

# JAMAICA

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## **JAMAICA LAUNCHES FREE ONLINE TRAINING AND CERTIFICATION COURSES TO TOURISM WORKERS**

*Public-Private Partnership to Strengthen Tourism Economy*

**KINGSTON, JAMAICA – April 28, 2020** – Jamaica has announced a substantial investment in its tourism sector with the launch of a free online training program for tourism workers affected by the negative impact of COVID-19. The Jamaica Centre of Tourism Innovation (JCTI) in partnership with highly-respected American trade associations, the National Restaurant Association (NRA) and the American Hotel & Lodging Educational Institute (AHLEI), as well as Jamaica’s Human Employment and Resource Training-National Service Training Agency (HEART-NSTA Trust) will deliver online training and certification courses.

With global travel coming to a halt during the COVID-19 crisis, approximately 75 percent of Jamaica’s tourist sector has become unemployed. While most of these tourism workers will be reemployed in a few months, Jamaica is putting the resources in place to fortify the industry for a strong economic future.

“The Caribbean is the most tourism dependent region in the world and tourism accounts for nearly 11 percent of global GDP. In the case of Jamaica, we are very proud that the program has been so well-received by our hospitality workers. There is no better time than now for them to retool and upskill,” said Jamaica’s Minister of Tourism, Edmund Bartlett. “It is a smart investment in staying resilient, which will pay handsome dividends when the tourism sector returns to normal. It is a demonstration of the importance of the Government’s Human Capital Development strategy.”

Over 6,500 users have registered since the program launched last week. Classes began on April 27th and the 11 free online courses are aimed to hone tourism workers’ skills and improve

their qualifications. The courses are as follows: Laundry Attendant, Guest Room Attendant, Kitchen Steward Porter, ServSafe Training in Food Safety, Certified Hospitality Supervisor, Introduction to Spanish, Public Area Sanitation, Hospitality Team Leader, Certified Banquet Server, Certified Restaurant Server, and DJ Certification.

All courses will include certification examinations and successful candidates will receive certificates from certifying institutions, including the National Restaurant Association, the American Hotel & Lodging Educational Institute or HEART Trust/NSTA.

For more information, please visit: <https://tef.gov.jm/jamaica-centre-of-tourism-innovation/>.

#### **About Jamaica Tourist Board**

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. JTB offices are also located in Montego Bay, Miami, Toronto and London. Representative offices are located in Berlin, Barcelona, Rome, Amsterdam, Mumbai, Tokyo and Paris.

This year, the JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) for the thirteenth consecutive year and Jamaica was declared the Caribbean's Leading Destination for the fifteenth consecutive year. Jamaica also earned the WTA award for the World's Leading Cruise Destination and Leading Meetings & Conference Centre for the Montego Bay Convention Centre. Most recently, Jamaica was named as one of the "Best Places to Go in 2020" according to *CNN*, *Bloomberg* and *Forbes*. Jamaica was awarded three gold 2020 Travvy Awards including Best Culinary Destination, Caribbean/Bahamas; Best Tourism Board Overall and Best Tourism Board, Caribbean/Bahamas. In 2019, TripAdvisor® ranked Jamaica as the #1 Caribbean Destination and #14 Best Destination in the World. In 2018, the International Council of the Pacific Area Travel Writers Association (PATWA) named Jamaica the Destination of the Year and TravAlliance Media named JTB Best Tourism Board, and Jamaica as Best Culinary Destination, Best Wedding Destination and Best Honeymoon Destination. Jamaica is home to some of the world's best accommodations, attractions and service providers that continue to receive prominent global recognition.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Website at [www.visitjamaica.com](http://www.visitjamaica.com) or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422). Follow the JTB on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#). View the JTB blog at [www.islandbuzzjamaica.com](http://www.islandbuzzjamaica.com).

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