



MEDIA RELEASE

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January 30, 2014

Minister of Tourism meets Secretary General of CTO

The Honourable Chandresh Sharma Minister of Tourism on Wednesday 29th January, 2014, met with the Secretary General of the Caribbean Tourism Organization, Mr. Hugh Riley, who renewed the organization's mandate to assist Trinidad and Tobago in becoming a premier tourism destination in the Caribbean, an initiative with which the Honourable Minister of Tourism has found favour.

During the official, Minister Chandresh Sharma and other Ministry delegates held discussion on the numerous opportunities available to Trinidad and Tobago by way of its membership in the organization.

Minister Sharma was pleased to note that Trinidad and Tobago is considered to be one of the key members of the Caribbean Tourism Organization. He was informed that as part of the membership package, the twin island republic has access to numerous databases including research, publications and the organization's brand new Guesptiality programme. Guestpiality is a performance index that allows visitors to rate their experience in seven (7) tourism related areas including accommodation, restaurants and sites and attractions. Riley stated that not only was Trinidad and Tobago used as a pilot but that the programme can be extremely beneficial in propelling the tourism industry to the next level.

The Caribbean Tourism Organization is comprised of a thirty (30) Member States all of which have access to the various courses and certificates offered. Understanding the importance of education, Minister Sharma requested information with respect to the ways in which these courses can be tailored to assist members of the local tourism industry with relevant work experience become certified in their area of specialization. Though not available at the moment, Riley assured the Minister that the Organization will consider his recommendation for the future.

Minister Sharma is pleased and looking forward to the Caribbean Tourism Organization hosting the 7th Tourism Human Resources Conference in Tobago on May 19-21, 2014. The Conference, guided by the theme, "Achieving High Performance in Caribbean Tourism in the

New, Networked Work Environment”, is designed for members in both private and public sectors to share strategies and best practices as well as enhance their skills through topics such as language competitiveness, experiential tourism and the internet and technology. The Trinidad & Tobago delegation to this Conference will be led by the Honourable Minister Chandresh Sharma.

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Photo1: Left to Right: Minister of Tourism the Honourable Chandresh Sharma and Secretary General of the Caribbean Tourism Organisation (CTO) Mr. Hugh Riley



Photo 2: From Left to Right: Minister of Tourism the Honourable Chandresh Sharma and Faye Gill Technical officer

from the Caribbean Tourism Organisation.



Photo 3: From the middle: the Minister of Tourism the Honourable Chandresh Sharma left Permanent Secretary Mrs. Juilana Johan- Boodram.

Right of the Minister of Tourism: Faye Gill Technical officer of CTO and General Secretary of Caribbean Tourism Organisation (CTO) Mr. Hugh Riley and Dupty Permanent Secretary Mrs. Samdai Rampersad.

Flanked by the Staff of the Ministry of Tourism.

