The Ministry of Tourism

Overview

The Ministry of Tourism (MoT) directs the activities of the tourism industry through the development and implementation of policies, and strategic guidance on all matters relating to the agencies that fall under its purview. It ensures the coordinated and harmonious development of the related sectors, to the benefit of the country. Its activities rely on the natural, human and cultural resources of our island to produce and deliver services that enrich the lifestyles and quality of life of Jamaicans and visitors alike.

The Ministry has responsibility for the development and regulation of the tourism sector of Jamaica’s economy. This is done through the input of several Boards of Directors, and the operation of various agencies and properties. These include:

- The Tourism Enhancement Fund (TEF)
- The Tourism Product Development Company (TPDCo)
- Jamaica Tourist Board (JTB)
- Jamaica Vacations (JAMVAC)
- Devon House
- Milk River Hotel and Spa
- Bath Fountain Hotel and Spa

Vision

For Jamaica to be a world class tourist destination enjoyed by Jamaicans and visitors and contributing to an improved quality of life for all.

Mission

"To work with our partners in the establishment and implementation of policies, programmes and systems, the promotion of activities and the creation of products and services that contribute to sustainable growth and development of Jamaica through tourism."

Objective

To realize the potential of Jamaica’s tourism industry, with it becoming a truly sustainable sector; which acts as a catalyst for our nation’s economic and social development.

Need to Boost Tourism Awareness

There is the recognized need to implement another phase of an all-encompassing Tourism Awareness Campaign across the broadest cross section of society, to engender on-going public goodwill, buy in and support for the industry as a critical foundation on which to develop the sector.

The Public Awareness campaign will be developed and implemented under the ambit of the Spruce Up Jamaica programme and will seek to boost awareness about the importance of the tourism sector and its many benefits while fostering positive behaviour change among Jamaicans towards the sector, in accordance with the overall objectives of the programme.
The public awareness campaign will also serve as the platform to engage respective target audiences, enlist their support for the sector and to inform them of the work being done by the Ministry under the various areas covered by the Spruce Up Jamaica programme. These include Community Development, Mind, Body and Spirit as well as Entrepreneurship.

It should do this by:

- Providing added information to targeted groups to boost awareness and address concerns outlined in the recent public perception survey on tourism conducted by Market Research Services Ltd.
- Utilising the cost-effective and targeted reach of local print and electronic media that exists in communities across the island.
- In-keeping with the findings of the perception study, craft creative public relations strategies and media initiatives to increase awareness among targeted groups about the role, work, functions and responsibilities of the Ministry in developing the tourism sector.
- Developing and implementing intense campaigns to educate more Jamaicans about the ways in which everyone benefits from tourism, placing special focus on ‘non-tourism areas’ as outlined in the perception survey.
- Implementing informative public relations and communications initiatives to educate audiences about projects aimed at spreading the benefits of tourism even beyond tourist areas, to help allay concerns outlined in the perception study that only ‘tourist areas’ mainly benefit from tourism.
- Developing creative public relations and communications strategies to increase awareness among targeted groups about the work of the Tourism Enhancement Fund and other agencies of the Ministry and how these programmes benefit Jamaicans directly and indirectly. This includes providing updates on agency specific activities as it relates to key areas which are being addressed by the Ministry and its agencies such as the five pillars of tourism:
  1. Tapping into new markets
  2. Developing new products
  3. Promoting investment
  4. Building new partnerships, and;
  5. Developing human capital

And the five networks:

  1. Gastronomy
  2. Sports and Entertainment
  3. Health and Wellness
  4. Shopping, and;
  5. Knowledge
• Reaching the nation’s youth to inspire confidence in – and support for - the industry.
• Providing more information and packaging it in ways that are relevant to people at various levels of society.
• Committing to a sustained effort to change or improve attitudes, modify behaviour and provide positive examples and role models.
• “Singing from the same hymn book” as campaigns are rolled out to address specific issues.
• Driving community initiatives through the resort management entities

Communication Objectives

• Measurable improvement in public awareness and support for tourism, as expressed in surveys of opinion and consumer feedback.
• Increased visibility of messaging supportive of the Ministry’s overall objective.
• Dissemination of information on tourism funded investment, which benefits locals and visitors alike.

The communication services consultant will be required to provide or participate in project specific activities, initially those relating to the Spruce Up Jamaica programme and the Ministry’s Tourism Linkages Initiative, which seeks to maximize linkage opportunities between tourism and other sectors of the economy. These project specific activities may include:

• Research
• Speech writing services
• Campaign planning, development and coordination
• Promotional activities of various kinds
• Social media management
• Brand development and management
• Media Monitoring
• Various traditional public relations activities that include writing, photography and media placement.

The agency will be advised accordingly of the initial steps for the first phase of the engagement.

Interested persons may collect a copy of the Tourism Perception Survey Report from the Ministry’s Front Desk, 64 Knutsford Boulevard, Kingston 5.