationships in your work and/or life?

ACHIEVEMENT: How much do you care about making things happen? How important to you is a feeling of accomplishment at the end of the week or at the end of the year?

POWER: How much do you value being in control of projects at work or school. Do you like being responsible for who does what and who gets what and how the rewards are passed out?

PRESTIGE: How important to you is it that others think well of you? How strongly do you feel about the esteem that comes to you from your work?

MONEY: How important to you is the amount of money you are paid? What is the relationship between the money you earn and how good you feel about your work?

PRAISE: How important is it that others tell you that your are doing well? How much do you care about kind words?

LEARNING: How significant to you is what you learn at work? How much do you value new knowledge and new skills and the process by which they are acquired?

CONTRIBUTION: How important is it to you that work contributes to making this a better world? How strongly do you feel about global issues?



*C. Ralph Collins, 1998 Seminar in Barbados entitled:
“From School to Work - Making the Transition”*

Nine Steps to Knowing What Work is Right for You

**WISHES:**

What work challenges do you want? What work conditions? What rewards?

EXPERIENCE:

List every job you ever had - even as a child! What does this tell you about what work is right for you now?

LIKES:

In your work history, what are the jobs, activities and achievements that satisfied you most? What about today?

GIFTS:

What skills, knowledge and enthusiasm do you have to offer an employer?

VALUES:

What do you value in your work? What purposes and practices are right for you, morally and ethically?

OPTIONS:

What kinds of work are right for you? Realistically, what are your job options?

MONEY:

How much do you want? How much do you need? How much do you expect to need in three years from now?

PRIORITIES:

What happens when you weigh, rank and analyze your likes, gifts, values and options?

FIVE FRIENDS:

What do five of your closest friends think about what is right for you? How can they help you get it?

*C. Ralph Collins, 1998 Seminar in Barbados entitled:
"From School to Work - Making the Transition"*

★ LEARN AS MUCH ABOUT YOURSELF AS POSSIBLE

Refer to “Nine Steps” and “Values” to assess yourself honestly. Talk to your family and close friends to see if their perspective of you differs from your own. But remember, your objective is an honest understanding of yourself, not flattery and praise!

- ☞ Consider your past successes and what personal traits or talents contributed to them.
- ☞ Consider what you like or admire about people and what “turns you off”.
- ☞ What do you value in life?
- ☞ What do you feel passionately about?
- ☞ What makes you happy?
- ☞ What makes you angry?
- ☞ What are your long range goals?
- ☞ Are you an outdoor type of person or an indoor type?
- ☞ Is your energy of the physical type or the mental type?
- ☞ Are you a reader? If so, what type of books do you like? Fiction? Autobiographies? Magazines? Do you have a favourite author?



*C. Ralph Collins, 1998 Seminar in Barbados entitled:
“From School to Work - Making the Transition”*





PART IV

THE STEPS TO SUCCESS

★ **Operational (Front-Line) Employees**

★ **Supervisory Personnel**

★ **Management**

★ **Senior Executive**

★ **Occupational Standards and Certification**

★ **Sample Occupational Standards**

★ **Cross-Training and Multi-Skilling**

★ **Cross-Cultural Training**

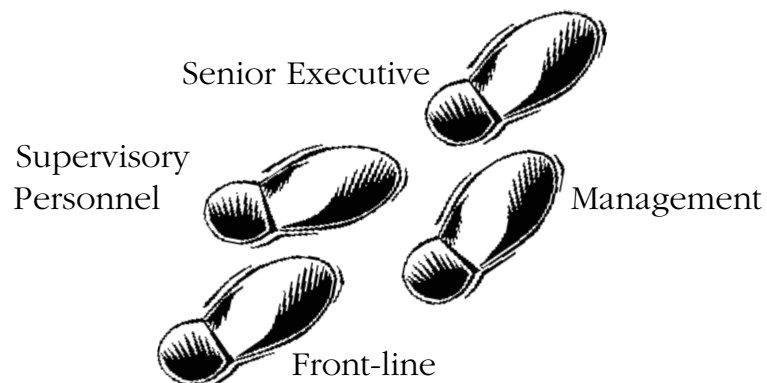




PART IV

THE STEPS TO SUCCESS

There are four recognized levels of placement in the tourism industry, requiring varying amounts of experience and education. Most tourism professionals fall into one of the following categories: front-line/operational employees, supervisory personnel, management and senior executive.



OPERATIONAL (FRONT-LINE) EMPLOYEES

Characteristics

Most tourism professionals begin their career at this level, which often involves direct contact with tourists and the travelling consumer and requires the performance of specific tasks. Some front-line operational positions require little experience or post-secondary education, but there is considerable potential for growth and advancement. In some cases, front-line/operational positions develop into successful career positions (for example, porter of a large hotel). Other front-line/operational employees, such as travel agents, are required to have considerable training and skills. These skills may be acquired at colleges throughout the region.

Types of Skills Needed

Front-line/operational employees need to develop a number of skills in order to perform their job well. These include:

- **Operational Skills** - such as reservations, ticketing, computer operations, bartending.
- **Demonstration of a Service Attitude** - an ability to anticipate and respond to customers' needs; an ability to extend a genuine welcome and handle emergencies.
- **Product Knowledge** - front-line/operational employees should have good knowledge of and interest in their communities in terms of its history, geography and attractions as well as the availability of complementary services (i.e. restaurants, transportation, shops, business services, etc.).
- **Corporate Policies and Procedures** - employees should know what the company expects of them and should be familiar with company goals, objectives and operational policies.
- **Selling and Interpersonal Skills** - self-presentation skills, the ability to sell the facility and the product (i.e., the community, the attraction, etc.) and the ability to deal sensitively and effectively with multi-cultural issues, international clientele and international business etiquette.



SUPERVISORY PERSONNEL

Characteristics

In addition to performing specific tasks, a supervisor sets directions and guidelines for others; monitors their performance; motivates and disciplines; and recruits and schedules front-line/operational staff. Supervisors are responsible to management and usually move quickly through the ranks, turning their hands-on experience into management expertise.

Types of Skills Needed

Supervisors in the tourism industry need skills and knowledge in the following four categories:

- **Supervisory Skills** - there is both a science and an art to supervising people which involves excellent communications skills, plus an ability to recruit, train, evaluate and motivate employees.
- **Speciality Functional Skills** - as a person moves up the career ladder, the operational skills necessary to perform various tasks may become more complex and specialized, i.e., front desk procedures, purchasing, tour planning, etc.
- **Generic Business Skills** - also become increasingly important, as a supervisor is generally part of a team working within a company or organization whose purpose is to deliver a service profitably and efficiently. Skills in and knowledge of sales and marketing, finance and administration, hospitality law and labour relations are important.
- **General Knowledge** - supervisors are most effective if, in addition to being able to perform their own jobs with excellence, they understand how the tourism system works, have a sound understanding of the business and economic environment in which they work and have a knowledge of and sensitivity to foreign cultures and languages.



MANAGEMENT

Characteristics

The further up the career ladder, the more complex and diverse are the set of skills required. Some occupations at the management level are transferable from one sector of the industry to another. This is especially true of administrative occupations such as accounting, and sales and marketing. On the other hand, most effective managers in tourism businesses draw upon many years of “hands-on” practical experience in their areas of speciality. It is rare, for example, for hotel general managers to switch into the retail travel trade or the attractions sector.

The primary function of management is to allocate the resources of a company (personnel, assets, cash and information) in order to achieve a profit. Managers need to be able to plan, adapt to change, create opportunities for personal and corporate growth, perceive and act on interrelationships between sectors and contribute to the economic vitality and wellbeing of the community and sector in which they work.

Types of Skills Needed

In most cases, managers will acquire most of the technical and operational skills required to handle specific tasks through experience and/or learning at the front-line and supervisory stages. In keeping with the growing level of professionalism in the industry, a number of two-year diploma and four-year degree courses in hospitality and tourism management have been developed in the Caribbean to prepare people for a management career in this industry. In addition to the operational skills required by each sub-sector, managers need a thorough grounding in such topics as financial management, marketing, human relations and human resource management, communications, tourism issues, business law and economics.



SENIOR EXECUTIVE

Characteristics

Senior Executives are responsible for the operation of more than one unit and therefore are often found in the head offices of international, regional, and national organizations. Sandals, Hilton International, Caribbean Hotel Association (CHA), Caribbean Tourism Organization (CTO), Air Jamaica, BWIA and LIAT for example, all require senior executives.

Unlike managers of single facilities, executives of such organizations must think and act in a more strategic way. They must have the ability to analyze and solve complex problems, observe trends and anticipate change, handle mammoth amounts of information from a variety of sources, communicate new approaches to the rest of their organization and provide leadership.

Not all senior executives are to be found in the private sector. There are a growing number of strategists, analysts and planners within the supporting services sector of tourism, i.e. in government, consultancy firms and associations.



Occupational standards outline the skills, the knowledge, and the attitudes that should be demonstrated by a competent employee. By clearly defining industry standards, the standards become points of reference from which measurements can be made. Well-defined standards avoid the problems that result when people have different perceptions of skill and knowledge requirements.

To increase public awareness of the variety and complexity of tourism occupations, certification programmes based on occupational standards have been developed regionally and internationally, and are being implemented in the Caribbean Region. Importantly, certification provides credentials and industry recognition of the skills possessed by the successful candidate.

This means that you or many industry employees have an opportunity to demonstrate skills, challenge an examination and receive an industry recognized certificate, often without leaving work or attending additional schooling. Occupational certification can enable you and other employees and employers to further your career development goals, and may also lead to an enhanced image of career opportunities available within the tourism industry.

Members of the tourism industry across the Caribbean Region have developed occupational standards and certification programmes for many tourism jobs in all sectors. Over forty sets of occupational standards have been developed, half of which are national standards. National Industry Associations and Tourism Education Councils across the region are looking to bring together industry representatives, educators, government and other stakeholders to continue to develop these standards.

Through the efforts of the Caribbean Hotel Association, hotel and restaurant standards and a certification programme developed within the regional Hospitality Occupational

Standards for Training programme (HOST) are being implemented in the specific areas of Management, Food and Beverage, Food Production, Housekeeping and Front Office. More information about occupational standards and certification programs may be obtained from the Caribbean Hotel Association featured in Part VII of this guide under “Information Services”.

EVERYONE benefits from the defining, implementing and monitoring of performance in relation to predetermined industry standards:

▣▣▣▣► **FOR EMPLOYERS/OWNERS**

Occupational standards:

- Define areas where employees must be proficient
- Help with recruiting, training and development of staff members
- Serve as a checklist to ensure all areas of employee-driven business are satisfied.
- Serve as a basis for developing programs which lead to certification, resulting in a highly trained workforce.





FOR SERVICE PROFESSIONALS

Occupational standards:

- Help to identify career paths
- Enhance public image
- Provide a basis for challenge, self improvement and advancement
- Supply a framework for certification (credit is earned on the basis of skills acquired through experience and education).
- Help provide higher and more measurable levels of performance, leading to enhanced individual self-concept.

FOR STUDENTS

Occupational standards:

- Help students visualize all career options in the tourism sector, leading to informed decisions regarding career paths in tourism.
- Help to promote tourism as a viable and fulfilling career choice.
- Identify skill requirements and promote education and training.

FOR EDUCATORS

Occupational standards:

- Provide the basis for curriculum and program development necessary for certification.
- Create an awareness of the complexity of occupations within tourism.
- Ensure that educational expertise is channelled to the areas of the industry where it is needed and applicable. For example, the Hospitality Institute of Barbados has adapted and used the HOST occupational standards as part of its new curriculum, which assesses students in a real work environment.



**FOOD AND BEVERAGE MANAGEMENT: DIVISION MANAGEMENT: UNIT 2FDM
MANAGE GUEST CARE**

STANDARDS

1. A system for obtaining, recording, analyzing and using guest comments is put in place. (See Note 1.)
2. A guest profile is developed to describe the typical guest. (See Note 2.)
3. The factors most important to the guests' satisfaction are identified and are taken into account when designing a guest-care policy. (See Note 3.)
4. Resources are available in each department of the Division to provide the level of guest care required by house policy.
5. It is made certain that all staff receive training in guest care procedures and in the development of sensitivity to the needs and wants of guests.
6. The importance of the guest to the continued successful operation of the Division is emphasized to staff.
7. Procedures are established to make certain that any special requirements for incoming guests are met within house policy.
8. Procedures are established to make certain VIP guests are identified in advance and that all relevant departments are aware of their arrival and of any special facilities or services to be offered to them.
9. Procedures are established to maintain guest histories including notes of any special requirements. (See Note 4.)
10. The level of guest care in each department is monitored and action is taken to remedy any deficiencies, where necessary.

NOTES ON THE STANDARDS

1. GUEST COMMENTS MAY INCLUDE:
 - oral comments and suggestions
 - customer comment cards
 - letters of praise or criticism

2. A GUEST PROFILE MAY INCLUDE:
 - age range
 - gender
 - marital status and children
 - income group
 - cultural and ethnic background
 - educational background
 - range of interests

3. A GUEST CARE POLICY MAY INCLUDE
 - identifying the new or changing needs of guests
 - foreseeing and meeting the particular needs of individual guests.
 - providing as wide a range of advice and assistance as possible
 - monitoring guest satisfaction
 - providing compensation if established standards are not achieved.
 - helping staff and management to develop a rapport with guests
 - specifying the action to be taken if the behaviour of a guest causes problems to the establishment or to other guests.

4. GUEST HISTORIES MAY INCLUDE:
 - previous visits and services used
 - previously expressed preferences
 - special requests
 - interests

FRONT OFFICE: SKILLED LEVEL: UNIT 2S

MAINTAIN ADVANCE RESERVATIONS FOR INDIVIDUALS THIS UNIT APPLIES TO:

- computerised reservations systems
- manual reservations systems

1. Telephone inquiries are accurately answered in a polite and helpful way.	<input type="text"/>
2. The caller is spoken to in a clear and well-paced way.	<input type="text"/>
3. Reservations are accurately made and recorded according to house procedures	<input type="text"/>
4. Reservations are checked for accuracy and any errors are corrected.	<input type="text"/>
5. Confirmation forms or letters are correctly completed and sent out within the time allowed.	<input type="text"/>
6. The schedule for deposits and pre-payments is checked and follow-up action is taken where necessary and according to house procedures.	<input type="text"/>
7. Selling techniques which encourage guests to spend more on accommodation are used according to house policy.	<input type="text"/>
8. Accurate information on hotel services and facilities is communicated to the caller (See Note 1.)	<input type="text"/>
9. Good relationships are created and maintained with agents and/or organizations which provide regular business.	<input type="text"/>
10. Records are maintained and reports are provided, according to house procedures, to the relevant departments or individuals.	<input type="text"/>
11. Face-to-face contact with guests conducted in a polite and helpful way.	<input type="text"/>
12. Work is organized and carried out efficiently.	<input type="text"/>
13. Work areas are kept tidy throughout the shift.	<input type="text"/>
14. Guest feedback is reported to a supervisor.	<input type="text"/>
15. Staff and management are treated in a helpful and cooperative way.	<input type="text"/>

NOTE ON THE STANDARDS

5. HOTEL SERVICES AND FACILITIES MAY INCLUDE:

- fax/telephone services
- hair salon/beauty parlour
- shops
- bars
- casinos
- beaches
- special events
- baby-sitting services
- laundry services
- barber
- restaurants
- night clubs
- evening entertainment
- TV/video service
- swimming pools/jacuzzis
- water sports
- children's activities

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“Hospitality Occupational Standards for Training in the Caribbean Region”



CROSS-TRAINING AND MULTI-SKILLING

Positions in tourism range from entry-level to highly skilled professional, managerial and owner-operator positions.

Smaller businesses have always required employees to perform a wide variety of functions. The small-nature of such a business means that very few people have to deal with guests in many different circumstances — dealing with them personally, ensuring they are greeted, checked-in, escorted to their rooms, served drinks and food and so on. Larger businesses, on the other hand, have traditionally employed individuals in narrower functional areas.

Industry restructuring, organizational re-engineering, the introduction of technology, and quality concepts (in terms of service provided to the guest and quality of work for the employee) are, however, changing the workplace “map”. In a hotel, for example, a server may be required to act as a host or hostess, while within the same job requirement seating guests and taking telephone reservations. A tour guide may also be required to work as a reservation sales agent, planning and booking excursions.

Increasingly, all tourism operators are providing cross-training for their employees, to empower them with multi-skills. The employer benefits from the diversity and flexibility of employees, because these employees can be scheduled in a number of different departments. Employees, too, can benefit greatly through increased mobility within their job and among jobs in the industry. Also, this variety can make work more interesting, and with diverse skills, employees enhance their ability to serve guests. Tourists, in turn, benefit from an individual who is knowledgeable and able to provide many forms of assistance. Visitors appreciate the service they receive from such individuals and this benefits the entire industry.



CROSS-CULTURAL TRAINING



Tourism and hospitality professionals deal with guests from many parts of the world, as well as our many nations within the Caribbean. In today's competitive market, providing quality service to those guests is critical to the success of the industry. Quality experience for all foreign visitors and sensitivity to the expectations of people from various cultures are required. Cross-cultural and language training is becoming an important component of any education or training program for careers in tourism. In any case, such training provides the job candidate with a significant advantage.

For example, the Caribbean Region hosts numerous important conferences annually, from both the public and private sectors, whose participants speak a variety of languages (including French, Spanish, English, and Dutch, as well as a variety of Caribbean indigenous languages or "patois" dialects). All these individuals come from diverse cultural backgrounds, even when they are from other Caribbean nations. The need to provide simultaneous translation at these conferences is crucial for their success, as is the diplomatic ability to understand and respect different cultural perspectives: Without these abilities, you can understand that a great deal of misunderstanding and ill will could occur. And you can further imagine the possible negative outcome of poor communication on political or business meetings!

In addition to simultaneous translations and knowledge of diverse cultural protocol, there is also the need for translation of important documents, training materials, and other written materials. Fundamentally, there is also the need to converse with visitors, one-on-one, in their own language; this not only puts them at ease, but also offers them an important gesture of respect - you care enough about their visit to share the Caribbean with them in a language they understand!





PART V

JOBS AVAILABLE IN THE EIGHT SECTORS OF TOURISM

★ **Summary of Jobs in the Eight Tourism Sectors**

★ **Career Opportunities - Advertisements**

★ **Sample Job Descriptions in the Eight Tourism Sectors:**

- Accommodation
- Food and Beverage
- Adventure Tourism
- Transportation
- Attractions
- Travel Trade
- Events & Conferences
- Tourism Services



SUMMARY OF JOBS IN THE EIGHT TOURISM SECTORS

1. ACCOMMODATION

- Hotels, guest houses, inns
- Villas/Bungalows
- Bed & Breakfasts
- Resorts
- Campgrounds
- Time-share facilities



2. FOOD & BEVERAGE

- Restaurants
- Coffee Shops
- Catering Operations
- Pubs/Lounges/Night Clubs
- Fast Food Outlets



Some careers to choose from....

General Manager
Sales Manager
Purchasing Agent
Financial Controller
Front Office Manager
Personnel Manager
Activities Manager
Night Auditor
Reservation Clerk
Housekeeper
Bell Captain
Lobby Porter
Doorman
Laundry Worker
Maids
Elevator Operator
Maintenance Personnel
Storeroom Clerks
Housemen

Foodservice Helper
Food & Beverage Manager
Bartender
Chef/Cook
Kitchen Helper
Wine Steward
Host/Hostess
Banquet Manager
Dining Room Personnel
Bar Supervisor
Banquet Chef
Night Club Manager
Maitre D'
Food and Beverage Personnel

3. ADVENTURE TOURISM

- Eco-tourism facilities
- Golf/tennis facilities
- Parks
- Fishing facilities
- Hunting facilities
- Marine facilities



4. TRANSPORTATION

- Air Carriers
- Cruise Lines
- Taxis
- Car Rentals
- Motor Coaches



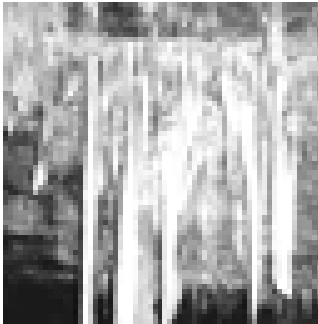
Some careers to choose from....

Retail Sales Clerk
Concession Attendant
Ride Operator
Attraction Facility Guide
Amusement Park Supervisor
Retail Shift Supervisor
Watersports Manager
Snorkel Tour Operator
Museum Assistant
Interpretive Specialist
Visitor Services Manager
Public Relations Manager
Museum Manager
Maintenance Manager
Golf Coach
Scuba Instructor
Yachting Services
Sightseeing Operator
Ferry Service

Flight Attendant
Customer Service Agent
Rental Agent
Airline Tours Agent
Airport Manager
Operations Manager
Tour Bus Owner/Driver
Porter
Customer Service Director
Public Relations
Marketing/Sales
Cabin Services
Pilots
Reservation Agent
Ticketing Agent
Maintenance Crew
Ramp Agents

5. ATTRACTIONS

- Museums, galleries
- Heritage and local sites
- Parks, gardens
- Interpretive centres
- Cultural tourism
- Industrial tourism



6. TRAVEL TRADE

- Travel Agencies
- Tour Wholesalers
- Tour Operators
- Tour Guides



Some careers to choose from ...

Retail Sales Clerk
Concession Attendant
Ride Operator
Attraction Facility Guide
Amusement Park Supervisor
Retail Shift Supervisor
Maintenance Supervisor
Museum Assistant
General Manager
Interpretive Specialist
Visitor Services Manager
Public Relations Manager
Museum Manager
Maintenance Manager
Assistant Operations Manager

Reservation (ticket) Agent
Travel Counsellor
Local Tour Guide
Tour Planner
Incentive Travel Specialist
Tour Promotions Manager
Travel Agency Manager/Owner
Tour Operator
Package Tour Coordinator
Sales Promoter
Field Service Representative
Tour Manager
Tour Escorts
Operations Manager
Group Sales Agent

7. EVENTS & CONFERENCES

- Special events
- Meetings, conferences
- Conventions, festivals
- Trade shows
- Fairs, exhibitions



8. TOURISM SERVICES

- Information centres
- Research services
- Reservation services
- Associations
- Consultants, tourism educators, trainer
- Government tourism departments



Some careers to choose from ...

Registration Clerk
Trade Show Guide
Special Events Coordinator
Convention/Meeting Planner
Sales Representative
Exhibit Design Assistant
Fund-raising Consultant
Special Events Manager
Fund-raising Consultant
Exhibit Designer
Conference Services Manager
Translators
Public Relations Manager

Tourism Information Counsellor
Sales Representative
Translators
Researcher
Lecturer
Travel Writer
Media/Trade Press Specialist
Immigration Official
Chauffeur
Customs Official
Photographer
Advertiser
Administrations Manager
Tourism Analyst
Economist
Tour Guides
Marketing Manager
Photo-Librarian

CAREER OPPORTUNITIES

SOUS CHEF

This challenging position will allow the successful candidate the opportunity to display their culinary skills in local and international cuisine.

The ideal candidate should be mature, with excellent organizational and supervisory skills and possess a diploma from a recognized institute or five (5) years' supervisory experience with a four or five star hotel/restaurant. He/she should also have had formal training in à la carte and table d'hôtel menus, specialising in Continental Cuisine.



One of the most prestigious hotel groups in the Caribbean, invites applications from suitably qualified persons for

DEPUTY GENERAL MANAGER

To be successful, applicants must be able to prove exceptional capabilities in hotel management, leadership and public relations. The person appointed will take personal pride in achieving complete guest satisfaction in an informal but elegant hotel which is already well established on the international market.

The Successful Candidate will possess:

- Previous experience as an Executive Assistant Manager or Deputy General Manager.
- An impeccable track record of achievement in Food & Beverage in a five star luxury hotel with previous knowledge and experience in operating a multi-outlet operation.
- Previous experience as an Executive Assistant Manager or Deputy General Manager.
- The ability to train and develop Food & Beverage staff to meet five star service requirements.
- The ability to control costs and maximize profitability.

HOSPITALITY INSTITUTE VACANCIES

★ INSTRUCTOR II - DINING ROOM (OPERATIONS)

Qualifications

- Degree in Hotel, Tourism or Restaurant Administration or equivalent professional qualification
- A minimum of five (5) years' working experience in Hotel/Restaurant Operations OR Tourism
- Teaching/training qualification would be an asset.

★ MAINTENANCE OFFICER

Qualifications

- Ordinary Technician Diploma (OTD) in Building & Civil Engineering or equivalent
- At least five (5) years' experience in a supervisory position

★ SUPERVISOR/TRAINER: HOUSEKEEPING

Qualifications

- A Bachelor's Degree or equivalent in Hotel Management with at least two (2) years' related experience OR An Associate Degree or equivalent in Hotel Management with at least three (3) years' related experience.

LE PARC NATUREL RÉGIONAL DE LA GUADELOUPE

Dans le cadre du fonctionnement de la Maison du Tourisme en Espace Rural, recrute:

1. Assistant Technique

Pour être recruté, le candidat devra prouver sa capacité à conseiller et accompagner de futurs propriétaires de gîtes ruraux et de petites structures touristiques, dans leurs démarches - sa mission consistera en un soutien technique à la création d'entreprise, sachant qu'il devra aussi être capable d'analyser les possibilités de développement et les risques dans ces initiatives.

Profil:

- Bac +4 dans le domaine de la gestion des PME.
- Une bonne connaissance des aides financières à la création d'entreprise
- Connaissances en marketing, stratégie d'entreprise.
- Intérêt pour les problèmes environnementaux.

Envoyer CV et lettre de motivation au
PNR de la Guadeloupe
Domaine Montéreau 97/22 St. Claude

SENIOR SALES MANAGER

We are looking for an outgoing, effervescent personality with strong interpersonal skills and an assertive hospitality selling character

In addition, please possess:

- 3-5 years' experience in a similar position
- Working knowledge of the Wholesale market, especially USA
- A minimum of 5 certificates to include English
- Superb telephone communication skills
- Dynamic communication and presentation skills
- Effective listening skills
- A professional demeanor, integrity and appearance
- Self-confidence in dealing with large groups
- Effective time management, problem solving, decision-making and follow-up work principles
- A diploma in Sales and Marketing would be an asset.

Be willing to:

- Work flexible hours inclusive of weekends
- Travel within the Caribbean, North America, Canada and South America

CHILDREN'S LEISURE COORDINATOR

Do you enjoy working with children? Are you creative and self-motivated? Have you good leadership skills?

If you answered YES to the above questions, then this is the job is for you.

The successful candidate will possess:

- A University degree in Early Childhood Education or equivalent.
- Knowledge of computers - Including Microsoft Publisher.
- 2-4 years' experience in a supervisory position related to children.
- Excellent communication skills.
- Strong swimming skills.
- First Aid certificate

The Leisure Coordinator will be expected to plan, implement and evaluate exciting programmes for pre-teen and teenage children, motivate and manage staff and interact daily with families staying in the hotel.



ASSISTANT LAUNDRY MANAGER

The successful candidate will coordinate the activities of the Laundry Supervisors and a team of 20 persons to ensure that guests' laundry and linen needs are adequately met.

Applicants should have at least five (5) years' supervisory experience and should exhibit excellent communication and supervisory skills.

Knowledge of inventory and cost control is essential.

URGENTE GUÍA DE NATURALEZA

Importante empresa operadora de turismo receptivo de naturaleza y aventura requiere urgentemente de un Guía Turístico especializado en Naturaleza.

Nuestra empresa maneja grupos hacia el estado Bolívar, principalmente hacia nuestros dos campamentos en el Parque Nacional Canaima.

