

[Print](#)[Close](#)

Reprinted from Caribbean Net News
caribbeannetnews.com

Trinidad and Tobago launches tourism quality service improvement programme

Published on Saturday, January 30, 2010

PORT OF SPAIN, Trinidad -- In a move to increase Trinidad and Tobago's share of the lucrative global tourism market, the Tourism Development Company Limited (TDC) on Wednesday launched a National Tourism Quality Service Improvement Programme (NTQSIP).

A three year multi-faceted programme with a projected cost of TT\$9 million, the NTQSIP aims to train and develop tourism industry service providers to improve the quality of service delivery in the tourism industry.

"Merely developing sites and attractions or putting in place an aggressive marketing strategy will not be enough to achieve our long-term growth targets for our local tourism industry. We are putting in place an integrated plan and we are paying more attention to service excellence in particular, as ultimately, it is visitors' experience in our country that will make them want to return or not," said Trinidad and Tobago's Tourism Minister Joseph Ross at the launch of the programme.

The TDC has partnered with FreemanGroup Service Solutions to roll-out the programme which targets all hospitality employees, ports of entry personnel, academia and hospitality students with a comprehensive and integrated approach to building a sustainable culture of service excellence in Trinidad and Tobago.

"The National Tourism Quality Service Improvement Programme will be an ideal platform to visibly change the national culture emphasising excellence in customer service at all levels and on a continuous basis," the Tourism Minister added.

Also speaking at the launch, which was attended by key business, Government and tourism industry stakeholders, was TDC Chairman Brian Awang.

"As the world economy recovers and we prepare for an upsurge in business opportunities following the successful hosting of the Commonwealth Heads of Government Meeting and Fifth Summit of the Americas, there is no better time to embark on this critical cultural change," said Awang.

In a 30 minute presentation, Bill Freeman, CEO of FreemanGroup Service Solutions, explained the scheduled roll-out of the programme, which will include a comprehensive diagnostic of the product, policy development and implementation of intensive training and mentorship programmes to ensure that a culture of quality service becomes ingrained in the national psyche.

"Industry and societal adaptation and adoption of an attitude towards a culture of service excellence, as will be fostered by the National Tourism Quality Service Improvement Programme, is not only for foreign visitors, but for ourselves. This initiative is first, and foremost, for an improved quality of life and enrichment of the people of Trinidad and Tobago," noted TDC President and Director of Tourism Ernest Littles in his remarks.

The NTQSIP is the latest in a series of ongoing quality service initiatives which include customer service training for tour guides, tour operators, transport providers and personnel within our ports of entry and a "We Too Nice Not To Be Nice" public sensitisation campaign.

The TDC, in collaboration with the Ministry of Tourism and Tobago House of Assembly, also continues to work closely with the Trinidad and Tobago Bureau of Standards in the implementation of national tourism standards and codes of practice covering a broad range of service providers in the tourism industry.