

5. DO I HAVE WHAT IT TAKES?

Entry into some front line occupations requires a set of core skills that include excellent communication skills, aptitude for working with people in a team environment, service attitude and the ability to focus on the task at hand. Other occupations demand, in addition, extensive education, training or experience. You will require an outstanding attitude, professional demeanour and a positive outlook.

Your attitude can make a big difference in your ability to get a position, to keep it and then to move forward in the organization. You need to be cheerful, show enthusiasm, go out of your way to help guests and co-workers and be willing to learn, to help and to work hard. You must be honest, ethical and moral. By taking pride in your industry and place of employment, you will demonstrate the qualities of a tourism professional!

CHOOSING YOUR CAREER

Selecting a career takes **TIME, RESEARCH AND CONFIDENCE**. There are decisions to consider and choices to make.

As with most major decisions, it is a good idea to think about your options over time.

There are many resources and people available who can help you to explore the options and to make good choices. You can talk with your guidance counselor, teacher or to a tourism professional. Talk to friends, family and those working in the industry. If you do not know anyone who works in the job or sector that you are interested in, participate in career fairs, or visit a hotel and speak with the Human Resources department. You can also search online or on the Ministry of Tourism's career website: www.bahamastourismcareers.com.



THE 8 SECTORS OF TOURISM

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

KEEPING OUR STANDARDS HIGH AS POSSIBLE!

"Every occupation in tourism has one responsibility in common—the total satisfaction of every visitor."



BAHAMAS HOTEL ASSOCIATION MISSION STATEMENT

The Bahamas Hotel Association (BHA) serves the needs of its members by facilitating the profitability, quality, and sustainability of tourism for The Bahamas.

*Workforce Development
Core Value
"Broaden Your Horizons—
Strengthen Your Knowledge"*

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CAREERS

INTRODUCTION TO TOURISM

TOURISM FACTS



TOURISM: GET INTO IT!

Welcome to the exciting world of TOURISM! This brochure offers a concise overview of tourism careers. In it, you will find information about the eight sectors of the tourism industry, and many exciting and interesting facts about the tourism industry as a whole.

For anyone thinking about embarking on a career in tourism, this brochure is an ideal place to start. It will provide answers to many of your questions. Before exploring the wonderful world of tourism careers, it is important to know what tourism is, its size, scope and how it affects you.

Many people think of tourism as something that only touches their lives when they travel away from home. In reality, tourism is much broader and influences everyone's life on a daily basis. TOURISM IS BIG BUSINESS! Jobs generated by travel and tourism are spread across the economy—retail, construction, manufacturing, telecommunications as well as those directly related, such as in travel and tourism companies. *It is the largest industry in the world and in The Bahamas.* It is growing rapidly and requires many people with a wide range of skills and knowledge and a SUPERIOR SERVICE ATTITUDE .

We want you to know of the many opportunities a career in tourism can offer. Hopefully, you will be excited by the prospects and have a better understanding of what awaits those who choose to become tourism professionals!

TOURISM: A WORLD OF OPPORTUNITY

1. WHAT IS TOURISM

■ Tourism encompasses two areas:

✓ **Outbound tourism:** this involves the movement of people from one country to another. For example, if you leave New Providence to go to Orlando on summer vacation.

✓ **Inbound tourism:** The Bahamas competes in a global market to attract tourist from all over the world. We want them to come to The Bahamas and through marketing campaigns aimed at attracting them, we entice them to come to us. The people coming from other countries to The Bahamas is considered inbound tourism.

2. WHY IS TOURISM SO IMPORTANT TO THE BAHAMAS?

The main reason tourism is important to every Bahamian is because tourism dollars help to support our economy. Through taxes, for example, this money helps to develop and maintain our infrastructure (airports, roads, etc.), our education and health systems and other initiatives for which our government spends money.

Some tourism dollars are used to help support and protect our culture and heritage. For example, the government spends tax dollars on heritage sites, museums, beaches and on celebrations that help all Bahamians to enjoy a good quality of life.

Many people are supported directly by tourism, but many more gain indirectly from the tourists' dollars.

3. TOURISM FACTS

- 63% of the GDP of the Bahamas is contributed by the tourism industry.
- Approximately 65% of the Bahamian workforce is directly employed with tourism.
- Tourism provides 75% foreign exchange, which is brought into our country as the U.S. dollar and is important especially when it comes to exporting and importing goods.
- Over 5 million visitors were welcomed to The Bahamas in

2005, which is the highest tourist arrival of any country in the Caribbean region.

- Tourists spent a total of \$2 billion in 2005, the highest experienced by The Bahamas.
- Harbour Island won the Best Island in the Caribbean Award from Travel & Leisure Magazine, a leading travel magazine in the United States.
- Since 2005, The Bahamas has seen a number of new large-scale tourist developments coming on stream:
 1. Cotton Bay Estates and Villas, Eleuthera—\$250 million
 2. Windermere, Eleuthera—\$75 million
 3. Gin Development Company, Grand Bahama—\$3.7 billion
 4. Old Bahama Bay Expansion, Grand Bahama
 5. BahaMar Resort, Cable Beach—\$2.3 billion
 6. Atlantis Phase III—\$1 billion
 7. I-Group and the Mayaguana Project \$1.8 billion
 8. Four Seasons Casino, Exuma
 9. Bimini Bay Project
 10. Rum Cay—\$700 million
 11. Cape Eleuthera—\$34 million
 12. Ritz Carlton Abaco Club on Wonding Bay—\$20 million
 13. Filming of Pirates of the Caribbean, Grand Bahama
 14. Filming of After the Sunset, Nassau
 15. 007 Casino Royale (the 6th Bond film shot in the Bahamas)

4. WHAT DOES THIS MEAN TO ME?

When there is growth in an industry, there is also greater potential: more opportunities for skilled and entry level people, new ideas, promotion, starting new businesses. THE CAREERS AND OPPORTUNITIES ARE BOUNDLESS! In fact, because of the scope of the tourism industry, the hard part is deciding which tourism career suits you best!

There are over 1,000 different career opportunities in the tourism industry. Positions range from part-time front line to executive. Careers are rarely routine or predictable. Most positions involve working with people and meeting their varied needs and expectations. All positions are challenging and rewarding. Few positions are nine-to-five jobs.

In an industry where meeting the needs of travelers and tourists is priority #1, employees who demonstrate commitment and a willingness to learn excel. As employees learn and gain experience, they move along

the career path to positions that require greater skills and opportunities for travel to other countries and properties. Many move on to own and operate their own tourism-related businesses.

Often, one's knowledge, skills and experience can be used in other countries as well. As the tourism industry is a global industry, many of the opportunities available to Bahamians are also available around the world! You can also unleash your creativity and entrepreneurial spirit.