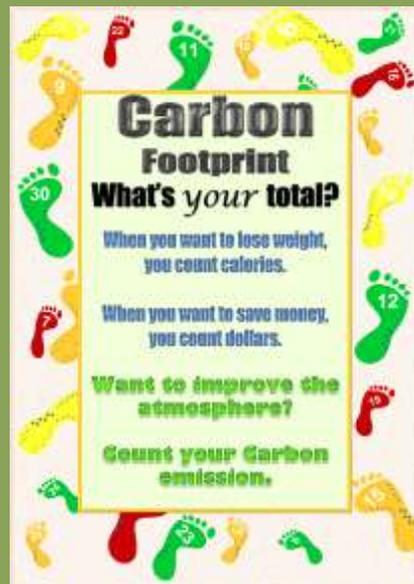


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Tourism Awareness Month

As tourism in Guyana continues to expand, it is important for Guyanese to understand the benefits that can be derived from the industry. Tourism brings dollars into the economy from visitor's expenditures; it creates jobs and income through business expansion and new business developments.

Tourism offers a wide range of job opportunities, including positions in Accommodation, Travel trade, Food & Beverage, Events & Conferences, Adventure tourism, Attractions, Transportation, and Tourism services. Increasing awareness of the job opportunities in tourism will encourage individuals to get involved and contribute to the development of the industry.

GTA key responsibilities

- To establish and maintain an effective organizational structure than ensures efficient management of tourism and promotes harmonious collaboration and partnership among all sectors of tourism
- To develop tourism as a major industry that contributes to the national economy in terms of foreign exchange, employment and tax revenues, and provides the greatest possible socio-economic benefits for local communities
- To provide fiscal and other incentives to attract local and foreign investment and entrepreneurial skills
- To develop and institute training programs and certification for all skill levels in all sectors of the tourism industry
- To encourage and facilitate the participation of local communities at all levels of tourism development
- To enhance the development, appreciation, and promotion of Guyana's cultural heritage as a tourism asset
- To develop and implement programs aimed at increasing, at all levels of society, awareness of the broad range of tourism benefits, and of the contribution that Guyanese can make to the development of the industry



Launching of TAM 2009



For the first time, Tourism Awareness Month was launched in Bartica, Region 7 at 2pm on Sunday November 1st. Bartica is deemed the gateway to the interior and is a

major trading point in the country, as well as the hub for yachting, a new niche market that the Ministry is spearheading. It is well regarded for its rich blend of cultures resulting in one of the richest experiences one can imagine – the contributions of the Brazilians, Amerindians among others lend to spectacular night life, cuisine and traditional dances.

The town is strategically located at the point where the Mazaruni River meets the Essequibo River and is the ideal location for the Annual Easter Regatta which is frequented by a growing number of participants and spectators. It is in close proximity to many small islands and some of the finest and well known nature resorts where visitors can hike, bird watch and go white water rafting.

Promoting Quality and Sustainable Tourism in Guyana

This year's theme, "Promoting Quality and Sustainable Tourism in Guyana" has been selected at an opportune time to help the service industry workers understand their roles and involvement in providing an outstanding tourism experience.

We have selected a number of activities surrounding the theme and will facilitate this through training programs, school talks on Tourism development and marketing programs. Ministry of Tourism, Industry & Commerce

and the Guyana Tourism Authority is committed to assisting the communities generate income and employment for local people, while maintaining a low impact on the environment and local culture. The aim is to ensure that development is a positive experience for locals; tourism companies and tourists themselves.



Guyana saw positive growth in tourist arrivals



Despite the economic recession and when most Caribbean countries are seeing a reduction in tourist arrivals, Guyana saw an increase.

A recent CTO report

"The Outlook for the Global Economy and Caribbean Tourism" released in October stated that Guyana has recorded an increase of 6% in visits. Guyana was among three other countries (Jamaica, Cuba and Saba) to show an increase in arrivals.

Code of ethics introduced for taxi services

The Ministry of Tourism and Guyana Tourism Authority have introduced a code of ethics booklet for taxi services to improve the quality of services provided by taxi operators.



The code of ethics was given to all participants at a taxi services training workshop held on Thursday 5th, November 2009 at the Guyana International Conference Center, Liliendall. The training was very informative and serves as a way to refresh the knowledge of operatives within the taxi service industry and to boost their knowledge with tourism related information especially at a time when Guyana is gaining international attention and more tourists are coming to Guyana.

