

Foreword

It is our pleasure to bring you this first handbook on good practices in Caribbean tourism produced by the Special Advisory Services Division (SASD) of the Commonwealth Secretariat for the Caribbean Tourism Organization. The handbook launches an annual series of good practices resources, called **Competing with the Best**, which the CTO will be putting together to showcase positive tourism management and development practices in our region.

The global environment for the tourism industry is highly competitive and we can learn from each other's successes. CTO's commitment is to investigate, compile and share home-grown examples of programmes, business strategies and initiatives with proven success. We believe that this will serve to highlight valuable approaches that can be shared with and adopted/adapted by other Caribbean tourism businesses and organizations.

Each year our focus will be on a different aspect of tourism management and development. In 2005 we are featuring 'Good *Human Resource* Practices in Caribbean Tourism'. This handbook is presented in a reader-friendly manner. There is a Company Snapshot at the beginning of each section, providing general information on the company being profiled. This is followed by an identification of The HR Challenge, an Overview, Implementation Steps/What Was Done, Results and Discussion Questions.

As you read the profiles, the personalities and convictions of the storytellers come across in a forceful manner and enhance the stories being told. Additionally, there is no doubt about the level of commitment that the companies profiled have with respect to creating a performance culture in the workplace, where employees feel that they can make a positive contribution to their company's overall performance and at the same time derive greater job satisfaction from the work they do.

We are a region that has a rich tradition of story telling, and as we launch this first handbook on good practices in Caribbean tourism, we wish to thank all the businesses that have willingly come forward and shared their success stories. We strongly encourage other Caribbean companies and organizations to do likewise, as we seek to create a collection of good practices that showcase Caribbean companies that are doing the right things and competing with the best.

Happy reading!



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