- Necesitamos una persona dinámica, capaz de manejar grupos de turistas desde el aeropuerto hasta los puntos más aislados de nuestros recorridos por la selva, y con la habilidad de interpretar y comunicar información sobre el ambiente del destino.
- Deberá poseer conocimientos generales de geografía e historia de Venezuela, así como de la flora y la fauna del estado Bolívar.
- Una excelente condición física es indispensable y el manejo de procedimientos de primeros auxilios es altamente recomendable.
- La mayoría de nuestros pasajeros proceden de los Estados Unidos, Alemania y Holanda, por lo que el dominio de al menos uno de estos idiomas es necesario.

Si estás interesado/a y cumples con todos los requisitos, envíanos tu curriculum vitae con los certificados correspondientes y una fotografía reciente al Apartado 555, Caracas.



1. Accommodation

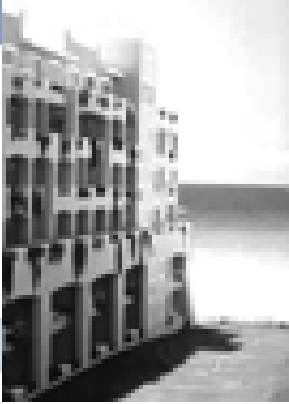
- Job Settings
- The Organization of a Hotel
- Job Descriptions
- Job Profile

Accommodation

Accommodation



Accommodation



The accommodation sector is vitally important to the tourism industry in the Caribbean. Typically, approximately 55% of total visitor spending is on hotel accommodation. There were in excess of 202,300 people employed in hotels and similar businesses in 1996. Approximately 70% have full-time jobs.

□ Job Settings



Jobs in the accommodation sector occur in a wide variety of settings which range from deluxe hotels located in the resort areas, to small, rustic hotels located in remote areas. While many jobs may share a similar title, the circumstance in which the job is done can vary significantly. The following description of different types of accommodation available is adapted from the 1997

publication entitled ***Student Travel Map: A Guide to Tourism Careers, Education and Training***. The various generic job descriptions in each of the eight sectors in this Manual have also been adapted from the above mentioned guide. The Caribbean Tourism Organization acknowledges the work of the Canadian Tourism Human Resource Council (Telephone: 613-231-6949) in the development of the Student Travel Map: A Guide to Tourism Careers, Education and Training (1997, ISBN 1-896229-91-3) which served as resource for the development of this document.

Deluxe hotels tend to be relatively large with over 150 rooms, and they offer their guests a wide range of facilities (including convention rooms, restaurants, shops, bars, fitness areas etc.) and services. They cater to both business and pleasure travellers. Many deluxe hotels are members of a “chain”, which is a multi-unit company with a central management system at its head office. The corporation provides standardized quality, shared advertising and joint-reservation systems.

Because of their size, **hotel chains** can offer their employees a wider range of job opportunities if the employee is willing to be mobile. Much training is conducted within the hotel. Some of the major hotel chains in the region include Sandals Resorts, Super Clubs, Four Seasons Hotels, the Sheraton Corporation, Ramada Renaissance, and Hilton International.

Accommodation cont'd

Condominium hotels are becoming increasingly common and popular with travellers. These are comprised of suites which contain the same facilities as an apartment and give travellers the option to cater for themselves and maintain privacy.

Resort hotels are typically located near the beach and offer their guests a wide range of recreational activities depending on their location, size and concept e.g. golf, tennis, water sports etc. Examples of major hotel resort areas in the Region are Montego Bay in Jamaica, Dickenson Bay in Antigua, and Gosier, St. Anne and St. François in Guadeloupe. Resorts can vary in size from a small, local hotel with personalized service, to the deluxe, 500+ room hotel.

Guest houses are designed for the overnight or short-stay traveller who wants a low cost stay. They tend to be smaller than hotels. Most are independently owned or operated by local residents.

Bed and breakfast establishments cater to travellers looking for more of a personal touch. While few can accommodate more than 8-10 travellers at a time, they can vary significantly in price. These establishments can be found in Tobago, Montserrat, Venezuela (posadas), and St Lucia.

All-inclusive properties range in size and availability of services, from the simple to the exclusive. Here, room, food and beverage, facilities and services and any taxes or charges are included in one price which is paid at the time of reservation. Examples are Almond Beach Resorts in Barbados; Sandals properties in the region and Auberge de la Vieille Tour in Guadeloupe.

Fully-equipped **villas** are also available for rent, offering privacy and self-sufficiency. These are often available with daily housekeeping service.

Accommodation cont'd

Yachts are also a popular form of accommodation. These range from “bareboat” charters, where the traveller charters a small sailboat without crew, to fully-crewed charters on larger sail or motor vessels. Fully-crewed yachts range in size from 45 feet to over 200 feet, and generally accommodate between 4 to 16 travellers.

□ **The Organization of a Hotel**

Small, individually-owned properties without food and beverage services are able to operate with a small hotel staff, possibly with just the owners themselves and a housekeeper or two to clean guest rooms. Most hotels, however, require a much more complex organizational structure and comprise six major departments. (See Figure 5: Sample Organizational Chart - Large Hotel Property on page 68)

- **Administration**

Every hotel needs a manager, assistant managers, and a group of people to handle the business aspects of the hotel's operations. The people who work in the administration department include bookkeepers and other financial staff as well as purchasing, sales, and marketing personnel. An important function of the administration department is to interview and select the hotel's employees. Since no hotel or restaurant can survive without customers, it is the job of the sales and marketing team to discover what guests want and how to persuade potential customers to visit their property.

- **Front Office**

The front office is the most visible department in all hotels and motels and acts as the “nerve center” of the hotel. Employees are in direct contact with the public, handling reservations, room assignments, mail and baggage, and providing information about activities in the hotel and surrounding area. A well-organized front office is essential to the smooth running of any lodging place.

Accommodation cont'd

- **Guest Services**

Members of this department greet the guests, help them with their baggage, assist with travel plans, and more. These employees are always on the go and play a vital role in making the guest feel welcome.

- **Housekeeping**

A lodging property's main product is the guest room and guest comfort is a top priority. Most hotels employ a large housekeeping (or rooms) department staff to ensure the cleanliness and neat appearance of guest rooms and public areas.

- **Engineering and Security**

Engineering and maintenance staff members are responsible for property equipment and systems. Fixing and maintaining electrical systems, plumbing, heating, ventilation, air conditioning, and refrigeration are highly skilled jobs. Even though the engineering staff have little or no contact with guests, they play a vital role in the day-to-day running of the hotel. A growing number of hotels now also employ security personnel who work to protect hotel guests and their property, as well as the security of the hotel itself.

- **Food and Beverage**

If hotels have restaurants, banquet rooms and cocktail lounges, the preparation and serving of food and beverages can contribute significantly to the hotel's profit and often as many as half the total staff are employed in this department.

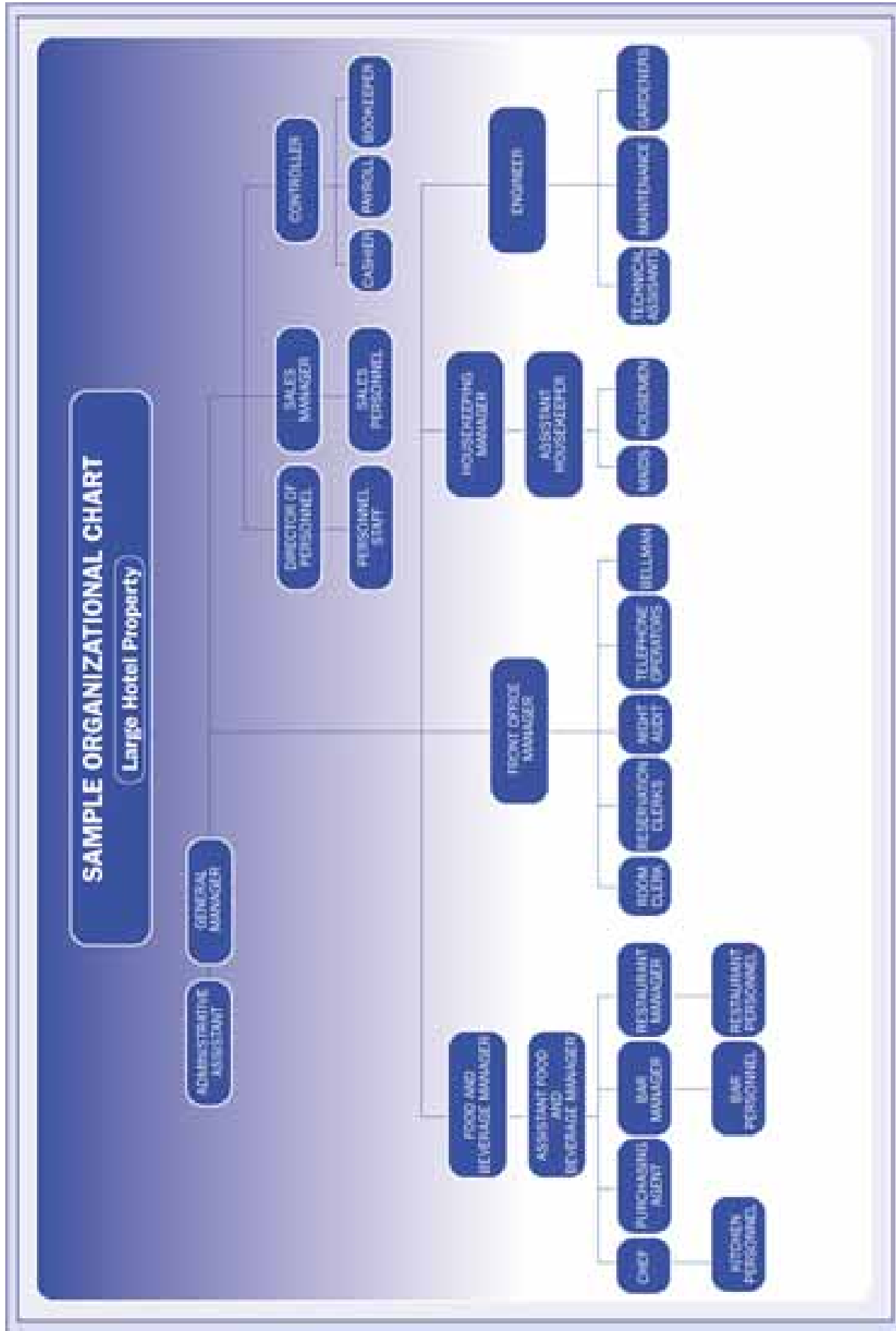


Figure 5

Accommodation cont'd

□ Growth Prospects

The Caribbean Tourism Organization (CTO) estimates that, in order to meet the growth demand, total accommodation needs of the Region by the end of the year 2000 will be around 220,000 rooms. This means that, compared with 1995 capacity, an additional 22,000 rooms are likely to be required.



INTERESTING FACT

Did you know that...

In 1997, the Dominican Republic had 38,250 rooms available to visitors, more than the combined rooms total of The Bahamas and Jamaica (22,954)



Job Descriptions

HOUSEKEEPING/ROOM ATTENDANT

Industry Sector	Accommodation
Division	Housekeeping, Maintenance & Fitness
Industry Setting	Hotels, guest houses, resorts, private clubs, dormitories and other accommodation facilities
Job Level	Operational (Front Line)
Description of Duties	To wash, wax and polish floors, halls, lobbies and other assigned areas; dust furniture and vacuum carpeting and area rugs, draperies and upholstered furniture; clean and polish kitchen appliances and remove garbage; clean and disinfect washrooms and fixtures; wash windows, walls and ceilings.
Working Conditions	Some shift work may be required but most individuals work an eight hour daytime shift. Work is physically strenuous.
Skills	Must have physical stamina to maintain rigorous pace of manual work; well-groomed appearance; ability to work cooperatively with a variety of other hotel employees; character references may be required to confirm honest and trustworthy elements in personality.
Knowledge	In immediate area and tourism industry in general; company policies and practices.
Education	No specific education requirements are necessary.
Industry Experience	Previous experience is not required.
Career Paths	Assistant Executive Housekeeper and other supervisory housekeeping positions; Executive Housekeeper

Job Descriptions cont'd

FRONT DESK AGENT

Industry Sector	Accommodation
Division	Front Office & Guest Services
Industry Setting	Hotels, resorts and other accommodation facilities
Job Level	Operational (Front Line)
Description of Duties	Make room reservations and receive payment for services such as accommodation, room service and restaurant meals, including: register arriving guests and assign rooms; respond to guest complaints; compile and check daily record sheets, guest accounts, receipts and vouchers, using computerized or manual systems; present statements of charges to departing guests and receive payment; answer enquiries regarding hotel services and registration of guests by letter, telephone or in person.
Working Conditions	Shift work and standing for long periods of time are common.
Skills	Computer reservations, guest registration, credit checking, ability to handle guest complaints, front-line contact with public. Clerical aptitude and knowledge of basic accounting or bookkeeping is beneficial. Excellent service and communication skills essential and foreign language knowledge is helpful.
Knowledge	Tourism industry in general and in immediate area, company policies and practices.
Education	Successful completion of secondary/high school. Community college or other tertiary institution studies in front desk operations or hotel management may be required
Industry Experience	Previous experience is not required.
Career Paths	Night Auditor and Concierge positions, Assistant Front Office Manager, Front Office Rooms Division Manager

Job Descriptions cont'd

SALES REPRESENTATIVE

Industry Sector	Accommodation
Division	Administration
Industry Setting	Hotels, resorts and other accommodation facilities
Job Level	Supervisory
Description of Duties	To sell establishment's facilities (convention, banquet, catering) and services to clients, often within an allotted client territory, including: promote sales to existing clients and obtain new clients by identifying target groups; provide clients with a presentation or description of benefits and uses of commodity or service; prepare or oversee preparation of sales contracts; process orders to sales office and make delivery arrangements; liaise with clients after sale to resolve problems and provide information; review information regarding market conditions, product improvement and price changes; supervise the work of other sales representatives.
Education	Successful completion of secondary school or community college diploma in business administration, sales, hotel management, or university undergraduate degree in business administration is usually required.
Industry Experience	Up to 3 years previous sales experience may be required.
Career Paths	Sales Manager, Director of Sales and Marketing, Executive Assistant Manager, General Manager and other executive positions.

Job Descriptions cont'd

SALES MANAGER

Industry Sector	Accommodation
Division	Administration
Industry Setting	Hotels, resorts and other accommodation facilities
Job Level	Middle Management
Description of Duties	Plan, organize, direct and control the development and implementation of activities related to sales, marketing, public relations and advertising for hotel and other accommodation properties, including: direct the sales activities of sales department; direct the marketing strategies of property based on research concerning consumer trends and production development plans; direct the external and internal information and communication services that explain the policies and objectives of the department within the property.
Skills	Communication skills, bookkeeping skills, personnel management skills, marketing research aptitude.
Knowledge	Good knowledge of the tourism industry in general and sales and marketing language, services and products offered by facility, company policies and procedures
Education	Completion of college or tertiary programme in business administration with a specialization in sales or marketing is required. Some educational training in public relations, communications and journalism is an asset.
Industry Experience	3 to 12 years experience as a sales or marketing representative is required.
Career Paths	Director of Sales and Marketing, Executive Assistant Manager, General Manager and other executive positions.

Job Descriptions cont'd

RESORT OPERATIONS MANAGER

Industry Sector	Accommodation
Division	Front Office & Guest Services
Industry Setting	Hotel chain/resort facilities, motels, and similar properties
Job Level	Executive
Description of Duties	Plan, organize, direct and control the operations of a resort/leisure facility, including: develop and implement policies regarding the type of accommodation service to be offered or implement the policies of the hotel/resort chain; develop and implement procedures for the operation of the establishment; monitor staff performance, control inventories, monitor revenues, modify procedures and prices as required and resolve customer complaints about service; recruit staff; oversee training and set work schedules; negotiate with suppliers for the provision of supplies; negotiate with clients for the use of facilities for conventions, banquets, receptions or other functions.
Working Conditions	Vary depending on size and type of operation. May be required to work long, irregular hours. May live on property and constantly be involved in operation. Work can be hectic and stressful.
Skills	Leadership skills, decision-making skills, ability to adapt to unexpected situations, good communication skills both written and oral.
Education	Graduation from a hotel management or related course at the college or tertiary level is usually required.
Industry Experience	3-5 years of experience in hotel operations is usually required and may substitute educational requirements.
Career Paths	General Manager, Regional Manager of Chain, Directorship Vice President.

Job Descriptions cont'd

EXECUTIVE HOUSEKEEPER

Industry Sector	Accommodation
Division	Housekeeping, Maintenance & Fitness
Industry Setting	Hotels, motels, hospitals, institutions and similar facilities
Job Level	Middle Management
Description of Duties	Supervise and coordinate the daily activities of staff who clean and maintain facility, including: plan, establish and implement standards and work performance procedures for the housekeeping department; monitor assigned areas through inspection rounds to ensure that safety standards and departmental policies are being met; hire and supervise housekeeping staff; maintain records on financial estimates and costs, prepare budgets, payroll and employees schedules
Working Conditions	Generally work standard office hours. Working conditions may vary depending upon the type of institution.
Skills	Good communication skills, organization skills and supervisory skills.
Knowledge	Knowledge of cleaning detergents, equipment and stain removing chemicals an asset; knowledge of a foreign language beneficial;
Education	Completion of a college programme or undergraduate degree in business administration or hospitality management may be required.
Industry Experience	Extensive experience as an Assistant Executive Housekeeper may substitute educational training requirements.
Career Paths	Front Office/Rooms Division Manager, Housekeeping Director, Rooms Division Executive

Job Descriptions cont'd

CONCIERGE

Industry Sector	Accommodation
Division	Front Office & Guest Services
Industry Setting	Hotels, resorts, private clubs, and other accommodation facilities
Job Level	Operational/Front Line
Description of Duties	To serve the needs of the guests including: obtain concert and tour tickets, recommend restaurants, obtain limousines, assist with transportation schedules and tickets; exchange currency and provide many other services of a similar nature.
Working Conditions	Shift work and standing for long periods of time is common
Skill	Excellent human relations skills; multilingual; plus interest in serving others; professional demeanour; able to work under pressure; able to use initiative.
Knowledge	Thorough knowledge of facility and services provided within operation, and thorough knowledge of all aspects of country (current events, geography, historical sites, sporting events, etc.)
Industry Experience	Previous experience is not required
Career Paths	Chief Concierge, Guest Services Attendant, Guest Services Manager, Assistant Front Office Manager, Front Office/Rooms Division Manager

Job Descriptions cont'd

BELL BOY

Industry Sector	Accommodation
Division	Front Office & Guest Services
Industry Setting	Hotels, resorts and other accommodation properties, transportation-related companies.
Job Level	Operational (Front Line)
Description of Duties	Carry luggage for guests, escort incoming guests to rooms, check rooms to ensure satisfaction, offer information regarding features of rooms, services of hotel and points of interest. Transportation- related duties may include: convey luggage by hand or trolley/ truck, hail or phone for taxicabs, offer information and answer questions regarding features of rooms, services of hotel and points of interest.
Working Conditions	Usually wear tailored uniforms and work in attractive and comfortable surroundings; must work shifts, holidays and/or take rotating days off; work can be hectic during peak travel seasons.
Skills	Must enjoy working with wide variety of people and possess pleasant, outgoing personality; neat personal appearance, tactful and courteous manner are essential; good communication skills and ability to lift and carry luggage are required.
Education	No specific educational training is required.
Industry Experience	Previous experience is not required
Career Paths	Guest Services Attendant, Concierge, Guest Services Manager, Assistant Front Office Manager, Front Office/Rooms Division Manager

Job Descriptions cont'd

HUMAN RESOURCE MANAGER

Industry Sector	Accommodation, Transportation, Tourism Services
Division	Air, Sea and Ground
Industry Setting	Accommodation, Transportation and Tourism Services
Job Level	Management
Description of Duties	Responsible for the following: Labour Utilization and Management, Training and Development, Employee Relations, Organizational Change and Design, Industrial Relations, Human Resources Policies and Planning, Compensation, Administration, Employee Welfare, Personnel Administration, Health and Safety.
Working Conditions	Long hours, demanding work, mentally challenging and stimulating.
Skills	Strong people management and organizational skills. Good presentation skills. Negotiating skills required.
Knowledge	Knowledge of management systems, leadership practices, labour laws, management of Human Resources.
Education	Tertiary level education required, Degree in Management Studies with certification in Human Resources or Degree in Human Resources with certification in management studies.
Industry Experience	A minimum of three (3) years experience in Human Resources.
Career Paths	Human Resources Manager, General Manager, Managing Director.

Job Profile



Job Title/Position: Chairman, Managing Director

Name: Royston Oliver Hopkin, CMG

Country: Grenada

Name of company: Spice Island Inn

1. *How long have you worked in this job?*

Since 1987 as sole owner and Managing Director.

2. *What duties do you perform in your job?*

I define the policy of the resort as chairman/owner and I am responsible for the marketing of the property. I also provide the vision for the property.

3. *What is your educational background?*

Since age 20 I have worked in tourism and my education in the tourism sector has been “hands on” from day one.

4. *What work-related training have you received?*

Everything has been “hands on”, on-the-job training. I have also served on the Grenada Tourist Board for seventeen (17) years and the Caribbean Hotel Association as Chairman and Vice Chairman for many years, and as a Director on the Board of Directors of the CTO. It is through serving that I have grown and developed myself.

5. *What kind of personal attributes do you need to do this job? (e.g. patience, perseverance, positive attitude, etc.)*

You must have the correct disposition since this is a people-to-people industry and the hallmark for success is “total satisfaction” for the visitor.

6. *What things do you enjoy most about your job?*

I get satisfaction from the guests in the hotel - their positive comments about the staff, the quality of the resort etc. I am past the monetary attraction.

Job Profile cont'd

7. *What is the most challenging thing about your job?*

To devise mechanisms to attract highly educated young persons to make a career in tourism. Trying to get a consistently high level of performance.

8. *What advice would you give a student who wants to make a career in tourism?*

Be prepared that the service industry is not about subservience and that every day is a working day. It is a lucrative industry but you must be prepared to work hard. It calls for self sacrifice if you really want to make it.

9. *What are the opportunities for career advancement where you work?*

Nil

10. *Is there anything else you would like to share about your job?*

I want to successfully upgrade the property to the ultimate, to fine tune it to make it “the best” with my resources. I also want to spend a lot of time doing voluntary work for the Caribbean region and for Grenada so that we can maximize our true potential as a tourism region.

Hotel Profile

(Large property in the Caribbean)

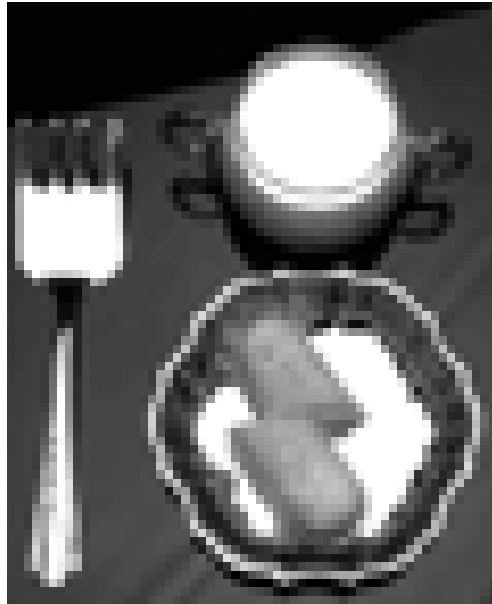
Type of hotel:	All inclusive property
Ownership:	Locally owned
International Rating:	4-5 star
No. of rooms:	330
Different categories of rooms:	Standard, deluxe, junior suites, presidential suite, ocean view and garden view.
Size of staff:	Approximately 509 persons
No of male staff:	250 (49%)
No. of female staff	259 (51%)
Average age of staff	27 - 35
Type of employment:	Full time
Average number of guests per year:	33,000 - 35,000
Main markets:	U.K. and U.S.A.
Average length of stay:	9 nights
Busiest months:	March and April
Slowest months:	September and October
Onsite guest facilities:	Duty free shops; variety of eating places; entertainment - provide own house band, entertainers, etc.; water sports facilities; kids club/ baby sitting facilities; full salon; gymnasium; and tennis, squash, golf and other recreational facilities.
Best assets:	All inclusive nature of the property, range of guest facilities and caters to a range of clientele.

Hotel Profile

(Medium sized property in the Caribbean)

Type of hotel:	All inclusive property
Ownership:	Overseas owned
International Rating:	5 star
No. of rooms:	138
Different categories of rooms:	Studios and penthouses (1 and 2 bedrooms)
Size of staff:	Approximately 180 persons
No of male staff:	63 (35%)
No. of female staff	117 (65%)
Average age of staff	28 - 34
Type of employment:	Full time
Average number of guests per year:	13,280
Main markets:	U.K. and Canada
Average length of stay:	2 - 3 weeks
Busiest months:	September and November
Slowest months:	January - August
Onsite guest facilities:	Duty free shops; pool facilities, gymnasium, restaurants, beauty salon, water sports facilities, entertainment, lawn tennis and table tennis.
Best assets:	Location: on the coast with an ocean view.





2. Food and Beverage



- Job Settings
- The Organization of a Restaurant
- Education
- Job Descriptions
- Job Profile

Food & Beverage



Food and Beverage



This sector is also one of the fastest growing in the Region.

Work in kitchens can be particularly demanding. You will spend most of the working day on your feet in hot conditions. The pressure is often intense, reaching a peak during service time. Things may even seem chaotic, but well-run kitchens depend on careful planning and preparation, good organization, excellent teamwork and accurate timing. The atmosphere will often reflect the style of the head chef: some prefer a calm, low-key approach, while others prefer a busy, noisy environment.

Serving staff play a key role in creating the appropriate atmosphere in which people can enjoy eating and drinking. As the interface between those who prepare the food and those who consume it, you need to know about the food you are serving, its main ingredients and how it was cooked.

Some aspects of the food and beverage sector are not directly related to tourism, i.e. the institutional catering sector, and a certain portion of the restaurant business that involves services consumed by community residents.



Job Settings

The term “food-service” is a very broad term which encompasses all types of establishments supplying food for consumption away from home. Employment opportunities take place, therefore, in a wide variety of settings that include:

- **Independent restaurants of all kinds:** coffee shops, fast food outlets, carry-out operations, cafeterias, corner and store counters.
- Food outlets in hotels, motels, clubs, cocktail lounges, **and department stores.**

Food & Beverage cont'd

- **Transportation food outlets** such as provided within air carriers and cruise ship operations.
- **Institutional food-service** within offices, factories, schools, universities and detention centres.
- **Health-care food services** within hospitals, nursing and convalescent homes and retirement centres.
- **Catering firms** such as mobile trucks, vending machines and party and banquet contractors.
- Related industries, such as **food and equipment manufacturers**, and **distributors** who employ qualified **sales representatives** and executives to meet the demands of food operations across the region.





The Organization of a Restaurant

Within most food service outlets a distinction is made between “front-of-house” operations which involve the welcoming of customers, the serving of food and the cleaning of the restaurant; and “back-of-house” or “heart-of-house” operations in the kitchen where the food is purchased, stored and, most importantly, prepared. The jobs that take place “front-of-house” are listed under the heading Restaurant/Dining and Catering, while “back-of-house” jobs are listed under the heading Kitchen.

Within the food service sector, there are many facilities that serve predominantly beverages, for example neighbourhood bars, cocktail lounges and nightclubs. A significant number of food service jobs also take place in public institutions such as hospitals, schools and prisons.



