



THE EXECUTIVE FORUM'S CONSULTATIVE CYCLE 2005: INNOVATIONS IN EXPORT STRATEGY

**BUILDING THE TOURISM MEGA-CLUSTER:
WHAT WORKS AND WHAT DOESN'T**

DAY 1

Monday, 6 June 2005

09.00 – 09.30 Welcome and Introductions

Co-host: Mrs. Patricia Francis, President, Jamaica Promotions Corporations (JAMPRO)

Background Session

09.30 – 11.00 The Concept of Clustering and its Relevance for the Tourism Sector

Moderation: Mr. Brian Barclay, Coordinator, Executive Forum, ITC

Presentation: Leakages and Linkages

Prof. Jennifer Edwards, Lecturer, University of the West Indies, Bahamas

Questions and Answer Forum: An Explanation

Ms. Nuria Diez, Executive Forum Team

Theme 1: The Fundamental Question: Tourism – An Exclusive or Inclusive Sector?

Session 1

11.00 – 13.00 Tourism In Export Strategy

Moderation: Ms. Nicola Madden-Gregg, Director Sales & Marketing, Courtleigh Hotel&Suites

Presentation: Defining the Tourism "Product"

Mr. Dennis Morrison, Chairman, Jamaica Tourist Board

Questions, Answers and Moderated Debate

Session 2

14:00 – 17:00 Confirming the Linkages: A Realistic Assessment

Moderation: Mrs. Camille Needham, Executive Director, Jamaica Hotel & Tourist Association

Presentation: Building Internal Linkages: The Jamaican Experience

Mrs. Beverley Morgan, Jamaica Cluster Competitiveness Project

Presentation: Building External Linkages: The Jamaican Experience

Ms. Carolyn Hayle, Institute for Hospitality & Tourism, University of the West Indies

Questions, Answers and Moderated Debate

Introductory Session

09.00 – 09.30 Questions and Answer Forum: Review
Ms. Nuria Diez, Executive Forum Team Member

Theme 2: Tourism and Value Retention Consideration

Session 1

09.30 – 11.30 Keeping Tourism Dollars in the Country
Moderation: Mr. Brian Barclay, Coordinator, Executive Forum, ITC

Presentation: The Hoteliers' Perspective: Local Sourcing
Mr. Jag Mehta, Vice President, SuperClubs

Presentation: A Supplier's Perspective
Mr. Dudley Stokes, Managing Director, AeroMar LoGistics

Questions, Answers and Moderated Debate

Theme 3: Tourism and the Value Addition Consideration

Session 1

11:30 – 13:00 Creating Value Addition Linkages: A Practical Approach
Moderation: Ms. Lisa Bell, Manager Business Development, JAMPRO

Presentation: Tourism and the Education Linkage
Ms. Karen Gayle, Manager – Institute Base Training Dept. HEART-NTA

Presentation: Tourism and the Health Service Linkage
Dr. Courtney Watson, Mobay Hope

Questions, Answers and Moderated Debate

Session 2

14:00 – 15:30 Creating Value Addition Linkages: A Practical Approach
Moderation: Mr. Alain Dupeyras, Head of the Tourism programme, OECD

Presentation: Tapping Export Capacity in the Informal Entertainment Sector
Ms. Maxine Stowe, VP Records

Questions, Answers and Moderated Debate

17:00 - 19:00 Travel to Portland

Introductory Session

09.00 – 09.30 Questions and Answer Forum: Review
Ms. Nuria Diez, Executive Forum Team Member

Theme 4: Tourism and the Value Creation Consideration

Session 2

9.30 – 11.00 Creating Synergies within the Mega-Cluster
Moderation: Dr. Andre Minott, Urban Development Corporation

Presentation: Creating Synergies – Portland Parish Development plan
Mr. Robert Stevens, Vice President Business Development - Port Authority

Presentation: Creating Synergies – The case of Portland/ EAST project
Mr. Hugh Cresser, PA Consulting – EAST Project

Questions, Answers and Moderated Debate

Theme 2: Tourism and the Value Retention Consideration (cont'd)

Session 2

11:00 – 13.00 Community-based Tourism. A Mega-Cluster in Miniature
Moderation: Mr. Fabrice Leclercq, Trade Promotion Adviser, ITC

Presentation: Community-based Tourism: The Jamaican Experience
Ms. Shireene Aga, Mockingbird; Councillor of Portland Chapter of the JHTA

Questions, Answers and Moderated Debate

14.00 - 18:00 Visits to Members of the Mega-Cluster

- **EAST Project: Mockingbird**
- **Music Studio: GeeJam Studios**
- **Maroon Village: Charles Town**

Return to Kingston

Introductory Session

09.00 – 09.30 Questions and Answer Forum: Review
Ms. Nuria Diez, Executive Forum Team Member

Theme 5: Development, Management and Promotion of the Tourism Mega-Cluster

Session 1

09.30 – 11.30 Stakeholder Value Management within a Cluster – Is it Essential?
Moderation: Ms. Lisa Bell, Manager Business Development, JAMPRO

Presentation: A Clusters Builders' Perspective
Ms. Virginia Burke, Walkerswood

Presentation: Roles of the Public and Private Sectors
Ms. Mary-Helen Reese, Director of Product Quality - Tourism Product Development Company

Questions, Answers and Moderated Debate

Session 2

11.30 – 13.00 Branding: National and Regional Considerations
Moderation: Prof. Jennifer Edwards, Lecturer, University of the West Indies, Bahamas

Presentation: Ms. Helen Lom, Director-Advisor, Brand Development,
World Intellectual Property Organization (WIPO)

Questions, Answers and Moderated Debate

Theme 6: Building a Tourism Mega-Cluster: Strategic Essentials

Session 1

14.00 – 16.30 The Way Forward. Integrating Tourism and the Tourism Mega-Cluster into National Export Strategy
Moderation: Mr. Brian Barclay, Coordinator, Executive Forum, ITC

Moderated discussion

16:30 – 17:00 Closing