Guyana an eco-tourism paradise

In keeping with planned activities for Tourism Awareness Month, the Guyana Tourism Authority was able to conduct a number bird watching tours in the Botanical Garden during the month. Field Specialist Andy Narine from the Guyana Amazon Tropical Bird Society was able to successfully conduct the tour for the GTA. With more than 800 species of birds in Guyana and some 200 species found in Georgetown, participants were delighted to see some of Guyana's rare species. Visitors acknowledge that with nature, eco and adventure tourism and now with birding as a main attraction, Guyana is a true eco-tourism paradise.

GTA trained frontline personnel in Linden

The Ministry of Tourism and Guyana Tourism Authority during Tourism Awareness Month 2009 conducted a series of training for the hospitality sector. On Monday 2nd November, 2009, Customer Service Training for the Linden hospitality sector took place in the Macaw Room located in the LEAP building. The main goal of the training was to improve the quality of services provided by the hospitality sector in Guyana. These training were conducted in a very interactive way and participants were encouraged to ask questions. At the session conducted in Linden, participants represented the hotels, guesthouses, restaurants, the Rockstone Tourism Association and the Linden Chamber of Commerce.

Many participants complimented the GTA for conducting the training and requested more of these session and even longer duration of training session for Lindenians who are in the hospitality sector.

2009 Safarians awarded with certificates

More than 50 persons were awarded with certificates for successfully completing the Pakaraimas Mountain Safari 2009. The Certificates were handed out by Prime Minister

Mr. Samuel Hinds at a simple ceremony held at the Guyana Tourism Authority's office in Sophia. The safari is held every year and is



an excellent adventure type of activity for adventurers. More than 20 4x4 vehicles, several All-terrain vehicles and motorcycles took part in the 529 miles 7-day journey across the savannahs to the breathtaking Orinduik Falls on the Ireng River.

Christmas tree light up

The annual Christmas tree light-up took place on Sunday, 22nd November 2009, at Rahaman's Park, Houston on the East Bank. The tree light-up is an initiative by the Ministry to usher in the Christmas festivity in Guyana. This year, the event featured Santa and his helpers, Sponge Bob and Diego who treated all the little children to an evening of fun and excitement. A live concert was also staged at the Rahaman's Park with carol singing. His Excellency, President Jagdeo, switched on the lights for the Christmas tree with cheers from the crowd after which the party and merriment began.

City directional map unveils in Main Street

Minister of Tourism, Industry & Commerce, Manniram Prashad on Friday, 13th of November 2009, unveiled a city directional map which was erected in the avenue on Main



Street. The placement of the city map was another project undertaken by the Ministry and the Guyana Tourism Authority as an activity for Tourism

Awareness Month 2009. The Map will serve as a guide for visitors as well as locals who are not residing in the city. The map will be of great help especially for the Christmas season with an expected increase in tourist arrivals in Guyana.

Kingstown seawall enhancement activities

The Ministry of Tourism and Guyana Tourism Authority launched its enhancement campaign by giving a face lift to the Bandstand area on the Kingstown seawall on Friday, 13th



November, 2009. This enhancement project was in collaboration with the Mayor and City Council, National Parks Commission, National Exhibition Center, Penta Paints and University of Guyana tourism department. The project included, repainting of seating facility, erection of no litter signs, tourism ads and planting of trees along the roadway. The project was another activity that was executed during Tourism Awareness Month 2009.

Jones Town Remembrance Day

A simple wreath laying and plaque unveiling ceremony to commemorate the 31st anniversary of the Jonestown massacre took place on 18th November 2009 at Jonestown in the Matakai sub-region in Region One(Barima/Waini).



Those attending the ceremony were Minister of Tourism, Industry and Commerce, Hon. Manniram Prashad and Charge d'Affaires of the U.S. Embassy, Ms. Karen Williams, members of

the Regional council of Region 1, representatives from the Ministry and Guyana Tourism Authority and locals from the Port Kaituma district.

School awareness program



The Ministry of Tourism, Industry and Commerce and the Guyana Tourism Authority (GTA) celebrated Tourism Awareness Month under the theme "Promoting Quality and Sustainable Tourism in Guyana". The focus was on training because it is only through the professional delivery of a service and customer satisfaction that repeat business is created.

As part of this month's activities, the GTA conducted a series of school talks with high school students, the aim of which was to sensitize them on the role that they can play in the development and promotion of tourism. Over the years, Guyana has evolved into a new hot-spot for eco, nature and adventure type tourism and gained international recognition as an emerging new tourist destination and their input will be valued/ priceless.

Yesterday, 9th November, 2009, the Guyana Tourism Authority conducted two such exercises with the Bishop's High School and Central High School which is both located in Georgetown. More than 500 students participated in the PowerPoint presentation and question and answer segments and as a result of the presentation, students acknowledged that they are now more aware of Guyana's tourism product and the role they can play in its promotion. Students were advised that they can make a worthwhile contribution by ensuring that their surroundings are clean and were also encouraged to be more conscious of the condition of their immediate environment.