Education

Food service is one of those rare fields that offers a wide range of opportunities, regardless of a person’s actual skills. Very few industries still employ unskilled persons and give them a chance to work their way up. In food-service, the amount of career preparation from both formal and on-the-job training determines the level of entry into the field, but because of the depth and breadth of this industry, there is plenty of room for upward mobility. The

Education & Training section of this guide provides details concerning the variety of training and educational programs available for persons wishing to develop a career in food services.

INTERESTING FACT

Did you know that...

The first restaurant was opened by a Parisian soup maker in Boulanger in 1765, where he served soup exclusively. Above the entrance was the Latin motto “Come to me all of you whose stomach cry out and I will restore you.”



Job Descriptions

FOOD AND BEVERAGE SERVER

Industry Sector	Food & Beverage, Accommodation
Division	Restaurant, F & B Division (hotel), Dining Room, Beverage
Industry Setting	Restaurants, hotel dining rooms, coffee shops, bars, private clubs, cocktail lounges, banquet halls,
Job Level	Operational (Front Line)
Description of Duties	Take food and beverage orders and serve to guest, including: to perform hosting duties, set up and clean tables/stations; take orders and relay to kitchen or bar staff; serve food and beverages to guest; present bill to patrons and accept payment; may prepare and serve flambés and other speciality foods at table; customer relations skills should be applied to handle complaints, check on guest satisfaction and at all times sanitation and safety practices should be applied. Duties vary depending on type and size of establishment: fast food outlet servers work behind a counter using computerized systems to take orders; coffee shops and lounges provide quick and efficient service to guests at tables; formal dining rooms emphasize etiquette and strict rules, pacing the meal according to customer preferences.
Working Conditions	Long periods of standing and walking, require good health, stamina and emotional maturity. Shift work/split shifts built around normal meal times and working under pressure during busy times is common. Part-time positions are common. Added benefits include tips provided from customers.
Skills	Good sales and customer relations skills including winning smile, good health and grooming, courtesy, pleasantness and efficiency. Ability to work calmly under pressure is an asset. In licensed dining/drinking facilities, servers must be of legal drinking age.
Knowledge	Company policies and procedures including health and safety regulations, knowledge of all food and beverage items featured on menu and other services provided in establishment, general knowledge of liquor laws if establishment is licensed.
Education	Successful completion of secondary/high school may be required.
Industry experience	Previous experience is not a requirement.
Career Paths	Wine Steward, Host/Hostess, Maitre d' Hotel, Food & Beverage Service Supervisor, plus middle and senior management occupations.

Job Descriptions cont'd

BARTENDER

Industry Sector	Food & Beverage, Accommodation
Division	Restaurant, F & B Division (hotel), Dining Room, Beverage
Industry Setting	Hotels, restaurants, cocktail lounges, beverage rooms and other licensed facilities
Job Level	Operational (Front Line)
Working Conditions	Nights, weekends, holidays and split shifts are common. Shifts include long periods of standing and usually require lifting heavy cases of beverages.
Description of Duties	Mix and serve alcoholic and nonalcoholic beverages directly to patrons or prepare beverages for serving staff, including: mix liquor with ingredients to prepare cocktails and other drinks; serve wine, draft or bottled beer and nonalcoholic beverages; collect payment for beverages and record sales; maintain inventory and control of bar stock and requisition or order supplies; clean bar area, arrange displays of bar stock and glassware, prepare fruit for garnishes and serve snacks or light food items and wash glassware; may supervise other bartenders and other bar staff and must apply and maintain sanitation and safety policies.
Skills	Must be legal drinking age. Likeable personality, well groomed, ability to get along with others and excellent customer relations skills are expected and important to position.
Knowledge	Working knowledge of cocktail recipes, government liquor laws and applicable Liquor Control Board policies and regulations, company policies and procedures, familiarity with food and beverage server tasks.
Education	Completion of community college programme in bartending or completion of course in mixing drinks is usually required.
Industry Experience	Previous experience is not a requirement.
Career Paths	Food & Beverage Service Supervisor, Maitre d' Hotel, Chief Steward, Beverage Services Manager, Nightclub Manager

Job Descriptions cont'd

MAITRE D' HOTEL

Industry Sector	Accommodation, Food & Beverage
Division	Restaurant, F & B Division (hotel), Institution, Dining Room, Beverage
Industry Setting	Restaurants, hotel dining rooms, coffee shops, bars, private clubs, cocktail lounges, banquet halls
Job Level	Supervisory
Description of Duties	Promotion of business, supervising staff, implementing training and sales programmes, may include maintaining financial statements and inventory, managing guest relations, including: greet, escort and ensure patrons are comfortable, distribute menu and ensure service is prompt; should schedule dining room reservations; arrange for parties and special dinners and inspect dining room service stations for cleanliness and general appearance; besides handling complaints, may assist with serving if dining room is busy; may be required to accept payment from patrons;
Working Conditions	Long periods of standing and walking requires good health and stamina. Shift work/split shifts built around normal meal times and working under pressure during busy times are common.
Skills	Good customer relations skills including winning smile, good health and grooming, courtesy, pleasantness and efficiency. Ability to work calmly under pressure is an asset. In licensed dining/drinking facilities, must be legal drinking age.
Knowledge	Company policies and procedures including employment standards, health and safety regulations, complete knowledge of services offered by facility, knowledge of all food and beverage items featured on menu and other services provided in establishment, general knowledge of liquor laws if establishment is licensed.
Education	Successful completion of secondary/high school and on-the-job training is usually required.
Experience	Previous experience as a Food and Beverage Server or other experience in food-service of 1-2 years is usually required.
Career Paths	Food and Beverage Service Supervisor, Assistant Catering Functions Manager, Catering Functions Supervisor and other supervisory and management level food-service occupations.

Job Descriptions cont'd

HOST/HOStESS

Industry Sector	Food & Beverage, Accommodation
Division	Restaurant, F & B Division (hotel), Institution, Dining Room, Beverage
Industry Setting	Restaurants, hotel dining rooms, coffee shops, bars, taverns, private clubs, cocktail lounges, banquet halls,
Job Level	Supervisory
Description of Duties	Greet and escort patrons to tables or other seating area; may supervise and coordinate activities of waiter/waitress and other servers, including: Ensure patrons are comfortable, hand them menu and make sure they are served promptly; schedule dining room reservations; arrange for parties and special dinners and inspect dining room service stations for cleanliness and general appearance; besides handling complaints, may assist with serving if dining room is busy; may be required to accept payment from patrons.
Working Conditions	Long periods of standing and walking requires good health and stamina. Shift work/ split shifts built around normal meal times and working under pressure during busy times is common. Part- time positions are common.
Skills	Good customer relations skills including winning smile, good health and grooming, courtesy, pleasantness and efficiency. Ability to work calmly under pressure is an asset. In licensed dining/drinking facilities, must be of legal drinking age.
Knowledge	Company policies and procedures including health and safety regulations, complete knowledge of services offered by facility, knowledge of all food and beverage items featured on menu and other services provided in establishment, general knowledge of liquor laws if establishment is licensed.
Education	Successful completion of secondary/high school and on-the-job training of 3-4 weeks is usually required.
Industry experience	Previous experience as a Food and Beverage Server may be required.
Career Paths	Maitre d' Hotel, Food and Beverage Service Supervisor, Assistant Catering Functions Manager, Catering Functions Supervisor and other supervisory and management level food service occupations.

Job Descriptions cont'd

CATERING FUNCTIONS MANAGER

Industry Sector	Accommodation
Division	F & B Division (hotel)
Industry Setting	Restaurants, hotel dining rooms, coffee shops, bars, taverns, private clubs, cocktail lounges, banquet halls,
Job Level	Middle Management
Description of Duties	Administers, supervises and maintains quality of Food and Beverage service of the Banquet Department. Ensures maximum revenue through sales in catering, banquet sales and convention services. Coordinates all activities with sales department. Prepares monthly forecasts of banquet activities. Schedules staff requirements and coordinates training; controls costs.
Career Paths	Food Service Manager, Food and Beverage Director, General Manager.

Job Descriptions cont'd

WINE STEWARD

Industry Sector	Accommodation, Food & Beverage
Division	Restaurant, F & B Division (hotel), Institution, Dining Room, Beverage
Industry Setting	Hotels, restaurants, cocktail lounges, private clubs, beverage rooms and other licensed facilities
Job Level	Operational (Front Line)
Description of Duties	Recommend and serve wine to patrons, including: recommend wines that are complementary to patrons' food orders; take patrons' wine orders and serve wine in formal manner to patrons; usually required to distinguish wine characteristics, evaluate wine, list vintage years, order and maintain wine inventory, sell, store and use liqueur cart.
Working Conditions	Night, weekends, holidays and split shifts are common. Shifts include long periods of standing and usually require lifting heavy cases of wine.
Skills	Must be of legal drinking age. Likable personality, well groomed, ability to get along with others and excellent customer relations skills are expected and important to position.
Knowledge	Working knowledge of major wine producers, grape type, vinification (fermentation) may be required. Must be familiar with government liquor laws and applicable Liquor Control Board policies and regulations, company policies and procedures, familiarity with food and beverage server tasks, food and beverage items featured on menu, complete wine list and other services offered in hotel.
Education	Successful completion of secondary/high school required and courses in wine selection and service may be required.
Industry Experience	Previous experience as Food & Beverage Server is usually required.
Career Paths	Host/Hostess, Maitre d' Hotel, Food & Beverage Service Supervisor, plus middle and senior management occupations.

Job Descriptions cont'd

COOK

Industry Sector	Accommodation, Food & Beverage
Division	F & B Division (hotel), Kitchen
Industry Setting	Restaurants, hotels, hospitals, central food commissaries and similar facilities on boats and ships
Job Level	Operational (Front Line)
Description of Duties	Prepare and cook a wide variety of foods including: prepare and cook complete meals or individual dishes and foods (sauces, soups and desserts) and special meals for patients as instructed by chef/ dietician; may specialize in preparing and cooking special dishes or ethnic cuisine and short-orders; supervise kitchen helpers and instruct kitchen staff in preparation, handling and cooking of food; may be required to plan menus, record food supplies, estimate food portions and other requirements and costs; order supplies.
Working Conditions	Holiday, weekends and split shifts are common. Shifts include long periods of standing, carrying heavy trays of food and occasionally working under time pressures. Safety procedures must be strictly followed to avoid injury from sharp utensils and hot appliances. Temperature of working environment may vary from cool refrigeration units to hot dishwashing and cooking equipment.
Skills	Good health, demonstrated interest in food preparation, neatness and cleanliness must be maintained at a high standard.
Knowledge	Company policies and procedures including health and safety regulations, general knowledge and interest in food-service preparation.
Education	Successful completion of secondary/high school and a community college apprenticeship programme may be required. Vocational school course is recommended to learn baking, broiling and/or meat-cutting.
Industry Experience	2-4 years of commercial cooking experience may be required.
Career Paths	Supervisory and management occupations include different Chef positions (Sous-Chef, Banquet Chef, Bakery Chef), Food Production Supervisor, Chef de Cuisine.

Job Descriptions cont'd

BAKER

Industry Sector	Accommodation, Food & Beverage
Division	F & B Division (hotel), Institution, Kitchen
Industry Setting	Bakery, bake shops, food stores, hotels and restaurants, hospitals, central food commissaries, educational institutions
Job Level	Supervisory
Description of Duties	Prepare bread, rolls, muffins, pies and cakes for sale in retail food facilities or for serving including: bake prepared products, prepare dough per recipes or special orders; frost and decorate pastries and other baked goods; make production schedule to determine variety and quantity of goods to produce; purchase baking supplies and hire and train baking personnel.
Working Conditions	Shifts include long periods of standing, carrying heavy trays of food, dishes. Safety procedures must be strictly followed to avoid injury from sharp utensils and hot appliances. Temperature of working environment may vary from cool refrigeration units to hot baking equipment.
Skills	Good health, demonstrated interest in baking preparation, neatness and cleanliness must be maintained at a high standard.
Knowledge	Company policies and procedures including health and safety regulations, general knowledge and interest in baking and food service preparation.
Education	Successful completion of secondary/high school.
Industry Experience	Previous experience is not a requirement.
Career Paths	Progression to more senior occupations include Head Baker, Bakery Supervisor, Food Production Manager, Food-service Manager

Job Descriptions cont'd

EXECUTIVE CHEF

Industry Sector	Food & Beverage, Accommodation
Division	Kitchen
Industry Setting	Restaurants, hotel dining rooms, coffee shops, bars, taverns, private clubs, cocktail lounges, banquet halls
Job Level	Senior Management
Description of Duties	Plan and direct food preparation and cooking activities through Sous-chefs, Specialist Chefs, Chefs and Cooks, and may prepare and direct food. Plan menus and ensure food quality meets standards. Estimate food requirements and food and labour costs. Supervise activities of sous-chefs, specialist chefs, chefs and cooks. Recruit and hire staff. May prepare and cook food on a regular basis, or for special guests or functions.
Education	Completion of secondary school is usually required plus graduation from cook's apprenticeship programme or a minimum of a two- year college Diploma program.

Job Descriptions cont'd

FOOD & BEVERAGE DIRECTOR

Industry Sector	Food & Beverage
Division	Restaurant, Institution
Industry Setting	Restaurants, hotel dining rooms, bars, private clubs, cafeteria and institutional facilities, banquet halls
Job Level	Senior Management
Description of Duties	Direct, plan and control all aspects of food and beverage operation involving efficient management and supervision of food production, service in facilities and related cleaning activities, and participate in development of food and beverage sales potential including: set departmental goals and objectives, prepare budgets and forecasts; study possible improvements in department to increase profits and make presentation to General Manager; develop and implement policies and set standards regarding the type of service to be offered and procedures for the operation; conduct regular daily inspection of all food and beverage outlets and inspect security; verify competition to check merchandising techniques; resolve customer complaints about food or service; collaborate with chef to design menus and work out prices; set and monitor staff work schedules; recruit staff and oversee their training; control inventory, monitor revenues and modify procedures and prices; negotiate purchasing arrangements with suppliers for the provision of food and other supplies; negotiate arrangements with clients for catering or use of facilities for banquets or reception.
Skills	Managerial: (recruitment, training and evaluation, short and long-range planning, guest relations, team development, written/oral communications skills, policy and procedure implementation, delegation, staff coordination, problem- solving, discipline maintenance and conflict resolution). Operational: (cost control, menu design, product specifications, purchasing, receiving, storage, fire regulations, facility design, portion control, sanitation requirements, food preparation, wine merchandising and service, financial planning and accounting, union relations, industry laws and regulations and space utilization).
Education	Completion of a community college programme related to restaurant management may be required.
Experience	5-10 years of supervisory food-service experience is usually required.
Career Paths	Food and Beverage Director, General Manager

Job Descriptions cont'd

FOOD & BEVERAGE SERVICE SUPERVISOR

Industry Sector	Accommodation, Food & Beverage
Division	Restaurant, F & B Division (hotel), Institution, Dining Room, Beverage
Industry Setting	Restaurants, hotel dining rooms, coffee shops, bars, taverns private clubs, cocktail lounges, banquet halls, railway dining cars, cafeterias, hospitals and other food-service facilities
Job Level	Supervisory
Description of Duties	Supervise, direct and coordinate the activities of staff engaged in food service including: coordinate work schedules; hire and train staff; prepare food order summaries for chef according to special requests (dieticians, etc.); supervise and check assembly of regular and special diet trays and delivery of food trolleys to and from hospital wards; estimate and order ingredients/supplies and maintain records of stock, repairs, sales and wastage; ensure that quality of food or service meets standards.
Working Conditions	Long periods of standing and walking requires good health, stamina and emotional maturity. Shift work/split shifts built around normal meal times and working under pressure during busy times are common. In licensed dining/drinking facilities, servers must be of legal drinking age.
Skills	Good sales and customer relations skills including winning smile, good health and grooming, courtesy, pleasantness and efficiency. Ability to work calmly under pressure is an asset.
Knowledge	Company policies and procedures including health and safety regulations, knowledge of all food and beverage items featured on menu and other services provided in establishment, general knowledge of liquor laws if establishment is licensed.
Education	Successful completion of secondary/high school and completion of college programme in food service administration, hotel/ restaurant management may be required.
Experience	Several years of food-service experience may be required in lieu of educational training.
Career Paths	Middle and senior level management positions include: Food Service Manager, Dining Room Manager, Food Production Manager, Assistant Catering Functions Manager

Job Descriptions cont'd

NIGHT CLUB MANAGER

Industry Sector	Accommodation
Division	F & B Division (hotel)
Industry Setting	Hotels, resorts, private clubs
Job Level	Middle Management
Description of Duties	Direct, plan and control all aspects of night club operation involving efficient management and supervision, plus participation in development of sales potential including: set goals and objectives, prepare budgets and forecasts; study possible improvements in operation to increase profits and make necessary presentation to owner; develop and implement policies and set standards regarding the type of service to be offered and procedures for the operation; conduct regular daily inspection of facility and inspect security; verify competition techniques; resolve customer complaints; collaborate with supervisory and management staff; set and monitor staff work schedules; recruit staff and oversee their training; control inventory, monitor revenues and modify procedures and prices when appropriate; negotiate purchasing arrangements with suppliers for the provision of supplies; negotiate arrangements with clients for catering or use of facilities for banquets or reception.
Experience	5-10 years of supervisory level hospitality experience is an asset.
Skills	Managerial: (recruitment, training and evaluation, short and long-range planning, guest relations, team development, written/oral communications, policy and procedure implementation, delegation, staff coordination, problem-solving, discipline maintenance and conflict resolution). Operational (cost control, music/entertainment design and development, security, product specifications, purchasing, receiving, storage, fire regulations, facility design, portion control, sanitation requirements, food preparation, wine merchandising and service, financial planning and accounting, union relations, industry laws and regulations and space utilization).
Education	Completion of a community college programme related to restaurant/hotel management is a definite asset.
Career Paths	Night Club Owner/Operator, Beverage Services Manager, Food and Beverage Director, General Manager

Job Descriptions cont'd

DISHWASHER/POT WASHER

Industry Sector	Accommodation, Food & Beverage
Division	F & B Division (hotel), Institution, Kitchen
Industry Setting	Restaurants, institutions, fast food outlets, cafeterias and other eating facilities
Job Level	Operational (Front Line)
Description of Duties	Assist cooks by keeping kitchen clean including: wash dishes, glassware, flatware, pots and pans, using dishwasher or by hand; place dishes in storage area; scour pots and pans; clean refrigerators, ovens and other kitchen equipment; may be required to remove water spots from glasses; may clean and polish silverware by hand or by operating burnishing machine.
Working Conditions	Holiday, weekends and split shifts are common. Shifts include long periods of standing, lifting heavy trays of dishes and glassware, and occasionally working under time pressures. Safety procedures must be strictly followed to avoid injury from sharp utensils and hot appliances. Temperature of working environment may vary from cool refrigeration units to hot dishwashing and cooking equipment.
Skills	Good health and respectful attitude toward breakable supplies; cleanliness must be maintained.
Knowledge	Company policies and procedures including health and safety regulations, general knowledge and interest in food-service preparation.
Education	No minimum education requirements necessary.
Experience	Previous experience is not a requirement.
Career Paths	Kitchen Helper, Food-Service Helper, Cook and other Food-Service supervisory and middle management occupations.

Job Descriptions cont'd

BEVERAGE SERVICES MANAGER

Industry Sector	Accommodation, Food & Beverage
Division	F & B Division (hotel), Beverage
Industry Setting	Hotels, motels, resorts, private clubs, lounges, bars, taverns, banquet facilities
Job Level	Middle Management
Description of Duties	Direct, plan and control all aspects of bar/lounge operation including: set operational goals and objectives, prepare budgets and forecasts; study possible improvements in operation to increase profits; develop and implement policies and set standards regarding the type of service to be offered and procedures for the operation; conduct regular daily inspection of operation and inspect security; resolve customer complaints about food, beverage or service in general; collaborate with staff; set and monitor staff work schedules; recruit staff and oversee their training; control inventory, monitor revenues and modify procedures and prices when appropriate; negotiate purchasing arrangements with suppliers for the provision of food and other supplies.
Skills	Managerial: (recruitment, training and evaluation, short and long range planning, guest relations, communications, staff coordination, problem-solving, discipline and conflict resolution). Operational: (cost control, menu design, product specifications, purchasing, receiving, storage, fire regulations, facility design, portion control, sanitation requirements, food preparation, wine merchandising and service, financial planning and accounting, union relations,
Knowledge	Knowledge of government liquor laws and applicable Liquor Control Board policies and regulations, company policies and procedures, familiarity with bar/lounge operation.
Education	Completion of a community college programme related to hospitality management may be required.
Experience	5-10 years of supervisory experience in the hospitality area is usually required.
Career Paths	Bar/Lounge Owner/Operator, Night Club Manager, Food and Beverage Director, General Manager



Job Profile

Job Title/Position: Wine Steward

Name: LAKE, Albert

Country: Anguilla

Name of company: Malliouhana Hotel

1. How long have you worked in this job?

15 years

2. What duties do you perform in your job?

Wine sales in restaurant and wine purchasing - France, Napa Valley.

3. What is your educational background?

Secondary School graduate.

4. What work-related training have you received?

Training in the vineyards in the Wine Regions of France. Undertook similar training in California and Italy.

5. What kind of personal attributes do you need to do this job? (e.g. patience, perseverance, positive attitude, etc.)

Communication skills, patience, love for the job and a positive attitude.

6. What things do you enjoy most about your job?

A challenging job in an ever changing environment. There are always new products on the market.

7. What is the most challenging thing about your job?

To educate guest to appreciate the various dimensions in wine.

8. What advice would you give a student who wants to make a career in tourism?

A strong commitment to their area of study.

9. What are the opportunities for career advancement where you work?

None - since I manage the wine department within the establishment.

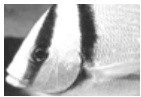
10. Is there anything else you would like to share about your job?

One day I would like the opportunity to be a wine producer.



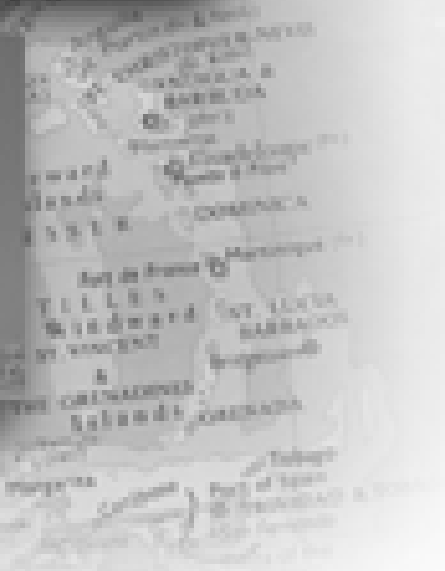


3. Adventure Tourism and Recreation

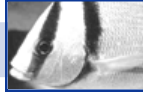


- Job Settings
- Growth Prospects
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- Job Profiles

Adventure Tourism and Recreation



Adventure Tourism & Recreation



Job Settings



Another quickly expanding component of the tourism industry is the adventure/recreation sector which responds to the needs of travellers for active, recreational experiences. Over 80 different occupations in this sub-sector have been identified and are classified into four sub categories: golf and tennis, outdoor adventure and outdoor recreation, marine and parks.

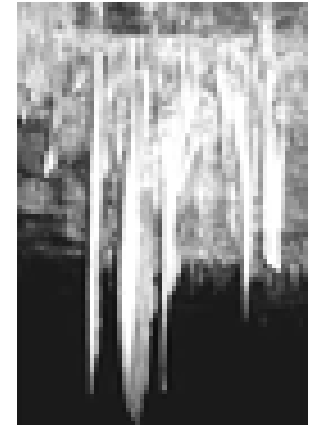
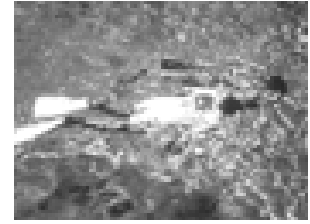
- **Golf and Tennis**

With its regular cooling winds, the Caribbean has always been a good place for sporting activities, as the sporting achievements of its inhabitants will testify. For the visitor, the range of possibilities is particularly centred on golf and tennis. The Region is well-provided with a range of superb golf courses, many of which are located in vacation resorts, and golf tourism is becoming increasingly important. Fueled by rising incomes and an aging population, the number of golfers in the Caribbean is growing by more than 10% a year. There are now large numbers of players spending monies on equipment, accessories and green fees. Tennis too, can be found at many Caribbean resorts, and employment opportunities therefore exist in the tourism industry for those who are athletically inclined. Resorts need instructors, persons to serve in the retail shops associated with these sporting activities, and maintenance personnel to keep the greens and courts in tiptop shape.

- **Outdoor Adventure and Outdoor Recreation**

More and more of the Region's visitors are looking to be challenged in some way and seek adventure and excitement in an outdoor setting. The Region is blessed with a wide diversity of relatively unspoiled areas that support a number of activities that have been described as Adventure Travel. The Region has now started to take advantage of its varied natural environment by offering the traditional beach holiday with added eco-tourism attractions. These activities include

hiking, mountaineering, trail riding, river rafting, nature observation, sailing, bicycling, and wildlife viewing.



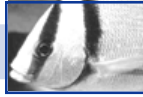
All the above require much the same kind of person: someone who has a natural love for and thorough knowledge of the outdoors; varying degrees of technical proficiency and expertise in a certain activity; and a genuine desire to help customers get the most out of their experience. You must have more than just an interest in people: you must be motivated and skilled enough to understand how to meet a visitor's individual needs. Many of the jobs available in this sector are for small- to medium-sized businesses which put together packaged holidays involving activities outdoors. Such adventure tourism companies utilize **guides, interpreters, hosts, instructors, tour group leaders, etc.**

- **Marine**

Water and water-based activities are very popular with Caribbean tourists. Along our coastlines, the oceans support a wide variety of marine tourism businesses which include marinas, sportfishing, boat-rental operations, and yacht chartering. Many of these marine-oriented businesses need **instructors, gas and provisions attendants, lifeguards, crew (including hosts and hostesses, deck-hands, engineers, and captains)**. They may also need persons skilled in the reparations, building or maintenance of yachts and marine-related equipment; for example, boat-builders, electricians, mechanics, painters, technicians, etc.

- **Parks**

Every country and island has a park of some sort: for example, a national park, a botanical garden or a marine park. These recreation areas provide a wide range of jobs, including **wardens, interpreters, historians, archaeologists, planners, guides, architects, etc.** Only those jobs most directly related to the tourism sector have been listed in this guide.



Growth Prospects

The adventure and golf/tennis components of the outdoor recreation sector continue to grow steadily. As a result, there are many young and small companies looking for motivated young people to get involved and share in the growth and opportunity. Even less rapidly expanding sectors such as parks have need of people because jobs within parks are often highly seasonal, companies have experienced high turnover rates with employees in the past. Parks, therefore, need people with the right attitude.

Since customers are becoming more sophisticated and demanding in their tastes, many employers are developing ways of retaining employees from one season to the next by offering year-round job opportunities, and they are also investing more in training. A job in this sector is more likely than ever before to transform from a summer job to a rewarding lifetime career.



