

5-YEAR TOURISM ROAD MAP FOR REGION 10

TOURISM DEVELOPMENT AREA	2007	2008	2009	2010	2011
Accommodations	<p>20% increase in hotel accommodation capacity</p> <p>Activation of Hotel Rating system</p> <p>Training programmes for Hotel workers in front desk and hospitality</p>	<p>Phased refurbishments of hotel rooms in Linden</p> <p>Construction of accommodation facility at Gluck Island</p> <p>Ongoing training for Hotel and B&B providers</p>	<p>20% increase in hotel capacity (over 2008 levels) possibly through the creation of a top-class small (about 15 rooms) boutique hotel</p> <p>Re-grading after inspections of all properties</p> <p>(Portuguese) language training for accommodation workers</p>	<p>Expansion of accommodation facility at Gluck Island and Rockstone</p> <p>Ongoing training for hotel workers and B&B providers</p>	<p>20% increase in accommodation capacity (over 2010 levels) creating a 60% increase in rooms capacity over 2006 levels in 5 years</p> <p>Establishment of 'motel' type facility to cater for anticipated increased traffic from Brazil</p>
Attractions	<p>All attractions on RTDA website</p> <p>Implementation of 'First Linden Water Games'</p> <p>Second Rockstone</p>	<p>Expansion of Museum artifacts and higher web profile</p> <p>'Touring Region 10' as a major booth at the National</p> <p>Exhibition Guyexpo 2008</p> <p>Water Games and Fish Festival events continue. Fish</p>	<p>RTDA to acquire its own boat for river tours – capacity for 25 passengers</p> <p>RTDA to organize 'Water Mania 09' in Linden – an event that features swimming competitions, water games, boat tours etc. Event could be hosted in alternate</p>	<p>Establishment of an Interpretation Centre on Gluck Island</p> <p>Fishing Week continues</p> <p>Guyexpo presence consolidated</p>	<p>RTDA to organize a major '2011 Cavalcade of Sports' in Linden. Event to involve participants from all Regions in Guyana</p>
Attractions cont'd	<p>Fish Festival</p> <p>Initiation of Town Circuit tour that incorporates Amelia's Ward as</p>				

	C'bean's largest Housing Scheme and Linden Market	Festival to climax 'Fishing Week' in Region 10	years		
Services	<p>LOV to be established as functioning entity to process visitor information and market tourism in Region 10</p> <p>Training programmes for front line restaurant workers</p> <p>Cadre of tour guides to be identified, trained and certified</p> <p>Functioning registration system for Tour Operators</p>	<p>RTDA should seek to facilitate incentives to restaurant and catering establishments for upgrading facilities and improving services</p> <p>Decent public eating facility should be established in Rockstone with training programme for its staff</p> <p>Improved signage at locales and establishments</p>	<p>Fine dining facility should be established in Linden</p> <p>RTDA should be part of the Guyana delegation at International Trade Fair with a mandate to market Fishing Week event and Gluck Island tours</p>	<p>Phased refurbishments in restaurant sector in Linden</p> <p>Ongoing front-line training programmes</p>	<p>Consolidation of services provided and upgraded in previous years</p>
Administration	<p>RTDA could revisit portfolios assigned to executives to ensure best fit between talent and responsibility</p> <p>Area reps could be incorporated into Executive structure</p>	Repeat	Repeat	Repeat	Repeat