



Tourism & Hospitality

The tourism sector has become increasingly important for both developed and developing economies after the global financial crisis of 2008. A flourishing tourism and hospitality sector provides stability to the national economy, and makes an important contribution to the balance of payments. With many nations now showing recovery, tourists are seeking new, untapped destinations, giving new opportunities for many countries to develop their tourism industries.

At the same time, tourists have become more discerning and demanding, and require the best international standards irrespective of the destination. This creates the dual pressure for the tourism industry of any country to expand and simultaneously develop consistent high standards.

CIID provides international sector expertise in tourism and hospitality with a spectrum of support services to develop tourism and hospitality to globally competitive standards.

Methodology

CIID uses the methodology outlined in the accompanying document "Infrastructure development support programmes". We consult with government ministries, departments and agencies and with the tourism industry to identify the main challenges and opportunities in the sector.

We then create and implement a programme to support the development of a high quality tourism and hospitality industry.

Capacity building

A major factor restricting growth and competitiveness in the tourism and hospitality industry, particularly in emerging economies, is the lack of global quality management capability and skills at all levels of the organisation.

CIID will construct an integrated capacity building and skills development programme, customised for local needs and challenges. This programme will provide expertise to develop international standards and make the industry globally competitive. Local companies will learn about working in the environment of global hospitality and tourism companies, catering for the needs and expectations of international tourists. The local industry will gain proficiency in new and evolving specialisms, including ecotourism, health tourism and business tourism. Staff will be trained to international standards in the main divisions of hospitality, tourism and catering.

Implementation

CIID will work with the main players in the tourism and hospitality industry and with relevant government departments to implement a programme to create sustainable development of the industry with globally competitive standards. CIID will assist the local industry in funding strategies for individual projects and companies, and for the industry as a whole.

The implementation programme will include management support systems and ongoing capacity building.

Local players will be guided in creating a modern tourism industry, making the most of local resources and attractions. CIID will draw on examples of successful development of the industry from other countries, to assist in the development of successful projects. Emphasis will be placed on integrating the development of the tourism industry with environmental considerations and social infrastructure.

Working with a cross section of government ministries, CIID will evaluate how the tourism and hospitality industry can best contribute to the development of the national economy.