Job Descriptions

PARK WARDEN

Industry Sector	Adventure Tourism & Recreation
Division	Parks
Industry Setting	National, provincial and municipal parks
Job Level	Middle Management
Description of Duties	Participate in field surveys and inspections to preserve and manage the fauna, flora, and historic features of the Park; assist in taking emergency action in the event of fire, flood, windstorm, soil and rock slippage; participate as a member of the search and rescue teams in such operations as mountain or water rescue, locating of lost persons in wilderness areas; assist with a public relations and information programme and the enforcement of government acts and regulations pertaining to the Park.
Working Conditions	Much time spent outdoors.
Skills	Ability to conduct field surveys and inspections. Effective communications skills. Must be able to apply emergency procedures. Demonstrated judgement, reliability, motivation and effective interpersonal relationships. May need valid driver's license.
Knowledge	Resource management principles and practices. Public safety procedures and techniques. Knowledge of applicable acts, statutes and regulations.
Education	Two years post-secondary training in resource management or the natural sciences may be required. First hand knowledge of First Aid and CPR training.
Career Paths	Chief Park Warden

Job Descriptions cont'd

OUTDOOR GUIDE

Industry Sector	Adventure Tourism & Recreation
Division	Outdoor/Adventure, Marine
Industry Setting	Adventure Recreation or Outdoor Recreation private companies and resort facilities
Job Level	Supervisory
Description of Duties	Organize and conduct trips or expeditions for sports enthusiasts, adventurers, tourists or resort guests, including: plan itinerary for trip or expedition and arrange transportation or transport individuals or group to site; assemble necessary equipment and supplies; lead or escort individuals or groups and advise on the use of equipment, techniques, safety and emergency measures; advise on specific regulations (i.e., hunting and fishing laws and boating regulations); give first-aid in emergency situations. May include activities and duties specifically relating to mountaineering, rafting and fishing.
Working Conditions	Work is generally seasonal and performed outdoors, often in surroundings with few creature comforts. It can be strenuous and guides may be away from home, working very irregular hours.
Skills	Excellent health, good athletic ability and social skills, patience and ability to handle emergency situations effectively.
Knowledge	Particular terrain or body of water and demonstrated ability in the guided activity is required, ability to maintain and repair equipment, company policies and practices.
Education	Valid First Aid Certificate and CPR training may be required. Fishing and hunting guides may need valid fishing license and/or applicable certificate from Forestry, Lands and/or Wildlife governmental departments.
Industry Experience	Varies with type of guiding activity conducted.

Job Descriptions cont'd

PARK ATTENDANT

Industry Sector	Adventure Tourism & Recreation
Division	Parks
Industry Setting	Private and national parks
Job Level	Operational (Front Line)
Description of Duties	Work at entrance kiosk at most parks in order to guard property against theft and vandalism, collect entrance fees, control access to parks and maintain order and enforce regulations at public events and within park system, including: control access to park, issue motor vehicle passes/licenses and provide basic information and orientation to the park and direct visitors to appropriate areas; patrol assigned areas to guard against theft, vandalism or fire; enforce regulations of park to maintain order.
Knowledge	Knowledge of Parks Service policies and appropriate regulations.
Career Paths	Assistant Park Warden, Park Warden, Chief of Visitor Activities, Chief Park Warden

Job Descriptions cont'd

MARINA ATTENDANT

Industry Sector	Adventure Tourism & Recreation
Division	Marine
Industry Setting	Marina resort facilities and similar boating operations
Job Level	Operational (Front Line)
Description of Duties	Sell fuel, rent boats and related equipment and maintain marina facilities, including: fill customer's boat fuel tank with gasoline and add oil; rent boats, life-jackets and other equipment and record rental data; receive payment from customer; clean dock area and marina facilities and assist in seasonal moving of ramps and docks; make minor repairs to docks, ramps and equipment.
Education	Some secondary school education is usually required.
Industry Experience	Previous experience is not a requirement.
Career Paths	Marina Supervisor, Marina Manager, Resort/Leisure Operations Manager



Company Profile

ATLANTIS SUBMARINES INTERNATIONAL

In 1985 Mr. Dennis Hurd, joined by a coalition of friends and investors, formed Atlantis Submarines International and launched the first submersible vessel off the coast of the Cayman Islands, British West Indies, as part of his vision to safely carry millions of people to share first-hand the beauty of the deep.

In 1998 the company now operates 13 submarines in ten sites around the world which include 6 sites in the Caribbean Region: Aruba, Barbados, Grand Cayman, Mexico's resorts of Cancún and Cozumel and St. Thomas-U.S. Virgin Islands. The locations chosen by Atlantis to operate its fleet of submarine vessels represent some of the finest undersea locales in the world. Sites were selected with particular attention to the site's accessibility, large tourist populations and the clarity and natural splendour of the local waters.

Atlantis Submarines International now operates the world's largest submarine fleet, making more than 90,000 dives and carrying more than 2.2 million passengers up to the present. The company employs approximately 150 persons in the Caribbean who hold a variety of posts such as **divers, marketing representatives, pilots and co-pilots, boat captain mechanics and sales agents/retail officers.**

Atlantis Submarines International also sees that it has a role to play in helping to conserve the marine environment by allowing the leisure traveller to observe and experience nature, while sensitizing him/her of the need to preserve, protect and enhance the wonders found within it. Atlantis is proud of the role it has played through its "Living Classroom," artificial reef construction in sites such as Hawaii and Mexico, by introducing millions of the world's travellers to the natural, yet fragile beauty beneath the oceans' surface. In keeping with its environmentally-friendly images Atlantis uses a fleet of battery-powered, non polluting subs around the world.

Biggest Challenge: According to Robert Hinds, the Operations Manager of Atlantis Submarines (Barbados) Inc. the biggest challenge for an employee is *"having to learn a diversity of areas and technical disciplines, e.g. pneumatics, diesel engines, electronics, etc. while possessing a knowledge of the marine environment and maintaining a bubbly personality to deal with the customer."*

Job Profiles - Atlantis Submarines



JOB TITLE: Mechanical Maintenance Supervisor

COMPANY: Atlantis Submarines, Barbados

NAME: WILLIAMSON, Andy

DEPARTMENT: Operations

Principal Duties and Responsibilities

Schedules the work of the maintenance personnel shift to perform the prescribed maintenance of the surface vessels and shore support equipment for the submersible.

Establishes and maintains effective programs of scheduled maintenance to assure that the surface vessels and support equipment are operated in a safe, reliable manner. Assures that such programs are carried out according to established maintenance schedules. Assures that the standard maintenance check lists are properly completed, dated, typed and signed on a daily basis. Carried out physical inspections of vessels and equipment prior to start of day's diving activity.

Performs and/or directs effective repairs of the surface vessels and shore support equipment on a timely basis to keep downtime to a minimum and to assure that the surface vessels and support equipment are operated in a safe, reliable manner. Reports repairs that require operational downtime to the operations manager immediately.

Provides technical training to co-pilots and other designated personnel regarding maintenance and repairs of the surface vessels, shore support equipment and systems. Develops or otherwise provides appropriate training material to supplement such training.



JOB TITLE: Pilot

COMPANY: Atlantis Submarines, Barbados

NAME: GOLLOP, Peter

DEPARTMENT: Operations

Principal Duties and Responsibilities

The Pilot is responsible to the operations team leader through the surface officer for the safe and efficient conduct of the dive.

The pilot has authority over all passengers and crew on the submarine and is responsible for the safety of all passengers and crew.

The first pilot of the day is responsible for the pilot's and co-pilot internal and external pre-dive checklists. He must ensure that these checklists are properly filled out, signed and dated.

Responsible for completing the pilots (dive) log and ensuring that the log is kept up to date for each dive.

Obtains clearance from the surface officer prior to diving the submarine.

At the end of the day, the last pilot is responsible for internal and external post dive checks. They must ensure that the submersible is ready to be put on charge.



JOB TITLE: Seatrec Diver

COMPANY: Atlantis Submarines, Barbados

NAME: WALCOTT, Michael

DEPARTMENT: Operations

Principal Duties and Responsibilities

If qualified to do so he may assist the attendant or captain with pre and post operation checks.

Maintains and looks after the seatrec dive equipment. Assists with the loading and unloading of guests.

Assists with tying up vessels.

When under way the diver acts as deck hand.

The diver shall be responsible for the safety of our guests.

Assists with pre and post operation checks.

Responsible for checking all onboard dive equipment is ready for the day's operation.

Job Profiles cont'd



JOB TITLE: Sales Agent/Retail Officer

COMPANY: Atlantis Submarines, Barbados

NAME: HINDS, Michelle

DEPARTMENT: Reservations

Principal Duties and Responsibilities

Take telephone reservations ensuring all relevant information is correctly taken, by seeking confirmation from the requester.

Provides information to potential guests that could result in sales.

Ensures each guest receives top quality service.


Provides schedule and departure times to the operations crew before the first dive of the day.

Works cash register ensuring correct amounts are received for reservations.

Responsible for cash in register ensuring it is in balance at the end of shift.

Responsible for Atlantis retail items, monitoring and arranging re-order of merchandise.

Job Profiles cont'd

	JOB TITLE:	Boat Captain Mechanic
	COMPANY:	Atlantis Submarines, Barbados
	NAME:	CLARKE, Pattell
	DEPARTMENT:	Operations

Principal Duties and Responsibilities

Responsible for pre-divers, checks. Ensures that logs are properly filled out, signed, dated and given to the pilot or surface officer prior to the pre-dive brief and after each day of operation.

Responsible for keeping a daily log.

Responsibility for the safe transfer of passengers from the embark point to the dive site and return. Ensures the surface portion of the dive experience is a memorable one.

The incumbent is also responsible for the safety and proper maintenance of the surface vessel under his charge.

Responsible for performing or overseeing maintenance on all engines and transmissions. Fills out paper work to accompany work carried out.





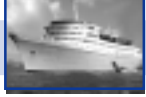
4. Transportation

- Air
- Ground
- Water
- Job Descriptions
- Job Profiles
- Ship Profile

Transportation



Transportation



Since tourism involves the movement of people, the transportation sector plays a very important role and is the provider of numerous job opportunities. For the purposes of this Guide, we have divided the transportation sector into air, ground and water.



Air

In spite of uncertainties and challenges facing the transportation sector, employment is expected to grow over the next decade. Visitors to the region use airlines as their major mode of transportation. Several international, regional and national carriers are competing for business. Merger negotiations of major airlines in the past few years make it impossible to accurately predict the future of the airline industry. However, there are still exciting career opportunities available in this area for those who are interested.



Given the complexity of today's airline industry, most airlines, regardless of their size, are divided into such divisions as: **Administration; Legal; Industry Affairs; Public/Customer Relations; Marketing; Personnel; Training; Computer Services, Sales and Service, Purchasing, Finance, Flight Operations, Maintenance, Publications, Power Plant, Cargo, Baggage Handling, Properties and Facilities, Charters, Security, Word Processing, Engineering.** This long list illustrates the diversity of job opportunities available in the airline industry.

Ground

The two major types of ground transportation that generate significant employment opportunities are the taxi and car rental businesses, and both scheduled and charter bus companies.

Because many travellers arrive at their destination by air, they need taxis to get around. On the other hand, many travellers want to have their "own wheels" and this demand has supported a large number of national and international rental car companies such as Hertz, Avis, Budget, and National. Some of the jobs in the car rental business are very similar to those found in other transportation companies,

Transportation cont'd

e.g. **customer-service agents and reservations agents**, while others are specifically related to the business of renting cars: **fleet purchasers, maintenance managers, dispatchers and mechanics**.

One of the activities most associated with tourism is sightseeing and the tour bus business in the Caribbean is big-business. Such companies operate short (half-and one-day) tours in and around major centres, and many also pick up and deliver passengers to airports. Bus companies employ people as **drivers, tour guides, sales representatives, traffic coordinators, reservation clerks, ticket agents, dispatchers, accountants, mechanics and market researchers**.

Water

World spending for cruises recently totalled \$US6.5 billion. Cruise passenger arrivals at Caribbean destinations have increased from 3.4 million in 1980 to 9.7 million in 1995, and to an estimated 11.8 million in 1997, making the Caribbean easily the world's premier cruising region commanding 51.3% of cruise traffic worldwide in 1997 according to the Cruise Line International Association (CLIA). In this respect, the Caribbean has benefited from its proximity to the U.S.A. market, its large number of ports, and its tremendous physical and cultural diversity.

While expenditure by cruise passengers is very much smaller than that by land-based tourists, it remains nevertheless a dynamic and important sector of the Caribbean tourism scene, and one which looks set to further expand as new and larger ships come on stream. One encouraging trend is the home-porting of ships within the region. San Juan, Puerto Rico, which is by far the largest port in the Caribbean, now matches the port of Miami in number of cruise embarkations. Home-porting on a much smaller scale now also takes place in a few other ports, such as those in Aruba and Barbados.

Transportation cont'd

The megaships such as “Fascination” which come to the Caribbean have a typical crew of over 900 crew members.

A typical sample of management positions on a cruise line includes cruise line managers (those who ensure that passengers embark and disembark safely and enjoy their trips ashore; **cruise directors (those who are responsible for all the entertainment and recreational activities on board); pursers (those who are responsible for all administrative aspects); and hotel directors (those who over see the cabins/staterooms and the food and beverage services).**

In 1996 it was estimated that 250,000 persons had their vacation on board a boat in the Caribbean according to a ‘Boating Study - Boating Tourism in the Caribbean’ conducted for the Caribbean Tourism Organization (June 1998). Boating tourism involves hundreds of firms and thousands of jobs in the Caribbean. These include persons working at boat rental companies, those involved in maintenance and repairs at marinas. Other services provided such as registering of boats, clearance and tax collections by immigration and customs officers.

Additionally there are other business currently found where there are yachting activities. These include fishing shops, banks, convenience stores, laundries, souvenir shops, bars and restaurants. Many marinas and busy harbours also provide water, ice, diesel and gasoline.

Job Descriptions

RENTAL AGENT

Industry Sector

Transportation

Division

Ground, Water

Industry Setting

Car, boat, recreational vehicle rental companies, tour/travel-related companies, agency counter at airports, city office locations, marinas, resorts.

Job Level

Operational (Front Line)

Description of Duties

Greet customers and help them select suitable car/boat/recreational vehicle appropriate to needs and budget; assist customers in completing rental agreement and obtain credit card information for billing purposes and accept payment from customers who return vehicles.

Skills

Well-groomed, mature, friendly and outgoing personalities; good telephone techniques, computerized reservations and similar customer-service skills an asset.

Knowledge

Good knowledge of local areas, traffic laws, hotel and restaurant accommodations, company policies and procedures.

Education

Successful completion of secondary/high school; completion of a travel training course with hands-on computer reservation training is a definite asset and is preferred by many employers.

Experience

Several years of business experience helpful.

Career Paths

Rental Agency Manager/Franchise Owner

Job Descriptions cont'd

FLIGHT ATTENDANT

Industry Sector	Transportation
Division	Air
Industry Setting	Airline companies
Job Level	Operational (Front Line)
Description of Duties	<p>Greet passengers, serve food and beverages, explain safety procedures, make flight announcements and provide other services to passengers to ensure their comfort and safety during flights. Assist passengers and other crew members in any emergency situation that may arise.</p> <p>Before flight departure time, report to flight control officer for briefing on flight conditions, assess number and special needs of passengers, check aircraft cabin for general condition and adequacy of supplies.</p> <p>During flight, demonstrate safety procedures, distribute reading material and meals, etc., and generally service passenger needs.</p> <p>After arrival, tidy cabin and check for lost articles.</p> <p>In addition, flight attendants prepare in-flight service reports and keep records of meals, beverages and lost articles. Estimated 50% of working hours spent on preparing plane for flight, writing reports and other related work on the ground.</p>
Working Conditions	<p>Work in comfortable, but sometimes cramped conditions and spend most of time during flight on feet. Serving meals can be strenuous and trying, especially during short or rough flights. Hours of work are irregular. In general, can expect to be away from home 1/3 of time. Only most experienced attendants are permitted choice of base and flights.</p>

Job Descriptions cont'd

FLIGHT ATTENDANT cont'd

Skills

Poised, tactful and resourceful people who deal comfortably with the public in general and in emergency situations.

Must pass medical examination prior to hiring, excellent health and stamina are necessary. May require to be minimum of 160 cm and/or a maximum of 186 cm tall. Height specifications are set for safety reasons not for physical attractiveness. Attendants must be tall enough to reach all safety equipment in the cabins. Vision requirements vary from 20/50 uncorrected to 20/30 corrected. Glasses and contact lenses are acceptable by most airlines.

Knowledge

Must demonstrate willingness to relocate to any of airline's bases. Conversant in English language and fluency in second language definite asset. Good knowledge of travel/tourism-related geography and information, company policies and procedures;

Education

Secondary/high school certificate and certification from successful completion of company exam.

Experience

Previous full-time experience in job involving public contact.

Career Paths

Purser, Steward; Training Representative; Human Resource Manager.

Job Descriptions cont'd

OPERATIONS MANAGER

Industry Sector	Transportation
Division	Air, Ground, Water
Industry Setting	Transportation companies (including airlines, bus lines and ferry/boat/shipping lines) or the transportation department of a travel/tour related company.
Job Level	Middle Management
Description of Duties	Plan, organize, direct and control the operations of transportation companies or services, including: control budget, including acquisitions; set operations policies and standards including safety procedures; oversee dispatch of vehicles, vessels or aircraft; monitor performance; prepare reports for senior management and plan for changes to schedules and policies; recruit personnel and oversee their training.
Education	Usually require a Bachelor's degree in Business Administration or Engineering. However, equivalent administrative experience may substitute. May require certification as an operator of particular mode of transportation (i.e., commercial pilot, etc.)
Experience	10 years experience in transportation operations, including supervisory experience and experience as an operator in that particular transport mode is usually required.
Career Paths	Traffic manager, other senior management and executive level occupations including transportation company manager and regional manager

Job Descriptions cont'd

CUSTOMER SERVICE AGENT

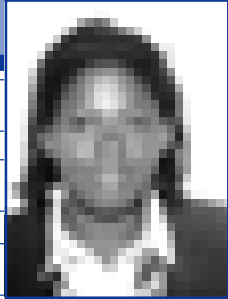
Industry Sector	Transportation
Division	Air, Ground, Water
Industry Setting	Airline, ground company, cruise line, ferry or boat company, airport counter locations, travel/tour-related company
Job Level	Operational (Front Line)
Description of Duties	Answer enquiries and handle complaints from the public regarding a transportation company's services or policies. May record information, receive payment and process necessary forms. Other duties include providing general or specific information concerning services, schedules, accommodation, restaurant and other tourism-related information, regulations and policies to the public in response to telephone and in person queries. May also be responsible for the special care of passengers, such as arranging for a wheelchair, welcoming VIPs, arranging transfers for unaccompanied children or handling groups or charters.
Education	Some secondary school education is required.
Experience	Clerical or sales experience may be required.
Career Paths	Purser/Steward, Public Relations and Sales & Marketing supervisory and middle management occupations.

Job Descriptions cont'd

TICKET (RESERVATION) AGENT

Industry Sector	Transportation
Division	Air, Ground, Water
Industry Setting	Airline companies, bus companies, ferry and cruise-line companies, travel wholesalers and other travel/tour-related organizations
Job Level	Operational (Front Line)
Description of Duties	<p>Quote fares and rates, make reservations, issue tickets, check baggage and perform other related customer service duties to assist travellers, including:</p> <p>Airline duties as described above, and additionally: answer customer inquiries, assign or reserve seats using manual or computer-aided reservation systems, prepare boarding passes and handle cash transactions; attend boarding gates, announce flight information such as delays or boarding times and assist with pre-boarding passengers. Also, reserve seats for tour companies, travel agencies and wholesalers, as well as general public, using computer networks when working for airline companies; receive and record bookings for package tours from retail travel agencies and supply information regarding available vacancies when working for wholesale travel companies.</p>
Education	Secondary/High school certificate. Wholesale Travel Reservation
Experience	<p>Clerks require Community College or travel school programmes. Completion of formal on-the-job training (4-6 weeks) and structured exams are usually required for airline occupations. Company certification may be required for airline-related occupations.</p> <p>Previous experience (2 years or more) involving direct public contact such as selling may be required.</p>
Career Paths	Purser/Steward, Public Relations supervisory and middle management occupations possible with experience.

Job Profile



Job Title/Position: Reservations Assistant I

Name: EUGENE, Kathy Ann

Country: Trinidad and Tobago

Name of company: BWIA International Airways

1. How long have you worked in this job?

3 years

2. What duties do you perform in your job?

I assist in making reservations and customer service relations.

3. What is your educational background?

Primary/Secondary/Degree in Humanities

4. What work-related training have you received?

Quik Sabre/Native In-house training/On-the-job relation skills.

5. What kind of personal attributes do you need to do this job? (e.g. patience, perseverance, positive attitude, etc.)

All of the above but for the most part dynamism and energy.

6. What things do you enjoy most about your job?

Dealing with passengers of all different backgrounds.

7. What is the most challenging thing about your job?

The challenge of adapting to everyday changes.

8. What advice would you give a student who wants to make a career in tourism?

Tourism is the major economic activity of the majority of the Caribbean islands. As a result, tourism is a career field full of exciting opportunities.

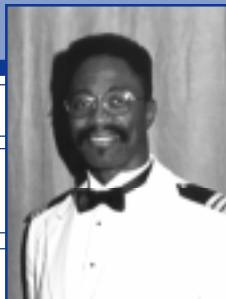
9. What are the opportunities for career advancement where you work?

The opportunities are numerous.

10. Is there anything else you would like to share about your job?

It is the best thing that ever happened to me and I am in it from the age of seventeen and I am now twenty-four and I love it. You meet new people, new challenges everyday.

Job Profile



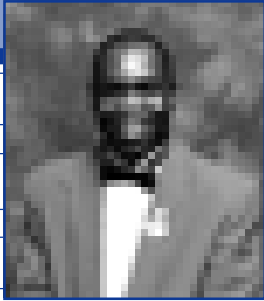
JOB TITLE:	Food & Beverage Manager
COMPANY:	MS Fascination - Carnival Cruise Lines
NAME:	HAREWOOD, Andre
COUNTRY:	Barbados

Andre started his career at the age of sixteen at the Barbados Hilton Hotel as a Busboy. He then spent the next seven years working at different Caribbean hotels including: Hotel on the Key in St. Croix, U.S. Virgin Islands Beach Hotel of St. Croix and Green Sleeves Hotel, Barbados.

While working as Maitre'd at Green Sleeves Hotel he was presented with the opportunity to work on a cruise ship. His future was altered in no uncertain way from that day in November 1971, although he would stay three months and return to Barbados, destiny had other plans for him.

He joined Norwegian Cruise Lines in 1971 and worked with the company for fifteen years rising to the position of Food Manager. In the course of his development with that line he learned food art and became proficient in ice, fruit, fat and clay sculpture. He moved on to Carnival Cruise Lines in January 1987 and has been Food and Beverage Manager for the last ten years. During his tenure with CCL, he has worked in many roles. In 1990 he coached the company's Food and Beverage training program, developing the company's young managers which was rewarding for him. He later worked as the compliance Food and Beverage Manager for the company and is now assigned to the MS Fascination where he has a crew of 420 persons in the Food and Beverage department. He prefers to think of himself as a team leader rather than a manager. It is his belief that a good leader creates the climate of opportunity for the people whose shoulders you ride upon, and has the ability to identify potential and encourage them to achieve their highest goals, in doing this he believes everybody wins.

Job Profile



JOB TITLE: Bartender

COMPANY: Dawn Princess, Princes Cruises

NAME: PALMER, Delroy George

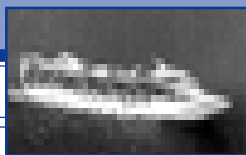
COUNTRY: Jamaica

Delroy is a skilled bartender who is on the brand new Dawn Princess. He is in charge of four bars, three on the open decks and one inside the Horizon Court by the 24-hour Lido buffet. He manages three Assistant Bartenders and eight Bar Stewards on a day-to-day basis.

Delroy is 35 years old and for the past 10 years has been at sea working with different cruise lines, starting as a Junior Bar Steward. He was promoted to Waiter and is now a Bartender where he takes pride in his ability as an expert cocktail mixer. He has been with Princess Cruises for the last two years, sailing on the Regal Princess, Sun Princess and for the inaugural season of the Dawn Princess. Delroy is married with three children and when not onboard, he lives in Kingston, Jamaica, where he also does scouting for Princess, looking out for new hotel staff.

Delroy's dream is to settle permanently in his native island of Jamaica where he would like to run a tour business with sailboats that cater to cruise ship passengers. His favorite hobbies are playing tennis, sailing and relaxing with his family.

Ship Profile



Name of Ship:	Grand Princess
Inaugural Cruise:	May 26, 1998
Ship Yard:	Fincantieri Canieri Navali Italiani, Monfalcone, Italy
Country of Registry:	Liberia
Cruise Speed:	22 Knots

Size & Capacities

Tons	109,000
Length	951 ft.
Maximum Draft	26 ft.
Passengers	2,600
Crew	1,100

Nationality of Crew

Deck, Engineering, Medical Officers	British/Italian
Hotel Officers, Dining and Bar Staff	International
Reception and Cruise Staff	American/British
Accommodation Staff	Filipino

Accommodations

Suites	28
Mini-Suites	180
Outside Cabins	720 (502 with balconies)
Inside Cabins	372
Total	1,300
Public Rooms	37
Largest Room Capacity	748
Dining Room Capacity	486,504 & 486 (Sittings - 2)
Theater Capacity	748

Facilities

Passenger Decks	13
Swimming Pools	5
Elevators	13

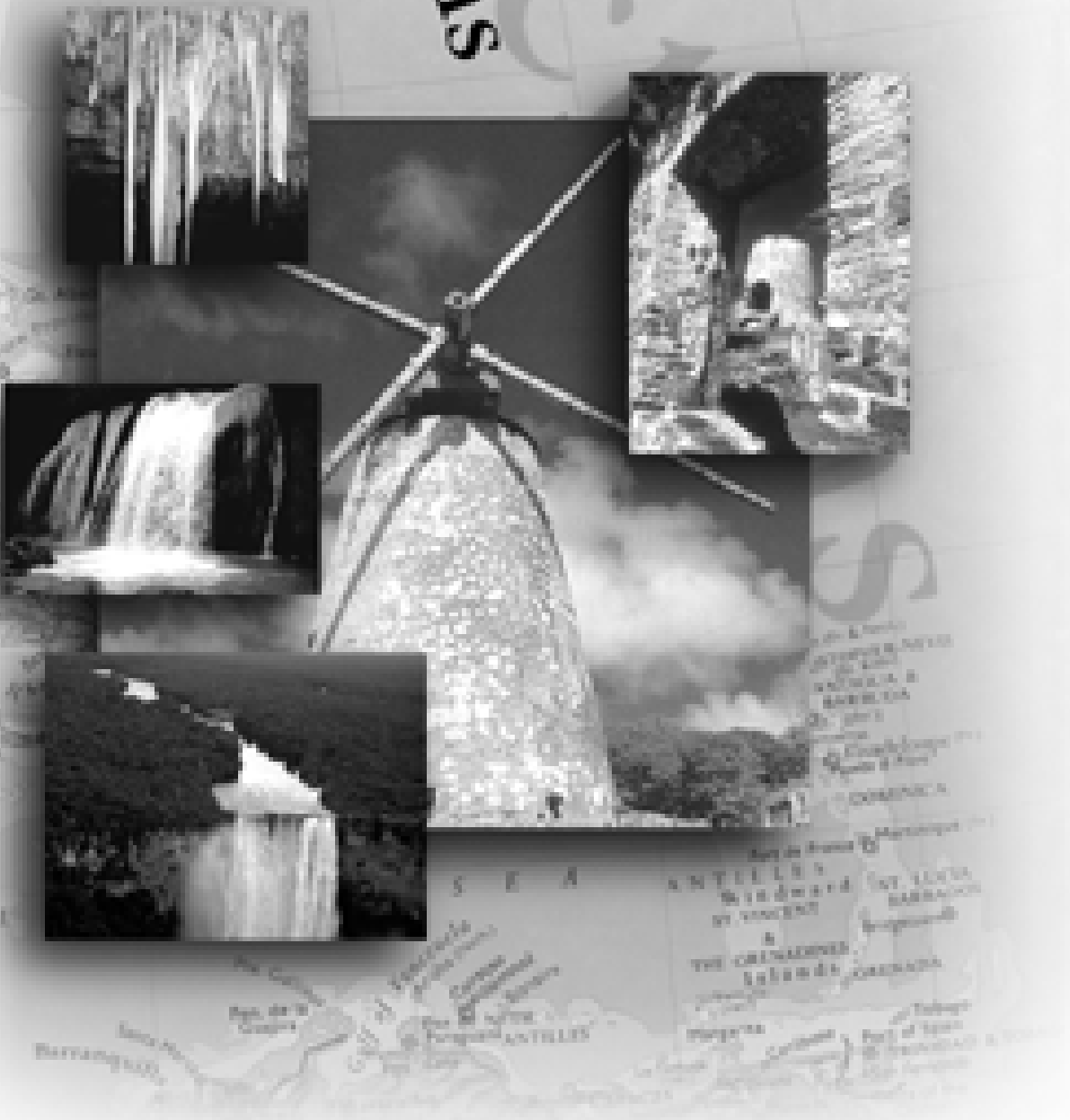
Itinerary

Winter/Spring/Fall	7 day Eastern Caribbean itinerary		
DAY	PORT	ARRIVE	DEPART
Sun	Ft. Lauderdale		6.30 p.m.
Mon.	At Sea		
Tues.	At Sea		
Wed.	St. Thomas	7.00 a.m.	6.00 p.m.
Thurs.	St. Maarten	7.00 a.m.	5.00 p.m.
Fri.	At Sea		
Sat.	Princess Cays	8.00 a.m.	3.00 p.m.
Sun.	Ft. Lauderdale	a.m.	



