

OVERVIEW OF DISCUSSION TOPICS SPEECH COMPETITION 2014

ACCESSIBLE TOURISM

Accessible tourism is the ongoing endeavour to ensure that tourism destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities or age. It encompasses both publicly and privately owned tourism locations.

On average, two million persons with disabilities travel regularly and seldom alone. Also, they will only travel to destinations where they are welcomed, catered for and which have the necessary conveniences. Barbados has the potential and the opportunity to cater to this market and become the most accessible destination in the region.

As Junior Minister of Tourism, share what advice you would give to the Government to facilitate and promote your country's tourism products and services that are accessible to all.

CUSTOMER SERVICE IN THE TOURISM INDUSTRY

In recent times, there has been a growing trend of mediocre customer service being experienced by locals and visitors alike across the island, particularly in the areas of courteousness, attention to detail and commercial urgency. Recent visitor focus groups facilitated by the Ministry of Tourism, revealed that the service in Barbados is inconsistent and varied. Some establishments are truly outstanding when it comes to great customer service, whereas others are simply unsatisfactory.

Customers are being more careful than ever, on what, where and with whom they spend their money. Therefore, for Barbados' tourism industry to survive in this extremely competitive and volatile environment, world-class service needs to be provided on a consistent basis.

As Junior Minister of Tourism, outline and discuss measures that can ensure consistent quality customer service across the tourism sector.

Mystery Topic

A mystery topic will be presented and each participant will have one (1) minute to respond to the question.