School tourism talks were just one of the many activities the Ministry executed during TAM 2009. Other activities slated for tourism month were the commissioning of beach facilities at No.63 Beach, Corentyne, participation at World Travel Market, Kingston seawall bandstand enhancement project, tourism awards ceremony, the construction of a new access bridge at Kumu falls, Rupununi outreach, and hospitality training sessions for the tourism sector among others.

Tourism Awareness Month (TAM) was launched at Kool Breeze in Bartica on Sunday, 1st November, 2009.

Customer service training

The Guyana Tourism Authority and Ministry of Tourism recognize that the most important component of the tourism sector is its people so this year, several training sessions were held country wide. Industry workers are the first contact visitors have with our country and they can either be our greatest advocates or our greatest antagonists: we need to instill a sense of ownership with regards to our unique product and our people must share this sentiment. The Tourism Authority hopes that through this initiative, positive development will be witnessed by firstly, our fellow Guyanese and secondly, by our visitors. Training sessions were held for Taxi services, frontline staff, waiter and waitresses, tour guides and other service related areas.

Waiter/waitress training



A Customer Training Session was held at the Guyana International Conference Centre on the 10th November, 2009 from 1:00 PM to 4:00 PM. A total of thirty nine waiters and waitresses from various restaurants attended the free training session that was conducted by Ms. Maureen Paul. Participants were taught the proper code of practice with regards to table etiquette, handling customer complaints and requests and presentation of table setting for different meal periods.

The session was a productive one that offered participants the opportunity to re-enact different scenarios regarding meeting, greeting and seating diners, menu presentation, recital of specials if any, taking drink and food orders and at the end of the meal thanking diners for their business and wishing them well.

The session was well received by all participants and they realized that by being part of a dining facility, just how important their contribution is to the tourism industry. As such, they advocated for more training sessions such as these.

Events workshop training

An event management workshop was held on 16th November 2009 as part of Tourism Awareness Month 2009 activities. This workshop was intended to improve the quality of events that are held in Guyana. GTA Director, Mr. Indranauth Haralasingh in his welcoming remarks noted that industry training for the tourism sector is a main focus area for this year Tourism Awareness Month which was launched under the theme “Promoting Quality and Sustainable Tourism in Guyana”. The main focus of the workshop was to help to sensitise stakeholders within the entertainment industry on how to improve, plan, organise and manage events.

Explore Guyana 2010 launched

The “Explore Guyana 2010” magazine was official launched under the theme “Nature’s gift to the World”. The explore Guyana 2010 is produced by the Tourism and Hospitality Association of Guyana (THAG) in collaboration with the Ministry of Tourism and Guyana Tourism Authority. The magazine showcases the breathtaking fauna, flora, mountains and the diverse culture of the Guyanese people in a manner that is truly captivating and informative. The magazine is available for free distribution. For more information on how to get your copy please call the THAG office located on Waterloo Street, Georgetown on telephone number +592 225 0807.

Guyana Tourism Awards & Launching of the New Poster Series



Ten persons were awarded on Monday 23rd November 2009 for their outstanding contributions to the development and promotion of tourism in Guyana. The Award ceremony was held at the Guyana International Conference Centre and was part of Tourism Awareness Month activities that was planned by the Ministry of Tourism and Guyana Tourism Authority. This was on the 3rd Annual Awards ceremony for tourism in Guyana. Cultural presentations were done by singer Shawn English, a performance by the 'Dance Fanatics Theatre' and steel pan music. The ceremony was graced by the presence of members of the Diplomatic Corp, the Private Sector, members of Parliament and other distinguished guests.

Honourees included:

- * Mr. and Mrs. Chan A Sue – Tourism Pioneers
- * Mike Charles – Tourism Destination Promotion
- * Pineapple Processing Project (Mainstay/ Wyaka) – Most Outstanding Community Tourism Project
- * Yupukari Wildlife Club – Best Nature Club
- * Cortours – Most Improved Tour Operator
- * Kit Nascimento – Outstanding Contribution Towards Yachting Tourism Development
- * Fairview Butterfly Project – Most Creative Tourism Initiative
- * Gajendranauth Narine & Ron Allicock – Tour Guides of the Year
- * Hits and Jams Entertainment – Best Event Organizers

Seven new poster series were also launched at the ceremony depicting various aspects of the Guyana tourism product.



Tourism Awareness Month 2009



Please feel free to contact us and let us know how we can improve our newsletter.

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