5. Attractions

Attractions



Attractions

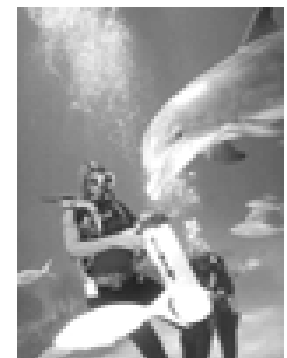


While much of the Caribbean's attraction as a vacation destination stems from its vast natural resources (ocean shores, mountains, rivers, forests, etc.), the tourism industry also depends on the adequate supply of man-made attractions designed to entertain, as well as educate and inform visitors and residents alike.

The Caribbean has a growing number of attractions and will need more if it is to stay competitive in international markets. These attractions range from St. Thomas' Sea Aquarium Theme Park to the Carib Territory Heritage Village in Dominica and include heritage sites, amusement and theme parks, museums, heritage houses, gardens, zoos and aquariums. These attractions employ people annually in such occupations as **guides, sales clerks, curators, interpreters and public relations and marketing managers**. Almost every country has at least one museum and local art gallery which employ such personnel. A number of historic sites also provide similar employment opportunities.

While theme and amusement parks tend to emphasize entertainment and offer fixed-site amusement and rides, more and more are increasing their educational content and investing in high technology.

In light of the general public's growing concern about the environment, attendance at wildlife reserves and botanical gardens across the region has grown immensely over the past five years. So if you love animals or have a green thumb, there is plenty of room for you in the tourism industry! Ecotourism, (or Green tourism) a term with as many meanings and interpretations as there are commentators, is the buzz word.



Attractions cont'd

For the purposes of this Guide, we shall define ecotourism as:

Tourism that involves travelling to relatively undisturbed or uncontaminated natural areas with the specific object of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural areas.

Because attractions vary so much, the following list of occupations is only a partial representation of some of the jobs available.

INTERESTING FACT ***Did you know that...***

The Citadelle la Ferriere, which was built in Haiti in the early 19th Century, is the largest fortress in the Caribbean. It took 14 years to build, has walls measuring 46 ft. thick and can hold 10,000 people



Job Descriptions

ATTRACTION FACILITY GUIDE

Industry Sector

Attractions

Division

Museum/Gallery

Industry Setting

Museums, art galleries, and other historical buildings and sites

Job Level

Operational (Front Line)

Description of Duties

Escort individuals and groups on sightseeing and educational tours through the site and provide background information on interesting features or displays, answer questions, pass out literature and ensure that visitors follow regulations on safety and conduct. By greeting visitors and explaining the site, the guides deliver an integral part of the attraction experience. May also be referred to as an On Site Guide, Character Guide or Animator.

Skills

Pleasing and outgoing personality, ability to communicate effectively with large groups, knowledge of geography and history, good memory and lots of patience.

Knowledge

Knowledge of foreign languages may be a requirement for this position. Knowledge of artistic or historic matter and other background information may be required.

Education

CXC's or equivalent may be required. No specific training requirements are necessary.

Experience

Previous experience is not a requirement for entry.

Career Paths

Experience gained from this occupation may be required for employment in museum/gallery supervisory or management occupations, in education and interpretation, including: Museum/Curatorial Assistant, Assistant/Associate Curator, Assistant Librarian/Archivist, Interpretive Specialist, Museum Manager Curator, Archivist Librarian.

Job Descriptions cont'd

GATE/CASH ATTENDANTS

Industry Sector	Attractions
Division	Attractions
Industry Setting	Aquaria, botanical gardens, museums, etc.
Job Level	Operational Front-line
Description of Duties	Ring up sales and admissions to the attraction and in the retail gift shop; follow established cash handling procedures; relate knowledge about the merchandise in the store to customers; ensure that any damaged merchandise is removed; be able to present all aspects of the attraction to guests in a friendly helpful manner; notify supervisor of any customer complaints; assist with first aid.
Skills	Cash register experience
Education	Successful completion of secondary/high school.

Job Descriptions cont'd

ASSISTANT MUSEUM CURATOR

Industry Sector:	Attractions
Division:	Sites and Attractions
Industry Setting:	Private and Public Museums, Art Galleries
Job Level:	Middle Management
Description of Duties:	To assist curatorial staff in the implementation of the collections management system including acquisition, research, documentation, cataloguing, storage, maintenance and conservation of the collections; to assist in the development of the information database as related to the museum's collections and program needs; to assist with design, development, installation and maintenance of exhibitions and gallery spaces; to assist with the preparation of catalogues, articles and promotional publications related to the Museum's collections, exhibitions and program activities; to liaise with, advise and provide curatorial consultancy services and technical assistance as directed, to governmental and non-governmental interest groups and individuals in the community; to assist with the development of the museum's educational and marketing programs.
Working Conditions:	A challenging working environment. Working hours can vary depending on high yield times such as preparation for an exhibition opening, publication dates for reports, newsletters, special events activities etc. Can be a high pressured job because of the need to constantly seek limited external resources to fund a number of vital areas of the work of the museum. Much liaising with regional and international institutions, groups and professional colleagues.
Skills:	Design skills, research skills, program planning and project preparation skills, organizational skills, fund raising skills
Knowledge:	Culture, History, Heritage, Curatorial Skills, Other specialist areas
Education:	A first degree in History, Art or Biology. Specialist technical training in various aspects of museum functions/operations
Experience:	No prior experience necessary
Career Paths:	Curatorial staff can be hired at two levels - assistant curator and senior curator. Movement from one level to another depends on the employee's ability to get curatorial skills/training and experience and the availability of senior positions. Skills are transferrable to working in art galleries and related organizations/entities.

Job Profile



Job Title/Position: Visitors Program Manager

Name: FRANCIS, Eloise

Country: Antigua & Barbuda

Name of company: National Parks Authority

1. How long have you worked in this job?

21 years

2. What duties do you perform in your job?

Manage and coordinate the National Parks Authority (NPA)'s visitors program, ensure that the historical buildings and artifacts are preserved and protected, and participate in activities which involve the protection and monitoring of the natural landmarks in the park.

3. What is your educational background?

All Saints Secondary High School - Antigua and on the job experience - intern.

4. What work-related training have you received?

Courses - environmental management and leadership skills. Workshops, conferences - tourism and seminars - historical tourism.

5. What kind of personal attributes do you need to do this job? (e.g. patience, perseverance, positive attitude, etc.)

Knowledge of the tourism product, a wide knowledge of the historical, cultural, natural and social background of the island; skills - customer relations, positive attitude, hard working, leadership and teamwork, involvement in daily activities and making sure the guests receive a worthwhile and happy experience to encourage a return to the island.

6. What things do you enjoy most about your job?

Interacting with the visitors, lecturing and giving tours and the workplace.

7. What is the most challenging thing about your job?

Making sure the guides give a meaningful experience of our historical site, making sure the guides communicate in a clear manner and manage their groups efficiently and to make sure the visitors have received value for their money.

Job Profile cont'd

8. *What advice would you give a student who wants to make a career in tourism?*

You must be able to love people, you must be out-going, you must always be willing to help people, you must develop communicative skills and an added bonus to pursue lessons in various languages.

9. *What are the opportunities for career advancement where you work?*

There are great opportunities including meeting people who can give you assistance in terms of information and taking short courses for career development.

10. *Is there anything else you would like to share about your job?*

It's interesting, you get to meet a lot of different people and the variety is there as no two days are alike. It's a new area and having a working knowledge of different languages is a great asset.





6. Travel Trade

Travel Trade

Travel

ATLANTIC OCEAN



Travel Trade



The travel trade sector is a major employer in the Region. Like other goods and services, travel experiences are packaged by wholesalers called tour operators and then sold through retailers called travel agents. A package generally consists of several elements of a vacation such as accommodation, transportation, meals, sightseeing, and activities — all included in one set price.

- **Tour Operators**

A distinction is sometimes made between outbound tour companies which sell tours to international destinations and inbound tour companies which bring tours into a country. Tour operators use the services of ground-handlers (also known as receiving tour operators) **who provide services such as tour guiding, hostessing, bus driving etc.** In addition to inclusive tours sold to vacationers, there are three other types of tours: incentive tours offered to employees as incentives for productivity; convention tours offered to delegates at conventions; and special-interest tours organized for people who belong to clubs, societies, bands, sports groups etc.

Tour operators are either independent in that they work with the various components of the tourism industry; or they are affiliated with an existing supplier such as an airline or bus company. A number of employment opportunities exist in the tour operating field and include **reservation agents, sales representatives and destination representatives.** The latter are sent to the vacation site and have the responsibility of ensuring that the tour customer gets the most out of their vacation.

Some examples of large tour operators selling the Caribbean include Liberty Go-Go, Sun Tours, Airtours International and Kuoni.

- **Travel Agents**

Travel agents sell both travel packages as well as individual components such as airline tickets, car rentals and hotel rooms directly to the public. They get their income from a commission paid to them by the supplier, i.e. the hotel, tour company, airline, etc.

Travel Trade cont'd

Smaller, owner-operated or family-run agencies generally employ three or four people, and are usually found in smaller communities and towns. Commonly, these will include the manager/owner, two or three seasoned agents and a junior member of staff.

A medium-sized agency usually employs around eight people, including a receptionist and an outside sales representative. The clientele may be a mix of business and pleasure travellers. Such an agency normally has a computerized reservation and ticketing system.

A large travel agency may be either a single office with a large staff, or a company with branches throughout the country. Within the company are specialists who serve specific clients, such as incentive travellers and cruise clients.

Good travel agents have many skills: they are capable of motivating their clients to buy; they are counsellors and listeners; they have a natural curiosity about the world and an ability and willingness to learn about destinations, travel routes and world conditions. They are able to organize themselves and their work methodically, as much information needs to be stored and filed for easy retrieval.

While salaries in the travel agency field are initially low, some agents can make high incomes. These are the ones who like to sell and can bring a high volume of business into the agency. They usually receive a salary and a percentage of the commission. Most travel agents also enjoy some travel benefits and discounts, after working with an agency for a period of time.

Because the world of travel is becoming so complex, agents need a certain amount of training before starting a job, or during the initial months on the job.

INTERESTING FACT

Did you know that...

The facilitation of booking travel and tourism through electronic technology is leading more suppliers to seek to increase their direct sales. While household access to the Internet is less than 10% currently in the industrialised countries, penetration levels of 50% are widely predicted by 2010. U.S.A. on-line bookings surpassed US\$ 1bn in 1998 with US\$ 4bn expected by 2000.

"Tourism 2020 Vision" - World Tourism Organization



Job Descriptions

TRAVEL AGENCY MANAGER

Industry Sector	Travel Trade
Division	Retail
Industry Setting	Retail travel agencies, wholesale tour companies, transportation and tourism firms, hotel chains and department stores.
Job Level	Senior Management
Description of Duties	Plan, organize, direct and control the operations of a travel-related organization on behalf of owners and coordinate the activities of sales staff either directly or through supervisors, including: develop and implement sales policies in accordance with directives established by senior managers; plan all sales activities of an agency; review market research and consumer trends to determine customer demand, potential sales volume and effect of competitors' operations on sales; direct the activities of sales supervisors and sales staff; coordinate merchandising functions through retail buyers.
Skills	Good decision-making ability, mature judgment in dealing with complex issues, good sales and marketing abilities, excellent leadership skills.
Education	CXC's or equivalent completion is required. University degree related to business administration or Community College diploma related to business administration may be required.
Experience	3 to 12 years experience in operational and supervisory level sales position in the retail sector is required. A university degree in business administration may serve as a substitute for experience. Business training in management and administration is beneficial to this position.
Career Path	Progression into other senior management and executive positions is possible through experience (i.e. Tour Operator/Wholesaler; Tour Broker; Managing Director, General Manager, Regional Manager of National Travel Agency).

Job Descriptions cont'd

LOCAL TOUR GUIDE

Industry Sector

Travel Trade

Division

Retail, Wholesale

Industry Setting

Travel agencies, tour/travel-related companies

Job Level

Operational (Front Line)

Description of Duties

Escort and/or transport individuals or groups on local tours; ensure prepared itineraries, transportation and accommodations are met; describe points of interest; plan and carry out recreational activities including: Escort on local tours; ensure adequacy of transportation and accommodation; organize baggage and look after special needs; may also be responsible for special events and entertainment, paying bills, recording cheques issued, organization and promotion of tours including selling tickets, handling bookings and accompanying tours.

Sightseeing tour guides conduct local city tours, operate transportation vehicles and provide commentary about local sites. Establishment tour guides escort on sightseeing and educational tours to particular sites and buildings of interest, describing features of interest, answering questions and passing out literature.

May also include On-Site Guide, Step-On Guide, Character Guides or Animators.

Skills

Pleasing and outgoing personality, ability to communicate effectively with large groups, knowledge of geography and history, good memory and lots of patience, ability to create a friendly, enthusiastic atmosphere on tours, must have an appropriate motor vehicle license if required to transport tourists on job. Tour escorts should be at least 21 years of age to accompany groups on night club tours.

Knowledge

Knowledge of an additional language may be a requirement for this position. Knowledge of artistic or historic matter and other background information may be required.

Education

Completion of CXC's or equivalent may be required. No specific training requirements are necessary.

Experience

Previous experience is not a requirement for entry.

Career Paths

With experience, may progress to supervisory, middle and senior management level occupations including: Tour Planner, Tour Leader/Director/Tour Escort, VIP Guide, Tour Manager/Long Distance Guide/Free Lance Guide, Tour Operator/Wholesaler.

Job Descriptions cont'd

TOUR OPERATOR/WHOLESALE

Industry Sector	Travel Trade
Division	Retail, Wholesale
Industry Setting	Travel agencies, retail and wholesale tour/travel-related organization
Job Level	Senior Management
Description of Duties	<p>Retail operators deal directly with the public and design, operate, advertise and sell tourism products/services/tours. Tours are usually presented in a sales brochure. Larger firms may offer tours and pay a commission to other travel agents. Smaller firms may accept bookings from other travel agents at their own discretion.</p> <p>Wholesale Operators design and operate tours exclusively for sale through travel agents. Direct bookings are not accepted and direct sales contact with public is avoided.</p> <p>A “straight wholesaler” operates tours through his own offices or through local contractors. A “retailer/wholesaler” packages and promotes tours through his own outlets and other travel agents. A “ground operator” provides services at the destination only and usually does not package or market transportation to or from the destination.</p> <p>An “outbound” tour operator and wholesaler packages transportation to and from a destination, complete with ground services. An “inbound” tour operator specializes mostly in groups arriving in a specific place while an “outbound” tour operator takes groups from a given city/country to another city/country.</p>

Job Descriptions cont'd

RESERVATION (TICKET)AGENT

Industry Sector	Travel Trade
Division	Retail
Industry Setting	Travel agencies, retail and wholesale tour/travel-related organization
Job Level	Operational (Front Line)
Description of Duties	Handle computerized reservation system, including: deal with telephone enquiries and bookings from travel agents and public; check available space and confirm reservations or wait-list people when tours are fully booked. May also prepare and mail confirmations to travel agents and be thoroughly familiar with tour programmes in order to answer questions about hotels, meals, departure times, flight schedules and other tour components.
Working Conditions	Due to seasonal nature, some companies lay off staff during off- season.
Skills	Good telephone voice and manner is essential. Initiative and the ability to work without close supervision is also helpful.
Knowledge	Previous travel experience, good knowledge of geography, fluency in a second language a definite asset, company policies and procedures and good knowledge of company tour packages offered.
Career Paths	Tour Planner, Senior Travel Counsellor, Operations Manager, Travel Agency Manager

Job Profile



Job Title/Position: President

Name: MARZOUCA, Jacob

Country: U.S.A.

Name of company: Carlson Wagonlit Travel of Pembroke Pines

1. How long have you worked in this job?

3 years

2. What duties do you perform in your job?

Sales to customers and marketing promotion; organizational issues, e.g. budgeting, audit, technical; human resource management.

3. What is your educational background?

BA - Harvard University - History and Literature; MBA - University of Miami - Computer Information, Diploma - International Business, IESE; Mt. Alvernia Prep School, Montego Bay, Jamaica and Cornwall College, Montego Bay, Jamaica.

4. What work-related training have you received?

Extensive on-the-job training; learning from managers at other travel agencies; several off-site training programs organized by vendors.

5. What kind of personal attributes do you need to do this job? (e.g. patience, perseverance, positive attitude, etc.)

Detail oriented, even tempered with high tolerance for stress; good listener.

6. What things do you enjoy most about your job?

Making the sale and learning about new destinations.

7. What is the most challenging thing about your job?

In retail, one does not control who walks through the door - dealing with the eccentrics can be really challenging.

Job Profile cont'd

8. *What advice would you give a student who wants to make a career in tourism?*

On the retail side of the tourism industry, success is determined by the ability to close the sale. If you are uncomfortable thinking of yourself as a sales person, this is not the environment for you.

9. *What are the opportunities for career advancement where you work?*

The opportunity for advancement is excellent. There is an incredible shortage of talented travel agents. Those who succeed are well-rewarded for it.

10. *Is there anything else you would like to share about your job?*

Being a travel agent is a great job if you like dealing with people and enjoy working in a hectic environment. You are in the business of making people's dreams come true, and when you do, your job is a very happy place to be.



Company Profile

DESTINATION MANAGEMENT COMPANY - West Indian Int'l Tours Ltd., Barbados

1. What exactly is a Destination Management Company?

One which provides ground service to overseas tour operators. These services include: making hotel reservations, providing transfers, arranging tours and excursions, generally meeting with visitors and advising them how to maximise potential for a good holiday.

2. Do you have many other companies in this line of business in your country, i.e. What is the competition like?

Yes, approximately 20 others. We are one of the largest and oldest - and therefore well-established. There is some competition, but in this business, experience and contacts are great assets and we have a lot of both.

3. How many people does your company employ?

16

4. What are the job titles of the people you employ and what type of skills do they possess?

Reservations Agents, Tour Representatives, Group Coordinators, Accounts Clerks: Computer literacy, accounting skills, foreign language skills, first aid.

5. Does 'having the right attitude' make a big difference with respect to who you hire, and if yes, why is this important?

Yes. It is important that employees can work with a team, largely unsupervised. A positive attitude is necessary as we deal with clients on a one to one basis.

6. What is the main method you use to recruit staff?

Newspaper advertising and personal interviews.

7. What duties/tasks does your staff perform typically?

Tour/excursion planning, correspondence, e.g. making and confirming hotel reservations, booking airline seats and writing airline tickets, visiting clients at hotels.

8. Do your staff have opportunities for training, and if yes, what is provided?

Yes - In-house seminars with/without guest speakers; seminars provided by certain tourism organizations and Barbados Tourism Authority (BTA).

9. What is your greatest challenge as the owner/manager of this company?

Planning - since conditions change on an on-going basis. Projections can be unreliable, hence staffing is difficult.

10. What advice would you give a student who wants to work in your line of business?

To learn to work with people - start with an attachment as a tour representative/guide. Develop your presentation skills. Learn to be flexible and diplomatic. Learn to listen to your clients. Initiating and maintaining eye contact - important, as it assures the client that they are important.



7. Events and Conferences

Events and Conferences

Events and Conferences

ATLANTIC



ferences

Events & Conferences



- **Special Events**

In order to persuade people to leave home and travel, a growing number of special events are developed by travel destinations. Over time, these events can assume national and international importance. Examples include Carnivals, Music Festivals, Sports such as Cricket, and International Expositions.

In addition to the big events named above, literally thousand of events and festivals are organized across the region each year by communities, attractions, shopping centres, resorts, hotels and so on. The planning and organization of such events is complex and often demanding. They require the coordination of many facets and must be run efficiently and profitably. While many jobs are done by volunteers, a growing number of people are hired as **event planners and managers**. They need **above-average organizational, marketing, planning, project management and public relations skills**.

During the course of the event or festival, a number of short-term job areas are created such as ticket sales, concessions, food and beverage outlets, hosting, guiding, maintenance decorators and security. Getting a temporary job with a festival or an event can provide you with an excellent way to experience aspects of the tourism industry first-hand and acquire valuable experience.

- **Meetings and Conventions**

In today's "Age of Information", people need to meet together to share ideas, research and information and to discuss ways of solving problems, creating new products or services and more. Corporations send their staff to sales meetings, companies exhibit their wares at specialized exhibitions and trade shows and association members gather from the four corners of the globe. As they do so, they support a very important and valuable sector of the tourism industry: the Meetings and Conventions sector.

In order to service the needs of convention delegates, most countries have built large convention centres and exhibit halls. For example, the Sherbourne Conference Centre which is located in Barbados, was opened in 1994. The Centre caters to an average of 250 events and conferences per year. In addition to community convention centres,

Events & Conferences cont'd

most large hotels have a wide range of meeting and banquet rooms which enable large groups of people to meet together and be fed or entertained at one time.

Planning, organizing and running a convention takes an enormous amount of work to ensure its success. Large companies and associations which meet frequently hire convention planners whose specialized knowledge and skills are necessary to ensure that a conference runs smoothly. The typical functions and tasks involved in successful convention planning include structuring and managing an event, overseeing all financial matters related to the event, conducting mid and post event evaluations.

INTERESTING FACT

Did you know that...

The most popular 'Conference' destinations in the region are Bahamas, Barbados, Jamaica and Puerto Rico.



Meeting planners who work with a company or association intending to hold a convention cannot work entirely alone. In most cases, they will not be living in the community that will be the host for the conventions, so a meeting planner will seek the assistance of convention service organizations in the host city. These service organizations may be provided by the convention centre, by a Convention and Visitors' Bureau or a privately run service company which specializes in providing conference services. The types of services provided may include: on-site planning and coordination; the organization of special events; entertainment and parties; interior decoration; organization of registration and pre- and post-conference tours and the provision of hosts, hostesses and guides etc.

Events & Conferences cont'd

Whether conferences are small or large (some can involve over 30,000 people!), they are big business because delegates tend to spend more money than other travellers. There is a good deal of competition for this business and most hotels, all convention centres and Convention and Visitor Associations have marketing and sales departments whose job it is to attract new business into their facility or community. Marketing managers keep track of associations, corporations and other organizations that hold conventions. They go after business up to ten years ahead of a convention, and cities can spend huge sums of money in their attempt to win conventions away from their competitors.

- **Trade Shows**

Rapid changes in technology and the generation of new products support the growth in trade shows where suppliers (manufacturers and service companies) can demonstrate and promote their goods and services. The Nicholson Yacht Charter and Trade Show in Antigua and the Caribbean Hotel Association's Hotel Trade Show as part of its regional Industry Conference are just two examples of very large shows which occur annually in the Region. Exhibit service contractors are specialists in the production of expositions and trade shows. They look after exhibit construction, materials, freight and handling, customs, labour union regulations, storage and signage.



The Caribbean Village at a European Union Tourism Trade Fair

Job Descriptions

SPECIAL EVENTS COORDINATOR

Industry Sector	Events and Conferences
Division	Festival/Event Planning
Industry Setting	Associations, convention centres, communities, governments or support organizations
Job Level	Supervisory
Description of Duties	The organization of a special event (sports, theme, community-based) involves identifying objectives of the event; developing a program; arranging for entertainment as well as food and beverage services; coordinating building and property services, seating and decorations; organizing admissions, transportation and other services such as emergency services; marketing, raising sponsorships; designing and delivering a public relations programme; recruiting, training and motivating staff.
Skills	This complex occupation requires a number of skills: negotiation, accounting, arbitration, communication, logistics, planning and marketing. A successful planner must have excellent oral and written communication skills to work effectively with the people and organizations required to produce a successful event.
Education	Graduation from a recognized tourism/recreational programme is becoming the recognized standard for hiring but is not always required.

Job Descriptions cont'd

CONFERENCE SERVICES MANAGER

Industry Sector	Events & Conferences
Division	Conference/Meeting Planning
Industry Setting	Convention centres, hotels and cruise ships
Job Level	Supervisory
Description of Duties	<p>The Convention Services Manager works at the site of the meeting or convention with the meeting planner to ensure all their needs are properly met. The Convention Services Manager understands the hotel or convention centre's functions and the responsibilities for each department. The basic responsibility is to make sure schedules are maintained and that services are rendered according to the contract. The position involves continuous coordination with the various operating departments to make certain that quality service standards are maintained. It also ensures that all the elements of a convention or meeting, from the time of the attendee's arrival through the set-up to billing and departures, run smoothly and efficiently. In addition to the public relations and service roles, the Convention Services Manager has a sales responsibility to the host facility for re-booking the group by providing the best service and follow-through.</p>
Skills	Excellent communication and public relations skills; sales abilities; record keeping; attention to detail.
Experience	Most meeting planners have worked in the hospitality industry where they may have gained experience in dealing with meetings and meeting planners.

Job Descriptions cont'd

CONFERENCE/MEETING PLANNER

Industry Sector	Events & Conferences
Division	Conference/Meeting Planning
Industry Setting	Associations, corporations, convention centres, governments or support organizations.
Job Level	Supervisory
Description of Duties	The primary objective of a meeting planner is to run a successful meeting which includes: establishing meeting objectives, selecting the meeting site, planning the meeting agenda, negotiating rates with suppliers, budgeting and controlling expenses, making air and ground transportation arrangements and planning audiovisual and technical details.
Skills	This complex occupation requires a number of skills: negotiation, accounting, arbitration, communication, logistics, planning and marketing. A successful planner must have excellent oral and written communication skills to work effectively with the people and organizations required to produce a meeting.
Experience	Most meeting planners have had some experience in the hospitality industry where they may have gained experience in dealing with meetings and meeting planners.

