

MESSAGE FROM ROBERT GREGORY, EXECUTIVE DIRECTOR,
HEART TRUST/NTA FOR THE SUSTAINABLE COMMUNITIES
FOUNDATION THROUGH TOURISM SYMPOSIUM AND
CONFERENCE BROCHURE, MAY 23 - 26, 2003

The HEART Trust/National Training Agency is pleased to be associated with a second project being financed with the assistance of the Caribbean Regional HRD Programme for Economic Competitiveness (CPEC). **We wish to place on record our support and best wishes for this Jamaica Community Tourism Symposium & The 1st IIPT Caribbean Community Tourism Conference & Trade Show.**

We have been involved with CPEC since 2001 via our Ebony Park HEART Academy in the area of Food Processing in a partnership involving the Scientific Research Council, College of Agriculture Science and Education, Jamaica Agro-Processors Association and the University of the West Indies for curriculum development, training of trainers and implementation of new programmes in food-processing.

Our agency has a firm commitment to the tourism and hospitality sector. This is reflected in the increasing enrolment in hospitality and tourism: a 50% increase since 1999/2000 with enrolments moving from 3,539 to 5,318 persons for 2002/03. Further, we recognise the importance of Community Tourism and we are actively partnering with CPEC to develop standards in this area that will comprise the needed Community Tourism competencies that can ensure the quality of training programmes aimed at this important emerging sector of our tourism product.

It is anticipated that this Conference will provide the forum for discussions and input from industry leaders, both local and international, toward the development of appropriate standards by which Community Tourism will be guided. We look forward to working with the project partners in achieving this goal.

All the best for this very important and well timed Symposium and Conference.