

Skills Development and Reskilling in Tourism

Name of Initiative:	Tourism Sector Skills Enhancement Project
Duration:	2021 to 2024
Current participating Countries:	Dominica
Objective:	To strengthen 50 tourism MSMEs from the accommodation and wellness sectors by increasing their online visibility and building capacity in areas identified by the needs assessment.
Activities:	Trainings and workshops, needs assessments, intervention strategies, design and marketing tools for tourism MSMEs, service excellence program, awareness campaigns, virtual tradeshows.
Cost and Funding:	USD \$100,000 seed funding Grant from the OAS Development Cooperation Fund (DCF) secured.
Request from Partners:	<ul style="list-style-type: none">- Additional funding- Standards on Service Excellence in accommodation and health and wellness sector- Marketing tools and platforms to promote services internationally for the accommodation and health and wellness sectors- Capacity Building for MSME's in the accommodation and health and wellness sectors

Sub-themes:

- Small and Medium Tourism Enterprises (SME) Recovery
- Reskilling of Tourism Sector
- Digital Transformation of Tourism MSMEs
- Resiliency of the Tourism Sector

Beneficiaries:

35 Hoteliers and 15 Health and Wellness Practitioners

Expected Results

- Improved skills of 50 hoteliers and health and wellness practitioners on specific needs.
- Service Excellence culture inculcated in accommodation and health and wellness sectors.
- Improved online presence for hotels and local health and wellness products.
- Visibility and sales improved for ICT Platforms and MSMEs through Virtual Tradeshows.

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