Profile of a Business

BALLOONATICS, located in Barbados, is a family-operated business which specializes in balloon decorations for all occasions:— weddings, birthdays, conferences and celebrations of all kinds. Started in 1993, it is managed by a young team of two with a supporting staff of five, including two supervisors and three crew. One supervisor doubles as a 3D artist.

INTERVIEW:

Describe what you do: “We create amazing decorations with balloons which leave a long-lasting impression, dazzle guests, welcome new customers and enhance celebrations.”

What made you get into this type of business?: “We started this business because we saw the need for more creative art-work in decorations. People are looking for new concepts and fresh ideas.”

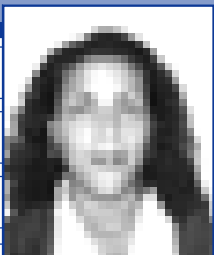
Is it profitable? Does it pay well?: “Yes! About 95% of our business is corporate and we plan to break into the wedding market shortly.”

What skills/ attitudes does it take to run such a company?: “First of all, you have to have entrepreneurial drive! Secondly, we are certified balloon-artists who have studied design and colour concepts as well as interior and architectural design. Thirdly, you need to be full of energy and enthusiasm; this will show in your end product which must take people’s breath away. Finally, you must be fit and strong because some of our designs have us climbing on the ceilings. As such, safety is a priority for our company!”

Do you operate only in Barbados?: “We primarily operate in Barbados now, but we are planning to expand throughout the Region and have already done work in Jamaica.”

What’s in the future for Balloonatics?: “Having just recently updated our workshop with the latest equipment and the use of 100% biodegradable balloons, we are looking forward to taking Balloonatics into the 21st Century, combining a superior product with sound professionalism and social responsibility. At the same time, we are looking forward to having more fun!”

Job Profile



Job Title/Position: Special Events Manager

Name: WARNER-ARNOLD, Tracey

Country: St. Lucia

Name of company: St. Lucia Tourist Board

1. How long have you worked in this job?

2 years

2. What duties do you perform in your job?

Manage/coordinate all events of the Board including: St. Lucia Jazz Festival, St. Lucia Country Festival, International Food Fair, Atlantic Rally for Cruisers, Tourism Awards.

3. What is your educational background?

Bachelor of Applied Arts and Hospitality & Tourism Management-Ryerson Polytechnic University, Toronto.

4. What work-related training have you received?

Manager and production coordinator for SOJE/Lonsdale Advertising.

5. What kind of personal attributes do you need to do this job? (e.g. patience, perseverance, positive attitude, etc.)

Strong organizational skills, very detail oriented, people person. Level-headed person who can deal with high levels of stress.

6. What things do you enjoy most about your job?

Dealing with various people/personalities. Planning meetings - ensuring everyone is prepared! Actual show time - getting the job done!

7. What is the most challenging thing about your job?

Coordinating numerous groups; individuals. Mediating between conflicting groups or people.

Job Profile cont'd

8. *What advice would you give a student who wants to make a career in tourism?*

Tourism is an exciting and diverse industry which provides opportunities for all types of personalities. The range of opportunities are unending as well as opportunities for advancement.

9. *What are the opportunities for career advancement where you work?*

There are a lot of opportunities for career “development”. The opportunities for advancement become limited the higher one goes, however, there are many different organizations within the industry where advancement may occur.

10. *Is there anything else you would like to share about your job?*

Has a very high satisfaction level. After running an event like the Jazz Festival you feel that you can do anything.



Job Profile



Job Title/Position: Director of Catering and Conference Services

Name: GIELEN, Paul

Country: Aruba

Name of company: Aruba Sonesta Resorts/Seaport & Conference Centre

1. *How long have you worked in this job?*

4 months.

2. *What duties do you perform in your job?*

I supervise the Catering Sales Department, Group/Convention Service Department and Banquet Department.

3. *What is your educational background?*

Hoge Hotel School Maastricht, Bachelor in Hotel Management.

4. *What work-related training have you received?*

Sonesta Corporate Training: Time Management, Food and Beverage and Supervisory. In-house training: Fidelio Sales and Catering and Fidelio Reception.

5. *What kind of personal attributes do you need to do this job? (e.g. patience, perseverance, positive attitude, etc.)*

Team player, conscientious, eye for detail, sense of initiative and flexibility.

6. *What things do you enjoy most about your job?*

Working with different people/clients every day with their individual needs.

7. *What is the most challenging thing about your job?*

Satisfying each of our customers' needs.

8. *What advice would you give a student who wants to make a career in tourism?*

You have to love it! It is not a 9-5 job, on the other hand it's diverse and satisfying.

Job Profile cont'd

9. What are the opportunities for career advancement where you work?

By showing a sense of initiative, positive attitude, independence and by having a good grasp of tasks you can come a long way!

10. Is there anything else you would like to share about your job?

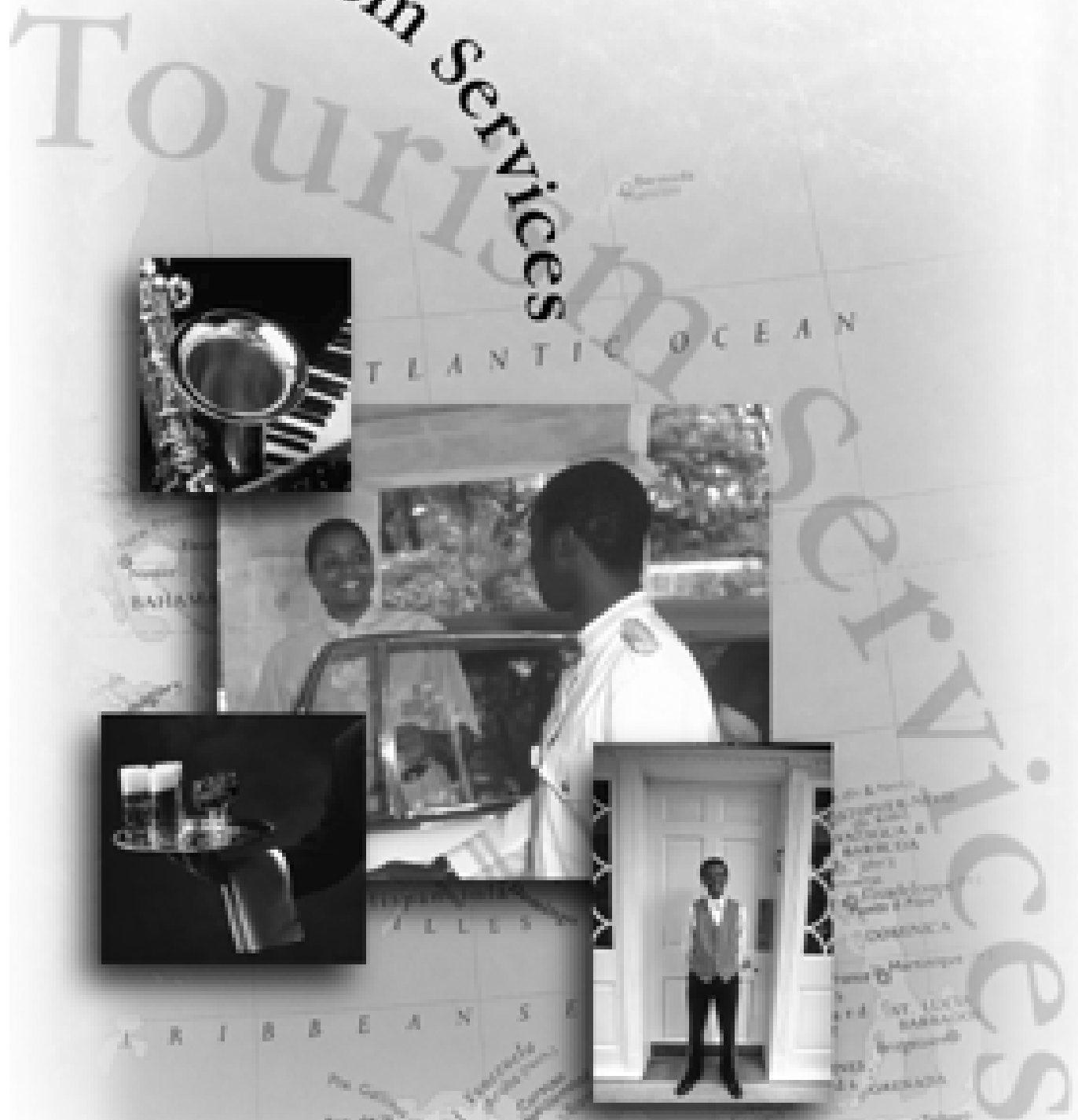
Nil.





8. Tourism Services

Tourism Services



Tourism Services



In order to attract travellers to a destination, it is often necessary for individual suppliers to work cooperatively. Because of the fragmented, small-business nature of tourism, organizations, associations and government agencies have been established to deal effectively with key issues that affect tourism as a whole. Additionally, there are businesses (such as retailing) which are not directly involved in tourism, but are an essential support nevertheless. Given that tourism is now the world's largest industry, it is not surprising that a number of other sectors of the global economy specialize in serving the needs of this industry. Four types of service occupations and organizations are described briefly below to provide an introduction to those occupations that support tourism: government, associations, marketing services and research.

For the purposes of this Guide, we shall focus on two main bodies which provide tourism services in the Caribbean: Governments and Associations.

- **GOVERNMENT**

In order to strengthen a nation's tourism, the support of the public sector is crucial. Governments have recognized that tourists can stimulate economies and support employment so they have become involved in marketing and promoting their jurisdictions. Importantly, governments provide the necessary infrastructure to support the industry as a whole by, for example, building international airports, berthing facilities for cruise ships and appropriate sea ports. They also provide important infrastructure in terms of communications and power supply. Additionally, they conduct vital research and prepare policy papers on such issues as taxation, regulations, safety, education etc.

Each territory has a Ministry and/or Board of Tourism which undertakes such industry-related activities. Other vital activities include allocating and providing money for tourism marketing and information counselling. Many communities run Tourist Information Centres where visitors can obtain information about local attractions, events, restaurants, transportation, etc. These information centres are manned by counsellors known as **tourism information officers** who are very knowledgeable about a destination.

Figures 6 and 7 (pgs. 171 and 172) provide information on the typical organizational structure of a Ministry of Tourism and a Board of Tourism respectively in the Caribbean.

Tourism Services cont'd

- **ASSOCIATIONS**

The diverse and complex nature of tourism means that it has developed numerous industry associations. Though these associations generally represent the voice of the private sector, they frequently work closely with governments or the public sector.

There are generally two kinds of associations: marketing-oriented or advocacy-lobbying organizations. These organizations are responsible for attracting visitors to a destination or for persuading travellers to participate in an activity. They hire people capable of developing and executing marketing plans, working with advertising agencies, developing special promotions and coordinating publicity. Examples of some of the Region's tourism associations include the Caribbean Hotel Association, a parent body, made up of national hotel and tourism associations and the Caribbean Tourism Organization, a regional organization which represents 33 member countries.

The focus of these associations is on representing the interests of their members. Larger associations may prepare briefing papers for government on issues such as taxation and regulations that affect the industry. They may also put on seminars and events for their members to help them keep better informed and conduct research to both inform their members, as well as inform the general public about the role of their sector.

Key areas of focus for governmental agencies and associations alike include:

- **Marketing Services**

Unlike food and shelter, the purchase of travel is not essential for our survival. Consequently, much money is spent on marketing and promoting those activities which persuade people to visit a certain place or buy a certain type of vacation. Governments frequently staff both overseas and local marketing offices. Such offices often contain job positions similar to those found in advertising and public relations agencies: **artists, creative directors, copy writers, and musicians.**

- **Research and Consulting**

Research is used to track the performance of the industry, to measure its impact on the economy and, most importantly, to find out what visitors and travel consumers want, who they are and how they can be reached (through, for example, what magazines they read and what TV stations they like) and to compile and maintain statistics.

Tourism Services cont'd

Some research is undertaken by some of the travel companies themselves. Others outsource their research requirements to consulting companies. Consulting firms range from one-person operations to large multinational organizations such as Price Waterhouse Coopers and KPMG Consulting. In order to get a job in research or management consulting, a degree in Business Administration, Tourism and Hospitality or a related academic discipline such as sociology, economics, or political science is desirable. Management consulting firms prefer their new employees to have had some management experience working in the hospitality sector as well. Typical job positions within this field include **research analysts, economists and statisticians.**

- **Product Development**

Another important area of work within governments and associations is product development. Both the government and private sector investors are involved in enhancing the tourism product offerings and seek ways to expand and improve existing products as well as develop new and interesting products for the visitors' enjoyment.

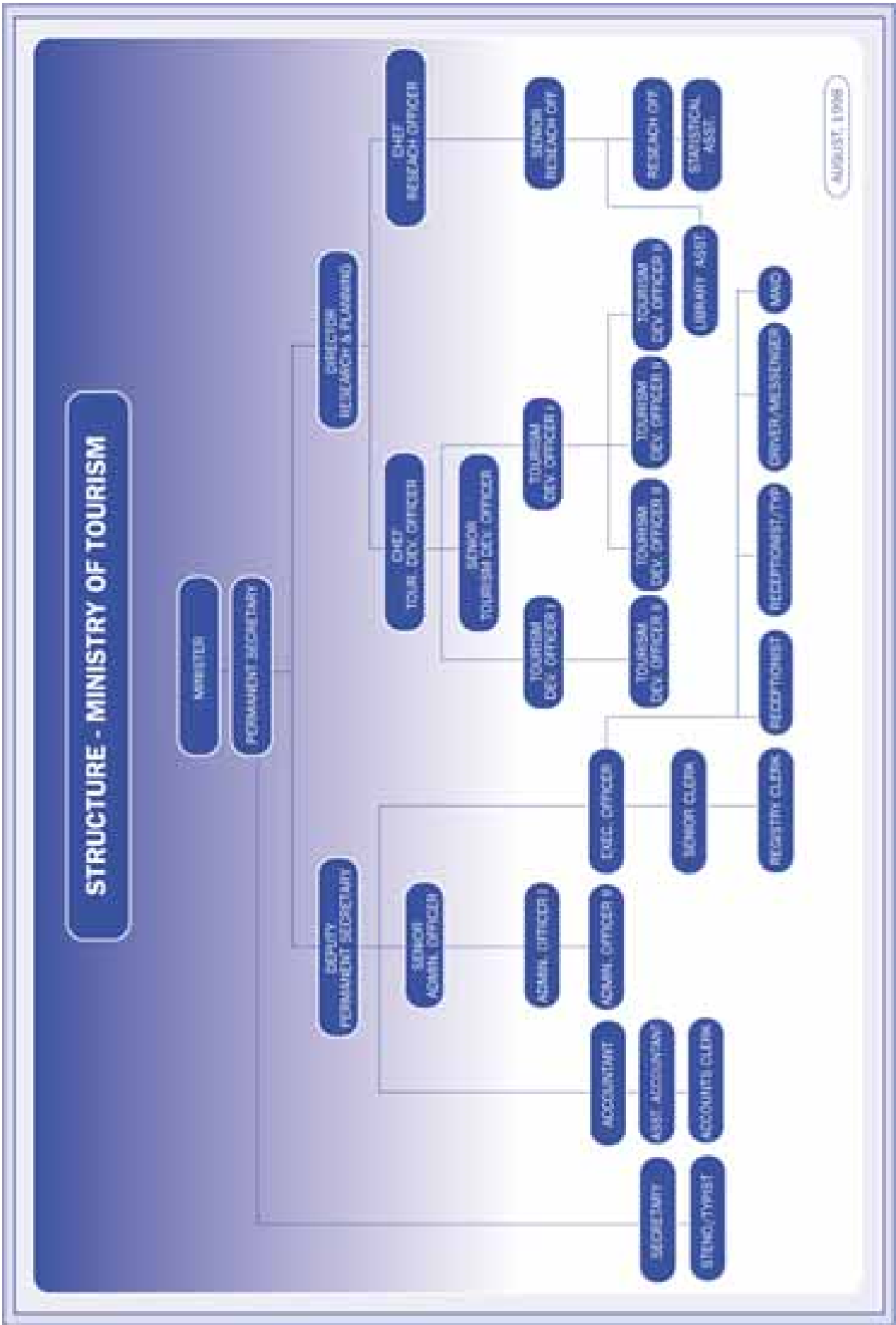


Figure 6

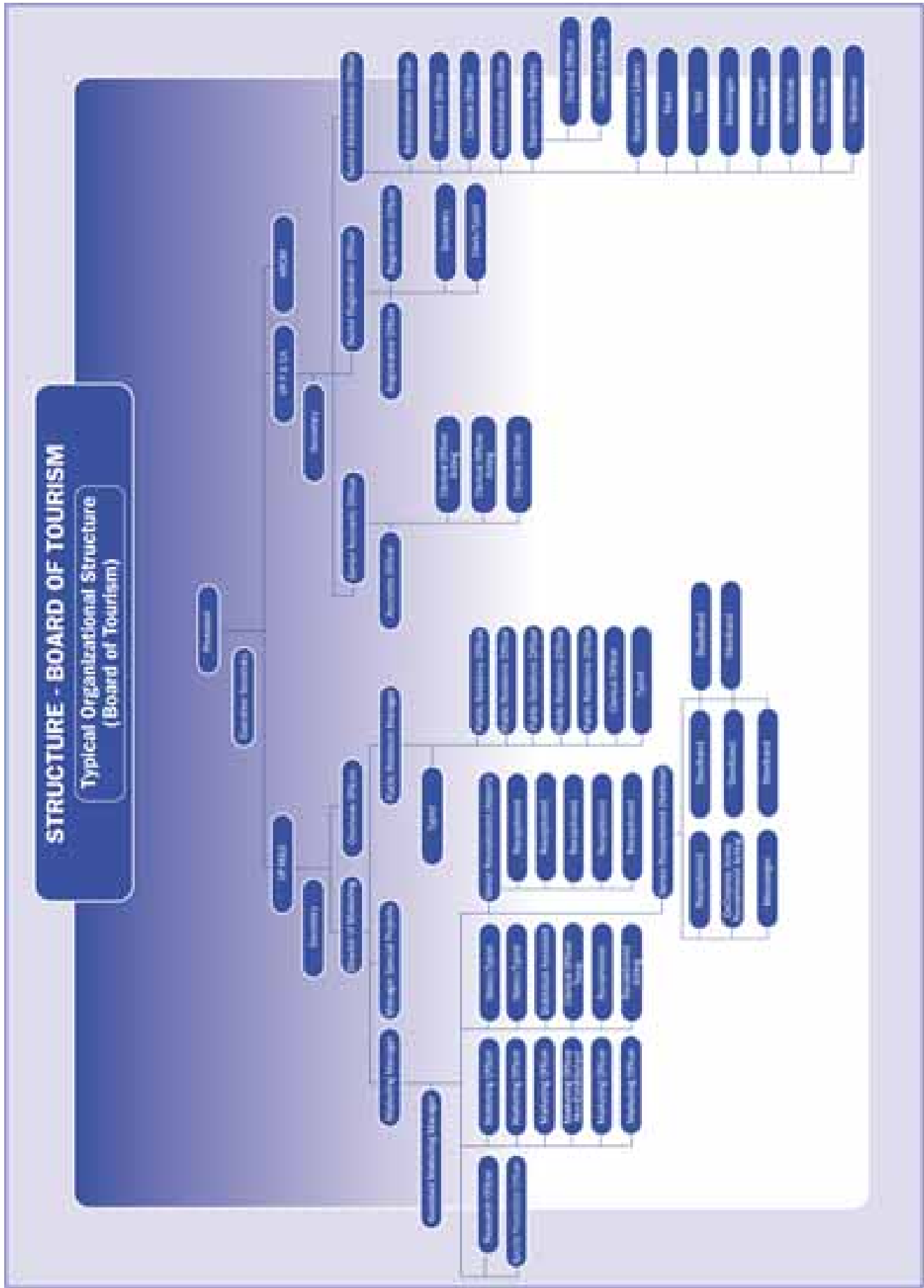


Figure 7

Job Descriptions

INFORMATION COUNSELLOR

Industry Sector	Tourism Services
Division	Associations/Government
Industry Setting	Professional associations, reservation services, information centres, auto clubs, chambers of commerce, corporate travel departments
Job Level	Operational (Front Line)
Description of Duties	Answer questions and provide information and literature to the traveller over the counter or by phone and mail; help plan trips; introduce local tourism products; encourage a longer stay and return visits; maintain brochure stock; compile statistics concerning the number and nature of enquiries; retrieve information from many sources and explain it effectively.
Knowledge	Knowledge of attractions, amenities and tourism services in area.
Education	Completion of secondary/high school a minimum. Ability to communicate well.
Career Paths	Progression to following positions through experience: Tourism/Visitor Information Center Supervisor, Tourism Information Center Manager, Auto Club Travel Manager.

Job Descriptions cont'd

TOURISM INFORMATION CENTRE MANAGER

Industry Sector	Tourism Services
Division	Associations/Government
Industry Setting	Tourism Information Centres
Job Level	Middle Management
Description of Duties	Develop a business plan for the effective operation of the information center; promote the community and nation by offering the visitor multiple activity options that enhance and extend stays or encourage return visits; improve the level and quality of service provided to visitors through staff training and resource materials. Sets hours of operation; recruit and train counsellors; handle customer complaints; develop an inventory system for brochures; develop a community database of tourism products. Liaise with other travel information centres, regional/zone tourism associations and the Ministry of Tourism.
Skills	Supervisory skills, strong interpersonal skills in communication and leadership; good organizational skills with attention to detail; ability to meet deadlines; ability to train staff on the job and in a classroom setting.
Knowledge	Thorough knowledge and understanding of tourism in general and the products, services and attractions of the nation.
Education	Prefer graduates of post-secondary/high school tourism programmes.
Career Paths	Progression to following positions through experience: Ministry of Tourism senior management and executive level occupations.

Job Descriptions cont'd

TRAVEL WRITER/PHOTOGRAPHER

Industry Sector	Tourism Services
Division	Research/Consulting/Miscellaneous
Industry Setting	Newspaper and magazine publications; airline, hotel and trade publications; freelance writing; advertising and media agencies; contractual work with government agencies.
Job Level	Middle Management
Description of Duties	<p>Travel editors of publications, who are specialists and authorities of travel and tourism related journalism, travel on assignment around the world and are also responsible for selecting, buying and editing articles from freelance writers and international travel organizations and offices. Other duties include reviewing and selecting readers' mail, responding to readers' comments and criticism, choosing photographs and working on layout and makeup of travel pages. Freelance writers' duties include extensive research, frequent travel and thorough investigation and inspection of the area or subject. Travel photographers and photojournalists operate a still camera to photograph travel and tourism-related subjects. Duties include studying requirements of assignment, deciding on type of camera, film, lighting, determining picture composition, processing film and using air brush or other techniques to retouch negatives.</p>
Education	<p>Degree in journalism may be required for journalism-related work. This degree is not necessarily required for freelance writing but is beneficial. Photography requirements may include completion of college programme in photography, or undergraduate university degree in visual art with specialization in photography, or on-the-job training with experienced photographer.</p>

Job Descriptions cont'd

TOURISM CONSULTANT/RESEARCHER

Industry Sector	Tourism Services
Division	Research/Consulting/Miscellaneous
Industry Setting	Tourism and research departments of government (federal, provincial, regional, municipal), private consulting and research firms, information centres, professional associations, marketing associations.
Job Level	Middle Management
Description of Duties	Provide research, analysis and planning services to tourism-related public and/or private sector clients on the tourism industry, markets and marketing channels, industry organizations and government programmes. May also include identification of marketing opportunities and preparation of marketing and develop strategies for specific projects; design, development and implement agenda and locate speakers for tourism-related conferences.
Education	Bachelors degree may be required; and a masters degree in tourism, business or a social science is an asset.
Career Paths	Ministry of Tourism senior management and executive level occupations; private sector tourism-related business opportunities in senior management and executive level job positions.

Job Descriptions cont'd

MANAGER OF TRAVEL TRADE SALES

Industry Sector	Tourism Services
Division	Government
Industry Setting	Government Ministry of Tourism, Marketing Branch
Job Level	Management
Description of Duties	The Manager of Travel Trade Sales is responsible for promoting the destination to the travel trade i.e. retail travel agents, bus tour companies and other tour wholesalers and operators who might wish to develop packaged tours. The Manager selects and evaluates the travel trade shows and marketplaces and their relative value to the destination; evaluates advertising and promotional campaigns directed at the travel trade; implements and designs a marketing plan; manages a budget and attends trade shows, organizes familiarization tours.
Skills	Must have a thorough knowledge of the destination's travel products; their potential and position in the market place. Possess excellent communication and public relations skills; sales abilities; record keeping and attention to detail.
Experience	While the Manager may have been promoted from within a government department, it is likely that the incumbent will have had industry experience in the travel trade or with a tourism association.

Job Descriptions cont'd

CHIEF PRODUCT DEVELOPMENT OFFICER

Industry Sector	Tourism Services
Division	Government
Industry Setting	Government Tourism Ministries or Departments
Job Level	Senior Management
Description of Duties	To develop plans and programmes for the development and improvement of the tourism product. This includes establishing, inspecting and monitoring the standards of entities operating in the tourism sector, the enhancement of the existing tourism product and the development of niche products, designing, organizing and conducting training programmes to enhance the human resource capability in the tourism sector, to attract funding and encourage investment in tourism-related activities.
Working conditions	The environment can be a demanding one such that one must have the ability to work with deadlines and meet them; depending on the area of work the job may require physical stamina and a high level of fitness for outdoor activity.
Skills	Must have a distinct interest in this line of work, excellent interpersonal skills necessary, must be a team player; must always strive for high quality of work, must be able to relate to people at all levels in society.
Knowledge	A sound knowledge of the tourism sector is important as well as other areas of general knowledge such as physical geography, social geography, history, the arts, hotel and food and beverage operations, the cruise operations, etc.
Education	Post graduate training in Tourism Planning and Development or Tourism Management.
Experience	Five (5) years working experience in a public tourism agency or managing some component of the tourism product.
Career Paths	Director of Tourism, Tourism Professional in an international or regional organization, Manager of an Attraction or Tourism Facility, Tourism Consultant, Head of a Non-Governmental Organization, Executive Director of a Hotel and Tourism Association.

Job Descriptions cont'd

MARKETING RESEARCH OFFICER

Industry Sector	Tourism Services
Division	Research
Industry Settings	Office, Conferences, field work
Job Level	Professional Staff
Description of Duties	<p>Collect, analyze and disseminate information on the performance of main tourism markets to the Caribbean region, using the Internet, other publications and direct contact with tourism officials in member countries and organizations. Evaluate and identify potential markets to the region paying special attention to the economic performance of the country, the market niches which exist (golf, adventure, beach vacation) and other key indicators such as the travel propensity of regions or countries, where they travel, what activities they take part in when they travel, etc. Monitor and evaluate the Caribbean's performance in the major markets, vis-à-vis our main competitors. Reply to requests for information from international and regional journalists, consulting firms, organizations and persons in the public and private sector in the tourism industry.</p>
Working conditions	<p>There are official working hours, however in research, these strict time lines are not possible and often one has to work after hours in order to complete a project.</p>
Skills/knowledge	<p>Knowledge of major research techniques is essential. Also necessary are computer skills, in particular knowledge of data management and data analysis programmes, writing and analytical skills. Good communication skills and a hunger for accurate information is a bonus.</p>
Education	<p>Degree in Research and/or Marketing is required. Knowledge of the industry is an asset.</p>
Industry Experience	<p>Experience in tourism statistics data management and key marketing indicators. Knowledge of leading trade magazines and publications.</p>
Career Path	<p>Director of Research, Permanent Secretary- Min. of Tourism</p>

Job Descriptions cont'd

PUBLIC RELATIONS AND CUSTOMER SERVICE MANAGER

Industry Sector	Tourism Services
Division	Public Relations and Customer Service
Industry Settings	Tourism departments, both private and public sector, ancillary services.
Job Level	Managerial
Description of Duties	Develop positive relationships between the organization and Board of Tourism.
Working conditions	Fast paced environment, meeting of deadlines important and full of variety. Must like working with people. Must be prepared to work flexible hours. Some travel may be involved.
Skills/knowledge	Strong organizational capabilities and computer literacy. Need strong leadership skills, must be articulate and possess excellent networking and interpersonal skills. Knowing more than one language would be an asset.
Education	A degree in tourism, marketing, communications or related disciplines and five (5) years experience in an environment which emphasizes mass communications.
Industry Experience	Several years practical experience in marketing and communications in a fast moving service-oriented environment with strong supervisory experience.
Career Path	Another senior level position in Public Relations and/or Customer Service.

Job Profile



Job Title/Position: Caribbean & Latin America Marketing Officer

Name: CHRISTIAN-CLARKE, Linda

Country: Barbados

Name of company: Barbados Tourism Authority

1. How long have you worked in this job?

12 years

2. What duties do you perform in your job?

Develop marketing plans for the Caribbean and Latin America. Oversee creation of suitable advertising campaign. Monitor performance of markets to ensure goals achieved. Prepare and manage budgets for Caribbean and Latin America. Plan and execute promotional tours and participate in regional trade expositions.

3. What is your educational background?

University of the West Indies - Bachelor of Arts -French (with Minors in Spanish and Sociology).

4. What work-related training have you received?

Effective selling techniques; Dale Carnegie Sales Course; Fundamentals of Marketing; Dynamics of Public Relations; Socio-cultural Impact of Tourism.

5. What kind of personal attributes do you need to do this job? (e.g. patience, perseverance, positive attitude, etc.)

Tolerance, flexibility, be able to work without constant supervision, positive attitude, ability to work long hours, confidence speaking before groups especially in foreign languages and patience.

6. What things do you enjoy most about your job?

Being an ambassador for Barbados, meeting people from different cultures and travelling.

7. What is the most challenging thing about your job?

Nil.

8. What advice would you give a student who wants to make a career in tourism?

Very worthwhile and satisfying career choice. However, be prepared to work long, hard hours.

9. What are the opportunities for career advancement where you work?

Somewhat limited at head office.

10. Is there anything else you would like to share about your job?

Nil.

Job Profile



Job Title/Position: Tourist Information Officer

Name: TORTOZA, Darwin W.

Country: Venezuela

Name of company: Tourism Corporation

1. How long have you worked in this job?

6 months

2. What duties do you perform in your job?

Information and advice to the visitor.

3. What is your educational background?

Technical Diploma in Tourism - Barlovento University Institute, Miranda State

4. What work-related training have you received?

Language Training (English/French); First Aid; Creation of Micro Enterprises; Ecological Training and Adult Education Program.

5. What kind of personal attributes do you need to do this job? (e.g. patience, perseverance, positive attitude, etc.)

Positive attitude and perseverance.

6. What things do you enjoy most about your job?

Informing the tourist about the big attractions in Venezuela.

7. What is the most challenging thing about your job?

Meeting the expectations of the tourists.

8. What advice would you give a student who wants to make a career in tourism?

Encourage them to convert this activity to provide greater economic benefits for our country.

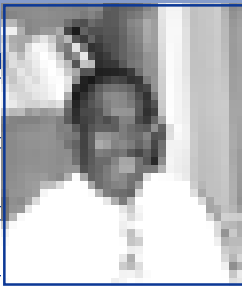
9. What are the opportunities for career advancement where you work?

There is a lot of competition in the tourism environment.

10. Is there anything else you would like to share about your job?

Satisfying work; enjoy working with my colleagues.

Job Profile



Job Title/Position: Statistician

Name: SPINKS, Michael

Country: Barbados

Name of company: Caribbean Tourism Organization

1. *How long have you worked in this job?*

2 years, 4 months

2. *What duties do you perform in your job?*

Maintenance, updating, upgrading of CTO's computerised statistical databases; preparation of statistical publications; provision of technical assistance in statistical systems development; responding to queries for statistical or related tourism information.

3. *What is your educational background?*

Graduate Diploma in Statistics, Master of Science in Applied Statistics

4. *What work-related training have you received?*

Tourism Statistics and the Economic Importance of Tourism; Supervision for Results; Total Quality Advantage; Training for Results; Population and Health Statistics.

5. *What kind of personal attributes do you need to do this job? (e.g. patience, perseverance, positive attitude, etc.)*

Need to be meticulous and accurate; ability to take initiative and work independently; ability to describe and present technical information in a simple yet understandable and pertinent manner.

6. *What things do you enjoy most about your job?*

Providing systems support to CTO member countries; helping member countries enhance their analytical capabilities.

7. *What is the most challenging thing about your job?*

Responding to the many and varied requests for tourism data in a timely manner.

8. *What advice would you give a student who wants to make a career in tourism?*

The Caribbean is the most tourism dependent region in the world, yet tourism is becoming increasingly more competitive in the global marketplace. The Caribbean is in dire need of bright, dynamic, young professionals from the region to really manage the industry in the next century.

9. *What are the opportunities for career advancement where you work?*

Not many.

10. *Is there anything else you would like to share about your job?*

Tourism has many dimensions and is a developing industry. It has offered me the opportunity to contribute more to the development of the Caribbean Region.





PART VI

EDUCATION AND TRAINING

★ **Student Considerations**

★ **Caribbean Tertiary Institutions Offering
Tourism and Hospitality Training**



Education & Training

★ STUDENT CONSIDERATIONS



★ Your Career Decision

Choosing a career is perhaps one of the most difficult decisions you will make in your life! The next decision is easier. How will you prepare to make this a successful career in the Caribbean Region?

This section will identify the types of education and training programs available in the Caribbean. A successful career depends on having the right knowledge, skills and attitudes. Choosing the right program to begin your journey is important. It will also be important to view this education and training as the *beginning*. **Continuous learning** will get you to your destination. Once you have considered the many options, you will be better prepared to choose a program that will enable you to achieve your goals.

★ Where Will I Look for an Educational Institution?

The possibility of moving to a new country and attending a new school may require a period of adjustment for many students. Consider your ability to adapt to new situations and experiences before choosing a school.

★ What Can I Afford?

Whether you stay at home or move to a city or new country, going to school can be expensive. You should set a realistic budget and calculate the costs of various locations and programs. Some of these costs would include tuition, books, residence, food, and travel costs. There are often less obvious expenses that students overlook in planning a budget. Your program may require supplies such as aprons, knives or extensive photocopying that is not included in tuition fees. You should also consider the amount of money you will require for entertainment. Will you be able to manage a part-time job while going to school to acquire extra money?

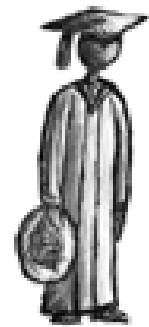
Education & Training cont'd

★ Choosing a School and Program

Careful consideration of many factors is required when choosing the place to acquire training.

Where will I live?

- Will I be able to afford the cost of tuition, books, residence, travel and other living expenses that may not be obvious?
- What sector corresponds with my interests and will allow me to fulfill my goals?
- What are my chances of obtaining a job when I graduate?
- How long will I need to go to school?
- Will my career choice require a degree, diploma, certificate, or some other form of training?
- Do I wish to incorporate work experience into my education?
- Will there be opportunities for advancement in my chosen field?



★ Which Sector Would I Most Enjoy?

It is important to consider your interests, abilities and goals before choosing a career. A review of the descriptions of the eight sectors and the job summaries contained in this book may be helpful. Talking to people who work in the industry will also prove to be enlightening. Once you have decided on an area of interest you must determine the level of skill you will require. Perhaps you will be working on the front line registering hotel guests, or behind the scenes preparing a gourmet meal or engaging in sales calls. Maybe you see yourself as an executive in a large organization, or maybe you are entrepreneurial and wish to own and operate your own tourism business one day.

Your chosen career path will determine your choice of a degree, diploma, certificate or other form of training. An examination of the relevant occupational standards will help you understand the skill requirements of the occupation. You will need to decide the type of position you see yourself working in: front-line, supervisory, management or senior executive. Practical experience is an asset. Will you have the opportunity to gain work experience before you graduate? Some programs include a work experience component. Many schools offer career and employment counselling services. If the program you choose does not offer a work experience component, check with the institution to see if counselors are available to help you find related part-time or summer employment.

Education & Training cont'd

Advances in technology have resulted in a need for individuals with extensive professional training and skills, especially at management levels. Technical skills are required to produce the quality of product that is expected by tourists and to ensure that the products offered in the Caribbean remain competitive throughout the world. Cooks may have to prepare gourmet meals to international standards; recreation guides may be required to be competent mountain climbers; and hotels, travel agencies and airlines need individuals with technical capabilities to install, run and maintain their computerized systems. Training for entry level positions is just as important as it is for technical and management positions as these individuals often have the most contact with guests.

★ The Focus of Tourism Programs

Tourism programs often differ in their central focus. The program reflects the preparation and training required for various positions. In general, most programs can be placed into one of the following categories:

▣▣▣▣► **Craft, Professional and Apprenticeship**

Craft programs offer students the opportunity to gain the skills required in actual operations. In some cases students may also gain some supervisory and management skills. Training for these types of positions is most often available at community or technical colleges but some universities also offer programs. Some examples of career choices for graduates include **lifeguard, night auditor, bartender, car rental agent, cook or travel agent.**

▣▣▣▣► **Travel and Tourism**

Travel and tourism courses familiarize students with various concepts in tourism including trends, transportation, and economic impact. These programs focus on recreation, geography, planning, marketing and/or business concepts. Such programs are found in universities and may be listed in recreation, geography or business departments. Some examples of career choices for graduates include **recreation director, entertainment coordinator, travel editor or tour wholesaler.**

▣▣▣▣▶ **Food Systems & Home Economics**

The majority of food systems and home economics programs for tourism are found in colleges with home economics or nutrition and food science departments. The natural and social sciences are often emphasized in these programs. Management principles may be included as part of the course curriculum but they are not the central focus as in some business programs. Graduates may choose careers as food service managers or **food and beverage managers**.

Caribbean Tertiary Institutions Offering Tourism and Hospitality Training



LIST OF INSTITUTIONS

- ★ **Antigua & Barbuda**
 - Hotel Training Centre
 - Antigua State College

- ★ **Aruba**
 - Aruba Hotel School

- ★ **Bahamas**
 - College of the Bahamas
 - Bahamas Hotel Training College
 - University of the West Indies

- ★ **Barbados**
 - Barbados Community College/The Hospitality Institute
 - University of the West Indies

- ★ **Belize**
 - Belize Technical College
 - Center for Employment Training
 - University College of Belize

- ★ **Bermuda**
 - Bermuda College

- ★ **British Virgin Islands**
 - H. Lavity Stoutt Community College

- ★ **Cayman Islands**
 - Community College of the Cayman Islands
 - International College of the Cayman Islands

- ★ **Cuba**
 - Escuela de Altos Estudios de Hotelería y Turismo
 - Escuela de Hotelería y Turismo “José Smith Comas
 - Escuela de Hotelería y Turismo “Martires de Giron”
 - Escuela de Hotelería y Turismo de Santiago de Cuba

★ **Dominican Republic**

- Pontificia Universidad Católica Madre y Maestra
- Universidad APEC Universidad Central del Este UCE
- Universidad Interamericana (UNICA)
- Universidad del Caribe
- Universidad Nacional Pedro Henríquez Ureña

★ **Grenada**

- T. A. Marryshow Community College
- Career Development Foundation (CDA) Limited
- Grenada Board of Tourism
- St. George's University

★ **Guyana**

- Carnegie School of Home Economics

★ **Jamaica**

- Runaway Bay H.E.A.R.T. Training Institute
- Kenilworth Heart Trust/NTA Academy
- Excelsior Community College
- Knox Community College
- Brown's Town Community College
- Montego Bay Community College
- University of Technology
- University of the West Indies
- West Indies College
- Alliance Française de la Jamaïque
- Language Training Centre
- Venezuelan Institute for Culture and Cooperation
- Tourism Product Development Company

★ **Mexico**

- University of Quintano Roo

★ **Puerto Rico**

- Universidad del Sagrado Corazón (USC)
- Universidad del Católica de Ponce
- National College of Business & Technology
- Management Business Training Institute
- Institute Comercial PR Junior College
- University Interamericana Fajardo
- University Interamericana Ponce
- University Interamericana Aguadilla
- Emory College
- Caribbean Wine Institute
- Caribbean Hospitality Training Institute

Caribbean Tertiary Institutions Offering Tourism and Hospitality Training (Cont'd)

★ Puerto Rico cont'd

- Instituto Monteclaro
- Instituto de Banca
- Esc. Int'l de Turismo (CUE)
- International JR College of Business & Technology

★ St. Kitts/ Nevis

- Clarence Fitzroy Bryan College

★ St. Lucia

- Sir Arthur Lewis Community College

★ Trinidad & Tobago

- University of the West Indies - School of Continuing Studies
- Trinidad and Tobago Hospitality and Tourism Institute
- Ministry of Education/SERVOL

★ Turks & Caicos

- Turks & Caicos Islands Community College

★ U.S. Virgin Islands

- University of the Virgin Islands

★ Venezuela

- Universidad Nueva Esparta
- Universidad de Oriente
- Universidad Simón Bolívar
- Instituto Universitario de Tecnología Venezuela
- Colegio Universitario de Caracas

PROGRAM OFFERINGS

ANTIGUA & BARBUDA

Antigua Hotel Training Centre
Dutchman's Bay, P.O. Box 434, St. John's
Tel: (268) 462-3066/4625
Fax: (268) 462-2836

Programs:

- Diploma in Hospitality Management (2 years)
- Diploma in Hotel Reception and Sales (2 years)
- Diploma in Culinary Arts (2 years)
- Certificate in Food and Beverage Service (1 year)
- Certificate in Basic Cookery (1 year)
- Certificate in Housekeeping (1 year)

Caribbean Tertiary Institutions Offering Tourism and Hospitality Training (Cont'd)

Antigua State College

P.O. Box 193, Golden Grove, St. John's

Tel: (268) 462-1434

Fax: (268) 460-9476

- Program:**
- Hospitality and Tourism Management (2 years)

ARUBA

Aruba Hotel School

L. G. Smith Boulevard 35, Oranjestad, Aruba

Tel: 011-297-8-38600;

Fax: 011-297-8-35157

- Program:**
- Associate Degree in Hotel/Restaurant Management (2 or 3 years)

BAHAMAS

College of the Bahamas

P.O. Box N4912, Nassau

Tel: (242) 323 8550/2,7930/2, 325 5714, 328 0093

Fax: (242) 323 7834

Programs: Associate Degree in Hospitality and Tourism Management

Duration: (2 years)

(N.B. Final two years towards the BSc. Degree program can be completed at the University of the West Indies, Barbados or the University of Technology, Jamaica)

Bahamas Hotel Training College

P.O. Box N-4896, Nassau
Tel: (242) 323-5804/323-6804;
Fax: (242) 325-2459

- Programs:**
- Diploma in Hospitality and Catering Operations (2 years)
 - Diploma in Culinary Arts (2 years)
 - Diploma in Apprentice Chef (3 years)
 - Diploma in Apprentice Chef Pastry (3 years)
 - Certificate in Culinary Arts (1 year)
 - Certificate in Bakery Skills (1 year)
 - Certificate in Housekeeping Skills (1 year)
 - Certificate in Food Service Skills (1 year)
 - Certificate in Food and Beverage Management (1 year)
 - Certificate in Travel and Tourism Management (1 year)
 - Certificate in Bookkeeping and Accounting Management (1 year)
 - Certificate in Supervisory Management (1 year)
 - Certificate in Front Office and Bookkeeping Skills (16 weeks)

University of the West Indies

Center for Hotel and Tourism Management
P.O. Box N4863, Nassau, Bahamas
Tel: (242) 323-5714

- Programs:**
- BSc. Hotel Management (3 years)
 - BSc. Tourism Management (3 years)
(Year 1 completed at UWI, Mona Campus)
 - Post Graduate Diploma Programs in Hotel Management and Tourism Management (1 1/2 years)

BARBADOS

Barbados Community College/The Hospitality Institute

“Eyrie” Howell’s Cross Road, St. Michael, Barbados

Tel: (246) 426-3186/429-5609; Fax: (246) 429-5935

- Programs:**
- Associate Degree in Hospitality and Tourism Management (2 years)
(Final 2 years towards a degree in Hospitality and Tourism Management can be completed at the UWI, Cave Hill Campus)
 - Associate Degree in Hotel Catering and Institutional Operations (2 years)
 - Associate Degree in Tourism and Travel (2 years)
 - Certificate in Professional Basic Cook’s Course (1 year)
 - Certificate in Professional Housekeeping Course (1 year)
 - Certificate in Professional Waiting and Bartending (1 year)
 - Certificate in Professional Pastry Chef (1 year)
 - A number of “Upgrading for Industry” 6 months and 3 months courses are offered such as Marketing of Hospitality Services (6 months), Food and Beverage Controls (6 months), Front Office Procedures (3 months) and Bar and Wine Service (3 months)

University of the West Indies

Centre for Hotel and Tourism Management, Cave Hill Campus

Campus, St. Michael, Barbados

Tel: (246) 417-4000; Fax: (246) 425-1327

- Program:** BSc. Degree in Hotel and Tourism Management (4 years)
(First 2 years towards the Associate Degree can be completed at the Barbados Community College or the College of the Bahamas, Bahamas)

BELIZE

Belize Technical College

Freetown Road, P.O Box 366, Belize City

Tel: (501) 244049/244024

Fax: 501-233577

- Program:** Associate Degree in Hotel and Catering Operations (2 years)

Center for Employment Training

Belize City, Tel: 501-2-44798

- Program:** Hospitality Management

University College of Belize

P.O. Box 900, Belize City

Tel: (501) 232732

Fax: (501) 230255

Program: Natural Resource Management Program

- Tourism and Hospitality
- Protected Areas Management
- People and Parks (Social Forestry)

BERMUDA

Bermuda College

Hotel & Business Administration

P.O. Box DV 356, Devonshire, DVBX

Tel: (441) 239-4043; Fax: (441) 239-4042

- Programs:**
- Associate Degree in Hospitality Management (2 years)
 - Associate Degree in Arts (Hospitality Administration) (2 years)
 - Certificate in Front Office Procedures (2 years)
 - Certificate in Professional Food and Beverage Service (1 year)
 - Certificate for Professional Chefs (2 years)

BRITISH VIRGIN ISLANDS

H. Lavity Stoutt Community College

P.O. Box 3097, Road Town, Tortola

Tel: (284) 494-6223/4994; Fax: (284) 494-4996

- Programs:**
- Associate Degree in Hotel /Restaurant Management (2 years)
 - Certificate of Achievement in Rooms Management (1 year)
 - Certificate of Achievement in Food & Beverage Management (1 year)
 - Front Office Management
 - Introduction to Travel and Tourism
 - Principles of Food Production

CAYMAN ISLANDS

Community College of the Cayman Islands

P.O. Box 702 GT, Grand Cayman
Tel: (345) 949-9580; Fax: (345) 949-6781

- Programs:**
- Certificate in Hospitality Studies (1 year)
 - Associate Degree in Hospitality Management (2 years)

International College of the Cayman Islands

P.O. Box 136 Savannah, Grand Cayman
Tel: (345) 947-1100; Fax: (345) 947-1210; e-mail: icci@candw.ky

- Program:**
- Associate Degree in Hotel and Tourism Management (2 1/2 years)

CUBA

Escuela de Altos Estudios de Hotelería y Turismo

Tel: 011-537-61-1596; Fax: 011-537-33-9542

- Programs:**
- Short training courses for senior managers and post graduates
 - Understanding the Customer
 - Introduction to ISO 9000
 - Tourism Marketing
 - Accounting and Finance
 - Tourism and the Environment
 - Certificate - Cuban, Caribbean, Greek, Spanish, French, German, Italian and International Cuisine
(One week certificate courses)
 - Certificate - Housekeeping (4 weeks)

Escuela de Hotelería y Turismo “José Smith Comas”

Tel: 011-535-61-2012; Fax: 011-535-66-7745

- Programs:**
- Certificate - Appreciation of Cuban Culture (1 week)
 - Certificate - Cuban Cuisine (2 weeks)
 - Certificate - Enology (1 week)
 - Certificate - Marketing and Public Relations
 - Diploma - Tourism and National Identity
 - Diploma - Managing Tourism Enterprises
 - Diploma - Food and Beverage Management

Postgraduate

- Certificate - Microsoft Office (Word, Excel, Power Point) (3 months)
- Certificate - Managing Human Resources (1 week)
- Certificate - The Lifestyle of European Customers

Escuela de Hotelería y Turismo “Martires de Giron”

Tel: 011-535-94103; Fax: 011-535-94150

- Program:**
- Basic Short Courses Housekeeping (5 months)
 - Professional Cook (2 years)
 - Certificate - Ecotourism Guides (5 months)

Escuela de Hotelería y Turismo de Santiago de Cuba

Tel: 011-53-226-41292; Fax: 011-53-226-87123

- Programs:** Specializes in:
- Cookery
 - Gastronomic Services
 - Housekeeping
 - Hotel Reception
 - Computer Programs
 - Languages (English, French, German)
 - Commercial Techniques for Retailers
 - Tourism Activities Coordinator

DOMINICAN REPUBLIC

Pontificia Universidad Católica Madre y Maestra (PUCMM)

Ave. Abraham Lincoln, Esq. Bolivar, Postal Code 2748

Tel: (809) 535-0111

Fax: (809) 534-7060

- Program:** Hotel Administration (First Degree and Post Graduate Degree)

Universidad APEC Ave.

Máximo Gómez, Postal Code 2867

Tel: (809) 686-0021

Fax: (809) 685-5581

- Program:** Hotel and Tourism Administration (First Degree)

Universidad Central del Este (UCE)

Ave. Circunvalación, San Pedro de Macorís, Postal Code 512

Tel: (809) 529-3562

Fax: (809) 529-5146; (809) 529-9575

- Program:** Tourism and Hotel Administration (First Degree)

Universidad Interamericana (UNICA)

Av. Francia 129, Gazcue, Santo Domingo, Distrito Nacional

Tel: (809) 689-4111; (809) 686-5821

- Program:** Bachelor's Degree in Tourism and Hotel Administration

DOMINICAN REPUBLIC cont'd

Universidad Del Caribe

Autopista 30 de Mayo km, Urbanización
Tropical P.O. Box 4755, Santo Domingo
Tel: 809-534-5090; Fax: 809-534-7692

- Programs:**
- Hotel Administration
 - Restaurant & Bar

Universidad Nacional Pedro Henriquez Ureña

Av. John F. Kennedy, Carretera Duarte, P.O. Box 1423, Santo Domingo
Tel: 809-567-7731/540-5326; Fax: 809-566-2206

- Program:** Hotel Management

GRENADA

T.A. Marryshow Community College

Tanteen, St. George's, Grenada
Tel: (473) 440-8009/2920; Fax: (473) 440-3079

- Programs:**
- Hotel Operations
 - Catering
 - Food and Beverage

Career Development Foundation (CDA) Limited

Ross Point, P.O. Box 32, St. George's
Tel: (473) 444-3409; Fax: (473) 444-3527

- Programs(Certificate):**
- Tour Guiding
 - Front Desk Operations
 - Inbound Tour Operator

Grenada Board of Tourism

The Carenage, St. Georges, Grenada
Tel: (473) 440-2279; Fax: (473)

- Programs (Certificate):**
- Customer Relations
 - Presentation Skills
 - Tour Guiding Techniques

St. George's University

St. George's, Grenada

- Program:** Bachelor of Arts in Hotel Management (4 years)

GUYANA

Carnegie School of Home Economics

Durban & High Streets
Werk-En-Rust, Georgetown, Guyana
Tel: 011 592 2 62441

- Program:**
- Certificate in Catering (1 year)
This institution is responsible for training persons in food preparation and service for the hospitality industry.

JAMAICA

Runaway Bay H.E.A.R.T. Training Institute

P.O. Box 98, Runaway P.O.
Tel: (876) 973-2671/4; Fax: (876) 973-2693

- Programs:**
- Food and Beverage Services (9 months)
 - Housekeeping Services (9 months)
 - Food Preparation (1 year)
 - Hospitality Accounting (1 year)
 - Front Office Operations (1 year) Ownership:

Kenilworth Heart Trust/NTA Academy

Sandy Bay P.O., Hanover
Tel: (876) 953-5795/5719/5315; Fax: (876) 953-5917

- Programs:**
- Food and Beverage Services (6 months)
 - Food Preparation (11 months)
 - Housekeeping (6 months)
 - Commis Chef Program (8 months)
 - Hospitality Accounting (9 months)
 - Front Office Operations (9 months)
 - Villa Attendant Program (10 months)

Excelsior Community College

137 Mountain View Avenue, Kingston 3
Tel: (876) 928-5070-1; Fax: (876) 938-0747

- Programs:**
- Associate Degree in Tourism Hospitality and Entertainment Management (3 years or 6 semesters)

JAMAICA cont'd

Knox Community College

Spauldings P.O.

Tel: (876) 987-8056; Fax: (876) 987-8048

Programs:

- Certificate in Food Technology (1 year)
- Bsc. Hospitality and Tourism Management - offered in collaboration with UTECH and UWI (4 years)
- Associate Degree in Environmental Studies (2 years)

Brown's Town Community College

P.O. Box 556, Brown's Town, St. Ann

Tel: (876) 975-2339/2457; Fax: (876) 975-2096

Programs:

Associate Degree in Hospitality Services (3 years)

Montego Bay Community College

Alice Eldemire Dnwe, P.O. Box 626, Montego Bay

Tel: (876) 979-8150/8164; Fax: (876) 979-8776

Programs:

- Certificate in Food and Beverage Management (2 years)
- Bsc. Hospitality and Tourism Management - offered in collaboration with UTECH and UWI (4 years)
- Associate Degree in Hospitality, Entertainment and Tourism (3 years)

University of Technology (UTECH)

237 Old Hope Road, Kingston 6

Tel: (876) 927-1680-8; Fax: (876) 927-1425

Programs:

- B.Sc. Food and Beverage Management (4 years)
- B.Sc. Hotel/Resort Management (4 years)
- B.Sc. Hospitality and Tourism Management (4 years - (2 years at the Barbados Community College or the College of the Bahamas))
- B.Sc. Culinary Management (4 years)
- Summer Degree: Bsc. Hotel, Restaurant and Tourism Management (pursued over two (2) summers)

JAMAICA cont'd

University of the West Indies

Mona, Kingston 7

Tel: 876-927-1660/9; Fax: (876) 927-2765

- Programs:**
- B.Sc. Hotel Management (3 years)
 - B.Sc. Tourism Management (3 years)
 - B.Sc. Hospitality and Tourism Management (4 years)
(In collaboration with UTECH)
 - Post Graduate Diploma: Hotel Management and Tourism Management (1 1/2 years)

West Indies College

Mandeville P.O., Manchester

Tel: 876-961-1689; Fax: 876-962-0075

- Program:** Associate Degree in Hospitality Management (2 years)

LANGUAGE TRAINING FACILITIES

Alliance Française de la Jamaïque 3

March Drive, Kingston 8

Tel: (876) 925-8876

- Courses:**
- Beginner Level A and B (for both children and adults)
 - CXC Training
 - Intermediate Level A and B
 - Advanced Level French
 - Advanced and Conversation

Language Training Centre

24 Parkington Plaza, Kingston 10

Tel: (876) 926-0375/2756; Fax: (876) 968-6600

- Courses:**
- Conversation Spanish, French, German, Japanese, Italian, Portuguese and Chinese
 - CXC/A Level Spanish and French

JAMAICA cont'd

Venezuelan Institute for Culture and Co-operation

24 Windsor Avenue, Kingston 5

Tel: (876) 927-9635

Courses: Spanish (3 years)

Tourism Product Development Company (TPDCO)

Cornwell Beach Complex, Gloucester Avenue, Montego Bay, St. James

Tel: (876) 979-7987/8; Fax: (876) 952-2868

Provides short term training in special areas for persons already employed in the industry. (These programs are not generally available to school leavers. Typically 3-5 day programs)

Courses offered for persons working in:

- Accommodation Sector
- Food and Beverage Sector
- Entertainment/Recreation Sector

Sponsored Special Programs

- Visitor Relations and Customer Service for Customs/Immigration Officers
- Tourism Resort Security
- Tourism Security Management
- Travel Halts Personnel Development
- Team Jamaica Training

General Programs

- Customer/Guest Relations and Techniques
- Cultural/Heritage Tourism
- Foreign Language Programs
- Disaster Preparedness
- First Aid and Cardio Pulmonary Resuscitation
- Supervisory/Management Programs

MEXICO

University of Quintano Roo

(Caribbean Center for Sustainable Tourism)

Boulevard Bahía esq. Ignacio Comonfort

Apartado postal No. 10 CP. 77000, Chetumal, Quintano Roo

Tel: (983) 28388; Fax: (983) 29656; E-mail: efrain@balam.cuc.uqroo.mx

Program: Masters Degree in Sustainable Tourism (24 months: 12 months on campus base and 12 months in student's mother country or any other country chosen. Degree offered in Spanish and English)

PUERTO RICO

Universidad del Sagrado Corazón (USC)

Departamento de Administración de Empresas
Programa de Turismo, Apartado 12383, Correo calle Loiza, Santurce 00914
Tel: (787)728-1515; Fax: (787) 728-1515

Programs: Associate Degree - Specialization: Tourism (2 years)
Bachelor of Arts - Specialization: Tourism (4 years)
Certificate in Operating and Managing a Travel Agency
Certificate in Tourism Planning and Development Agency
Certificate in Tourism Marketing

Universidad del Católica de Ponce

2250 Ave. Las Américas, Suite 589, Ponce, PR 00731
Tel: (787)841-2000; Fax: (787) 841-2000

Programs: Associate Degree - Specialization: Tourism (2 years)
Bachelor of Arts - Specialization: Tourism (4 years)

National College of Business & Technology

Carr. 2 Km. 11.3 Bayamón, PR 00960
Tel: (787)780-5134; Fax: (787) 740-7360

Programs: Associate Degree - Air Lines and Tourism

Management Business Training Institute

1256 Ave. Ponce de León PDA 18 1/2 Santurce
Tel: (787)723-9403; Fax: (787)723-9447

Programs: Certificate - Air Lines and Tourism

Institute Comercial PR Junior College

P.O. Box 190304, SJ 00919-0304, 558 Muñoz Rivera, Hato Rey
Tel: (787) 753-6000; Fax: (787) 763-7249

Programs: Associate Degree - Air Lines and Tourism

PUERTO RICO cont'd

University Interamericana Fajardo

Depto. Adm. Comercial Call Box, 70003 Fajardo PR 00738-7003
Tel: (787) 863-2390; Fax: (787) 860-3470

Programs: Associate Degree - Tourist Guide

University Interamericana Ponce

Carr. 1km. 123.2 interior Mercedita, Ponce PR 00715-2201
Tel: (787) 841-1229; Fax: (787) 841-0103

Programs: Associate Degree - Tourist Guide

University Interamericana Aguadilla

Carr. 459 y 463 Bo. Corrales, Agauadilla
Tel: (787) 891-0925; Fax: (787) 882-3020

Programs: Associate Degree - Tourist Guide

Emory College

Bayamón
Tel: (787) 786-3116

Programs: Diploma - Airlines and Tourism (16 months)

Caribbean Wine Institute

1357 Ashford #154 SJ 00907
Tel: (787) 728-7966; Fax: (787) 726-3650

Programs: Certificate - Bartenders

Caribbean Hospitality Training Institute

1000 Ponce de León Avenue, 5th Floor, San Juan, PR 00907
Tel: (787)-725-9139; Fax: (787) 725-9166

Programs: Seminars and training

Caribbean Tertiary Institutions Offering Tourism and Hospitality Training (Cont'd)

PUERTO RICO cont'd

Instituto Monteclaro

Carr. 955, Km. 4.8. Palmer, Rio Grande,
PR 00721 Tel: (787)-888-1135; Fax: (787) 888-1252

Programs: Room Service

Instituto de Banca

966 Ave. Muñoz Rivera, Rio Piedras, PR 00929
Tel: (787) 765-8687; Fax: (787) 766-0748

Programs: Tourist Guide

Esc. Int'l de Turismo (CUE)

Ave. Isla Verde, Carolina Tel: (787) 791-6210; Fax: (787) 253-0504

Programs: Tourism

International JR College of Business & Technology

1254 Ave. Ponce de León, Santurce
Tel: (787) 723-3333; Fax: (787) 724-0281

Programs: Air Lines and tourism (12 months)

ST. KITTS & NEVIS

Clarence Fitzroy Bryan College

Burdon St., P.O. Box 268/295 Tel: 869-465-2856; Fax: 869-465-8279

Programs: Certificate - Basic Hotel Trade Course
Certificate - Hotel Reception (2 years)

ST. LUCIA

Sir Arthur Lewis Community College

Division of Technical Education & Management Studies

Morne Fortune, Castries, St. Lucia
Tel: (758) 452-5507; Fax: (758) 452-7901

Programs: Associate Degree/Diploma in Hospitality Studies:
Associate Degree Program (2 years)
Diploma Program (2 years)

TRINIDAD & TOBAGO

University of the West Indies - School of Continuing Studies

UWI Campus, St. Augustine
Tel: (868) 663-1334 Ext. 2516; Fax: (868) 645-3029
E-mail: scs@cariblink.net

Programs: Tourism Management and Development (Certificate)
Duration: 3 years, part-time
Small Hotel and Institutional Management (Certificate)
Duration: 1 year, part-time

Trinidad and Tobago Hospitality & Tourism Institute (Trinidad Campus)

P.O. Box 41, Carenage, Trinidad
Tel: (868) 625-4874, 634-4250/4456/2144-6
Fax: (868) 634-4456 E-mail: tthtitri@tstt.net.tt

Trinidad and Tobago Hospitality and Tourism Institute (Tobago Campus)

P.O. Box 131, Scarborough, Tobago
Tel: (868) 660-2196
Fax: (868) 660-2197
E-mail: tthti@tstt.net.tt

Both Trinidad and Tobago Campuses:

Programs: (1) Culinary Management
(2) Tourism Management
(3) Food and Beverage Management
(4) Hotel Operations

Duration: Two (2) years, Associate Degree

- Food Preparation and Presentation
- Food and Beverage Supervision
- Baking and Pastry Arts
- Restaurant Service and Front Office
- Travel Agency Operations

Duration: One (1) year Certificate Programme

TRINIDAD & TOBAGO cont'd

Other Certificate Programs offered of shorter duration.

In-Plant Training offered to firms within the industry wishing to upgrade their employees skills and awareness. Training includes:

- Safe Food Handling
- Restaurant Service
- Bar Services
- Responsible Service of Alcohol
- Quality Customer Service
- Food and Beverage Service
- Marketing, Accommodation-Front Office Operations

Ministry of Education/SERVOL

SERVOL Regional Training & Resource Centre
58A Pembroke Street, Port of Spain, Trinidad
Tel: (868) 623-5308/6746: Fax: (868) 624-1619

Programs: Hospitality Training Program

Duration: One (1) year program of three terms' duration

Institute of Business

Ground Floor Royal, Caribbean Insurance Ltd. Building
109 /109 A St. Vincent Street, Port of Spain,
Trinidad Tel: (868) 624-4356 Fax: (868) 623-5678

Programs: Tourism Management Program
Masters in Business Administration (MBA) in Tourism
Management

TURKS & CAICOS

Turks and Caicos Islands Community College

P.O. Box 236, Harbour House, Front Street, Grand Turk
Tel: 649-946-1163; Fax: 649-946-1661

Program: Hospitality Studies (2 years):
Year 1 - Certificate
Year 2 - Diploma

U.S. VIRGIN ISLANDS

University of the Virgin Islands

Business Administration Division, St. Thomas Campus
2 John Brewer's Bay, St. Thomas
Tel: 340-776-9200; Fax: 340-693-1005

Program: Associate of Arts Degree in Hotel & Restaurant Management

VENEZUELA

Universidad Nueva Esparta

Apartado de Correos 147, Sector Guatamare, Vía Porlamar, La Asunción
Tel: (58) 95 23930

Program: Bachelor's degree in Tourism Business Administration (5 years)

Universidad de Oriente

Apartado de Correos 147, Sector Guatamare, Vía Porlamar, La Asunción
Tel: (58) 95 23930

Program:

- Bachelor's degree in Tourism (5 years)
- Bachelor's degree in Hotel Management (5 years)
- Technical Degree (Superior) in Hotel Administration (3 years)
- Technical Degree (Superior) in Business Administration (3 years)
- Master's degree in Tourism Planning/Tourism Marketing/ Hotel Management (2 years)

Universidad Simón Bolívar

Valle Camuri Grande, Naiguatá, Municipio Vargas, Distrito Federal
Tel: (031) 722911-18

Program:

- Technical Degree (Superior) in Hotel Administration (3 years)
- Technical Degree (Superior) in Tourism Administration (3 years)

Instituto Universitario de Tecnología Venezuela

Av. Universidad. Edif. La Metropolitana. Perico a Monroy
(Entre las estaciones metro La Hoyada y parque Carabobo) - Caracas
Tel: (02) 573-4279/572-0909

Program:

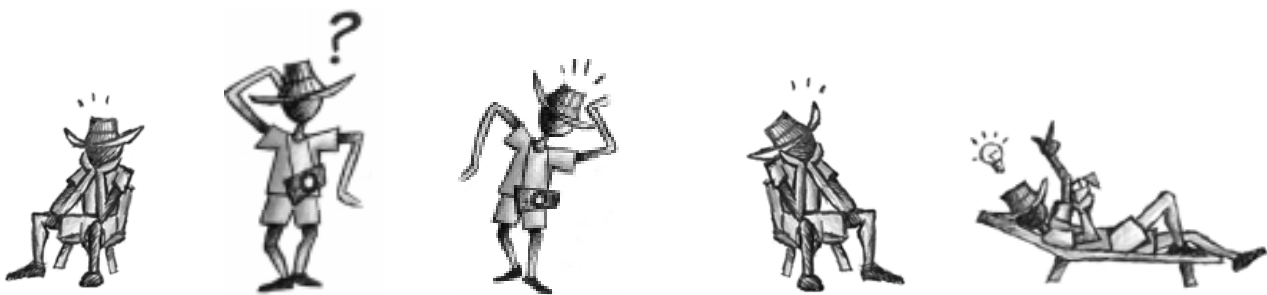
- Technical Degree (Superior) in Hotel Management (3 years)
- Technical Degree (Superior) in Tourism (3 years)

Colegio Universitario de Caracas

Av. Libertador Edif. Mito-Chacao, Caracas 1060
Tel: (58) 2 321209

Program: Technical Degree in Hospitality Services (3 years)

Note: This not a complete list of all existing tourism education/training institutions in the Caribbean.





PART VII

INDUSTRY ORGANIZATIONS

 **Ministries of Tourism**

 **Boards of Tourism**

 **Other Organizations and Industry -
Related Associations**

MINISTRIES OF TOURISM

Ministry of Tourism & Environment, New
Administration Building, Queen Elizabeth
Highway & Independence Avenue
St. John's, **ANTIGUA & BARBUDA**
Tel: 268-462-0651/0787
Fax: 268-462-2836

Ministry of Tourism
P.O. Box N3701
Nassau
THE BAHAMAS
Tel: 242-322-7500
Fax: 242-363-2006

Ministry of Tourism & The Environment
Belmopan
Belize City, CA
BELIZE
Tel: 011-501-823393
Fax: 011-501-822854

Ministry of Tourism
Administration Building
Road Town
Tortola, **BRITISH VIRGIN ISLANDS**
Tel: 284-494-3701
Fax: 284-494-6413

Ministry of Tourism
Calle 19 No. 170 - between Pases and Vedado
Ciudad de la Habana
Habana, **CUBA**
Tel: 011-537-33-4318
Fax: 011-537-33-4086

Ministry of Tourism, Ports and Employment
Government Headquarters
Roseau
DOMINICA
Tel: 767-448-2401
Fax: 767-448-6200

Ministry of Tourism
The Secretariat, The Valley, **ANGUILLA**
Tel: 264-497-2518
Fax: 264-497-3389

Ministry of Economic Affairs & Tourism Island
Government of Aruba, L.G. Smith Blvd.
No. 172
Oranjestad, **ARUBA**
Tel: 011-297-8-39079
Fax: 011-297-8-39693

Ministry of Tourism
Sherbourne Conference Centre
Two Mile Hill
St. Michael, **BARBADOS**
Tel: 246-436-4830
Fax: 246-436-4828

Office of the Commissioner of Tourism
Bestuurskanteoor
BONAIRE
Tel: 011-599-75330
Fax: 011-599-78416

Ministry for Tourism, Aviation and Commerce
4th Floor, Government Administration Building
George Town, Grand Cayman
CAYMAN ISLANDS
Tel: 345-949-7900
Fax: 345-945-1746

Ministry of Tourism (Bestuurs College)
Gedeputeerde
Van Het Eilandgebied, Concordiastraat
No. 24 Willemstad, **CURAÇAO**
Tel: 011-5999-4618008
Fax: 011-5999-4618010

Secretaria de Estado de Turismo
Avenida Mexico
Santo Domingo
DOMINICAN REPUBLIC
Tel: 809-686-4659
Fax: 809-682-3806



MINISTRIES OF TOURISM cont'd

Ministry of Tourism & Social Development
The Carenage
St. Georges

GRENADA

Tel: 473-440-3377
Fax: 473-440-0443

Ministry of Trade, Tourism & Industry
229 South Road
Lacytown, Georgetown

GUYANA

Tel: 011-592-268695
Fax: 011-592-254310

Ministry of Tourism
Office of the Prime Minister
PCJ Building, 36 Trafalgar Road
Kingston 10, **JAMAICA**
Tel: 876-929-8890
Fax: 876-920-4944

C. Secretario de Tourism de Mexico
Presidente Masaryk, No. 172-8vo Piso
Col. Chapultepec Morales
C.P. 11587 **MEXICO**
Tel: 011-525-250-8206
Fax: 011-525-250-4406

Puerto Rico Tourism Company
Tourism Building
2 Paseo La Princesa, San Juan
PUERTO RICO 00901
Tel: 787-721-2400
Fax: 787-725-4417

Ministry of Tourism
Charlestown
NEVIS
Tel: 869-469-1042
Fax: 869-469-1066

Office of the Commissioner of Tourism
Tourism and Administration Building
The Bottom
SABA
Tel: 011-5999-4-2239
Fax: 011-599-4-63274

Office du Tourisme Departemental
5, Square de a Banque
971110 Pointe-a-Pitre

GUADELOUPE

Tel: 011-590-820930
Fax: 011-590-838922

Secretary of State for Tourism
8, Rue legitime
Port-au-Prince

HAITI

Tel: 011-509-235631
Fax: 011-509-235359

Agence Regional de Developement
Touristique de la Martinique
Anse Gouraud, 97233 Schoelcher

MARTINIQUE

Tel: 011-5966-16177
Fax: 011-5966-12272

Ministry of Tourism
Government Headquarters
Plymouth

MONTSERRAT

Tel: 664-491-2444
Fax: 664-491-2367

Ministry of Tourism
Government Headquarters
Basseterre

ST. KITTS & NEVIS

Tel: 869-465-2521
Fax: 869-465-8794

Ministry of Tourism and Civil Aviation
3rd Floor, National Insurance Building
The Waterfront

Castries, **ST. LUCIA**

Tel: 758-451-6643
Fax: 758-451-7414

Office of the Commissioner of Tourism
The Mission
Oranjestad

ST. EUSTATIUS

Tel: 011-599-382213
Fax: 011-599-382324

MINISTRIES OF TOURISM cont'd

Office Municipal du Tourisme
Quai du General de-Gaulle,
Rue August Nyman Gaulle
97133 Ile de Saint
ST. BARTHELEMY
Tel: 011-590-278727
Fax: 011-590-277447

Ministry of Tourism
Kingstown
ST. VINCENT & THE GRENADINES
Tel: 784-456-1721
Fax: 784-456-2610

Office de Tourisme
Port de Marigot 97150
ST. MARTIN
Tel: 011-590-875721
Fax: 011-590-875643

Ministry of Tourism, Communication
& Transportation
Government Headquarters
Grand Turk
TURKS & CAICOS ISLANDS
Tel: 649-946-2321
Fax: 649-946-1120

Corporacion de Turismo de Venezuela
Avenida Lecuma, Parque Central
Torre Queste, Piso 37
Caracas, **VENEZUELA**
Tel: 011-5825-078814
Fax: 011-5825-742220

Ministry of Tourism
Prins Hendrikstraat 26-28
Paramaribo
SURINAME
Tel: 011-597-420422
Fax: 011-597-420-425

Office of the Commissioner of Tourism
Government Administration Building
Clem Labega Square
ST. MAARTEN
Tel: 011-5995-31166
Fax: 011-5995-24292

Ministry of Finance & Tourism
Eric Williams Financial Complex
St. Vincent Street, Port of Spain
TRINIDAD & TOBAGO
Tel: 868-627-9700
Fax: 868-627-8488

Office of the Commissioner of Tourism
U.S. V.I. Department of Tourism
Charlotte Amalie, St. Thomas 00801
U.S. VIRGIN ISLANDS
Tel: 340-774-8784
Fax: 340-774-4390

BOARDS OF TOURISM

Department of Tourism
Long and James Streets
St. John's
ANTIGUA & BARBUDA
Tel: 268-462-0480
Fax: 268-462-2836

Department of Tourism
P.O. Box N3701
Nassau
THE BAHAMAS
Tel: 242-322-7500
Fax: 242-328-0945

Belize Tourist Board
83 North Front Street
Belize City
BELIZE
Tel: 011-501-277213
Fax: 011-501-277490

British Virgin Islands Tourist Board
Road Town
Tortola
BRITISH VIRGIN ISLANDS
Tel: 284-494-3134
Fax: 284-494-3866

Cuba Instituto Nacional de Turismo
Ciudad de la Habana
Habana
CUBA
Tel: 011-537-333755
Fax: 011-537-333780

National Development Corporation
Valley Road
Roseau
DOMINICA
Tel: 767-448-2351
Fax: 767-448-5840

Anguilla Department of Tourism
The Secretariat
The Valley
ANGUILLA
Tel: 264-497-2759
Fax: 264-497-2751

Aruba Tourism Authority
L.G. Smith Boulevard 172
Oranjestad
ARUBA
Tel: 011-297-823777
Fax: 011-297-834702

Barbados Tourism Authority
Harbour Road
St. Michael
BARBADOS
Tel: 246-427-2623
Fax: 246-426-4080

Tourism Corporation of Bonaire
Kaya Libertador Simon Bolivar 12
Kralendijk
BONAIRE
Tel: 011-5997-8322
Fax: 011-5997-8408

Department of Tourism
The Pavilion at Cricket Square
Grand Cayman
CAYMAN ISLANDS
Tel: 345-949-0623
Fax: 345-949-4053

Curaçao Tourist Development Bureau
Pietermaai 19
Willemstad
CURAÇAO
Tel: 011-5999-4616000
Fax: 011-5999-4651739

Ministry of Tourism
Avenida Mexico, Santo Domingo
DOMINICAN REPUBLIC
Tel: 809-686-4659
Fax: 809-682-3806



BOARDS OF TOURISM cont'd

Grenada Board of Tourism

Burns Point

St. George's

GRENADA

Tel: 473-440-2279

Fax: 473-440-6637

Director of Tourism

Ministry of Trade, Tourism & Industry

229 South Road, Lacytown, Georgetown

GUYANA

Tel: 011-592-252280

Fax: 011-592-254310

Jamaica Tourist Board

2 St. Lucia Avenue

Kingston 5

JAMAICA

Tel: 876-929-9200

Fax: 876-929-9375

Secretaria de Turismo

Mariano Escobedo 726

Delagacion Miguel Hidalgo

C.P. 11590 **MEXICO, D.F.**

Tel: 011-525-250-8555

Fax: 011-525-250-5207

Puerto Rico Tourism Company

Tourism Building

2 Paseo La Princesa

PUERTO RICO 00902-4435

Tel: 787-724-1245

Fax: 787-725-1903

St. Lucia Tourist Board

Castries

ST. LUCIA

Tel: 758-452-4094

Fax: 758-453-1121

Department of Tourism

Fort Oranjestad

ST. EUSTATIUS

Tel: 011-599-382433

Fax: 011-599-382433

Conseil Regionale de la Guadeloupe

Rue Paul Lacave - Petit Paris

97109 Basse Terre Cedex

GUADELOUPE

Tel: 011-590-804040

Fax: 011-590-813419

Department of Tourism

8, Rue legitime

Port-au-Prince

HAITI

Tel: 011-509-235631

Fax: 011-509-238896

Martinique Tourist Bureau

Office Departmental du Tourisme de la
Martinique

B.P. 520-97206, Fort de France Cedex

MARTINIQUE

Tel: 011-596-637960

Fax: 011-596-736693

Monsterrat Tourist Board

Plymouth

MONTSERRAT

Tel: 664-491-2230

Fax: 664-491-2367

Saba Tourist Bureau

Windwardside

SABA

Tel: 011-599-4-62231

Fax: 011-599-4-62350

Office Municipal du Tourisme

Quai du General de-Gaulle

Rue August Nyman Gaulle

97133 Ile de Saint, **ST. BARTHELEMY**

Tel: 011-590-278727

Fax: 011-590-277447

Suriname Tourism Foundation

J.F. Nassylaan 2

Paramaribo

SURINAME

Tel: 011-597-410357

Fax: 011-597-477786



BOARDS OF TOURISM cont'd

St. Maarten Tourist Bureau
Walter Nisbeth Road No. 23
Philipsburg
ST. MAARTEN
Tel: 011-5995-22337
Fax: 011-5995-22734

Tourism and Industrial Development Company
of Trinidad and Tobago
10-14 Phillips Street
Port of Spain
TRINIDAD & TOBAGO
Tel: 868-623-1932
Fax: 868-623-3848

Turks & Caicos Islands Tourist Board
Front Street, Grand Turk
TURKS & CAICOS ISLANDS
Tel: 649-946-2321
Fax: 649-946-2733

Corporación du Turismo de Venezuela
Avenida Lecuma, Parque Central
Torre Queste, Piso 35
Caracas 1010,
VENEZUELA
Tel/Fax: 011-5825-743909

St. Martin Office du Tourisme
Port de Marigot
Marigot 97150
ST. MARTIN
Tel: 011-590-875721
Fax: 011-590-875643

Department of Tourism
Kingstown
ST. VINCENT & THE GRENADINES
Tel: 784-457-1502
Fax: 784-456-2610

Department of Tourism
Tobago House of Assembly
NIB Hall, Scarborough
TOBAGO
Tel: 868-639-3880
Fax: 868-639-4677

Department of Tourism
Charlotte Amalie
St. Thomas 00822-4538
U.S. VIRGIN ISLANDS
Tel: 340-774-8784
Fax: 340-778-9259



OTHER ORGANIZATIONS AND INDUSTRY - RELATED ASSOCIATIONS

Association of Caribbean States
11-13 Victoria Avenue
Port of Spain
TRINIDAD & TOBAGO
Tel: 868-623-2738
Fax: 868-623-2679

Caribbean Development bank
Willey
St. Michael
BARBADOS
Tel: 246-431-1600
Fax: 246-426-7269

Caribbean Export Development Agency
Ground Floor, Mutual Building
Hastings, Christ Church
BARBADOS
Tel: 246-436-0578
Fax: 246-436-9999

Caribbean Hotel Association
1000 Ponce de León Avenue, 5th Floor
San Juan, PR 00907
PUERTO RICO
Tel: 787-725-9139
Fax: 787-725-9108

Caribbean Tourism Organization
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2nd Floor, Sir Frank Walcott
Culloden Road, St. Michael,
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Tel: 246-427-5242 Fax: 246-429-3065;
E-mail: ctobar@caribsurf.com

Caribbean Tourism Organization
Taurus House
512 Duplex Avenue
Toronto, **CANADA M4R 2E3**
Tel: 416-485-8724
Fax: 416-485-8256

Caribbean Tourism Organization
80 Broad Street, 32nd Floor
New York, NY 10004
U.S.A.
Tel: 212-635-9530
Fax: 212-635-9511/212-635-5076

Caribbean Tourism Organization
42 Westminster Palace Gardens
Artillery Row, **London SW1P 1RR**
Tel: 011-441-71-222-4335
Fax: 011-441-71-222-4325

CARICOM Secretariat
Bank of Guyana Building
Georgetown
GUYANA
Tel: 011-592-2-69281
Fax: 011-592-2-67816

Organization of Eastern Caribbean States
Morne Fortuné
Castries
ST. LUCIA
Tel: 758-452-2357
Fax: 758-453-1628



PART VIII
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1997 Caribbean Tourism Statistical Report, Caribbean Tourism Organization, 1998.

Tourism 2020 Vision, World Tourism Organization, 1998.



ABOUT THE CARIBBEAN TOURISM ORGANIZATION

The Caribbean Tourism Organization, is an international development agency specializing in tourism for the Caribbean region. Headquartered in Barbados, its responsibilities are region-wide and embrace both public and private sector members. These comprise Government membership reflecting the diversity of the Region and includes French, English, Spanish and Dutch speaking territories of the Caribbean. Private sector membership is extended to organizations serving the Caribbean region in the area of tourism and contributing to its positive development. These include Carrier Members, Allied Members, Chapter Members, Retail Travel Agency Members and Affiliate Members.

CTO was formed in 1989 out of a merger of the Caribbean Tourism Association (CTA - established in 1951) and the Caribbean Tourism Research and Development Centre (CTRC - established in 1974). The organization's main objective is **to provide to and through its members the services and information necessary for the development of sustainable tourism for the economic and social benefit of the Caribbean people.**

Research and Information Management, Marketing, Human Resources Development and Sustainable Tourism Development are the essential areas in which CTO has identified and implemented programs since its conception. Regional Marketing programmes are executed from its offices in Canada, London and New York.

CTO MEMBER COUNTRIES

Anguilla	Haiti
Antigua & Barbuda	Jamaica
Aruba	Martinique
Bahamas	Mexico
Barbados	Montserrat
Belize	Puerto Rico
Bonaire	Saba
British Virgin Islands	St. Eustatius
Cayman Islands	St. Kitts & Nevis
Cuba	St. Lucia
Curaçao	St. Maarten
Dominica	St. Vincent & The Grenadines
Dominican Republic	Suriname
Grenada	Trinidad & Tobago
Guadeloupe/St. Martin/St. Barts	Turks & Caicos
Guyana	United States Virgin Islands
	Venezuela

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