



MINISTRY OF TOURISM

CITIZEN'S CHARTER

ONE TEAM...ONE GOAL





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FEBRUARY 2022

Purpose of the Charter

This Citizen's Charter is a public document outlining the structure, roles, functions and standards of service that the people of Jamaica and visitors can expect from the Ministry of Tourism and its public bodies. It provides information on the timelines and procedures involved in accessing key services with the objective of improving service delivery and promoting client satisfaction. Its purpose is to:

- Demonstrate our commitment to the delivery of high standards of service.
- Explain how and where to obtain information and services.
- Invite comments and suggestions on the quality of our service.
- Adhere to international best practices in service delivery.



CONTENTS

Messages	4
<i>Minister of Tourism</i>	
<i>Permanent Secretary</i>	
Mission Statement, Vision, Core Values	8
Organizational Chart	9
Roles & Functions	10
Executive Offices	11
Divisions	12
Public Bodies	15
Standards of Service	25
Access to Information	27
Complaints Procedure	28
Customer Feedback	29
Review of Standards	30
Contact Us	31



MESSAGE

Hon. Edmund Bartlett, CD, MP
MINISTER OF TOURISM

Service excellence is the ethos to which the Ministry of Tourism and its public bodies are all fully committed. Through various strategic initiatives, we are seeking to encourage tourism entities and workers throughout the sector to embrace this culture of service excellence, which includes providing quality products, services and experiences to our locals and visitors alike.

I am therefore pleased to present our Citizen's Charter, which is a formal articulation of the commitment of the entire team within the Ministry to adhere to measurable standards of service and good governance to which the people of Jamaica and our visitors can hold us accountable.

Jamaica's success in tourism has been built on a network of strategic alliances and partnerships. With this in mind, we constantly engage and consult our stakeholders across the sector to develop a viable tourism industry that generates increased revenue, strengthens linkages and creates jobs, while ensuring a safe, secure and seamless experience for both international and domestic tourists.

The Ministry of Tourism is working diligently towards attaining international standards of service excellence across the entire tourism sector, and it first begins with us.

We are committed to transforming Jamaica's tourism industry by enhancing product quality while ensuring that we create a more viable, diverse and inclusive sector that benefits all Jamaicans.

In prioritizing the assurance of quality, Jamaica can deliver better product offerings and services, have the enhanced ability to adapt to the evolving needs and desires of our visitors, and increase overall visitor satisfaction, all of which improves the competitiveness and attractiveness of our destination.

To this end, we continue to implement innovative strategies, policies and programmes to foster the consistent growth of the tourism sector and further solidify its position as an engine of growth and job creation for the economy. Therefore, as part of the Government of Jamaica, we join in the mission to work towards attaining international standards of service excellence in the public sector and believe this Charter will aid in meeting that objective.



MESSAGE

Jennifer Griffiths, CD, JP
**PERMANENT SECRETARY
MINISTER OF TOURISM**

The Ministry of Tourism and its public bodies are proud to present this Citizen's Charter to our valued stakeholders, as our assurance to providing excellent service in the execution of our duties as we spearhead the sustainable development of tourism in Jamaica.

This Charter was developed in recognition of our primary responsibility to the people of Jamaica as an arm of the Government. As such, our obligations do not start and end within the confines of our offices but in the public domain, where all citizens may clearly see the visible outputs of the Ministry of Tourism.

It is designed in keeping with the requirements under the Public Sector Modernization Programme, which encourages us to find innovative ways to strengthen the level of service we provide to the public, including our stakeholders. We have therefore outlined the Standards of Service you may expect from every member of the Ministry in the execution of our duties.

I must underscore that our duty to the public is of utmost importance to us at the Ministry and we will continue to develop groundbreaking strategies, programmes, policies and initiatives that will bolster Jamaica's position

as a world-class tourist destination with quality offerings and very high service standards.

I encourage all our stakeholders to support our efforts to create an inclusive tourism sector that provides outstanding experiences and services that will increase visitor satisfaction as well as tourism earnings while enhancing our competitiveness and attractiveness as a tourist destination.

VISION

Tourism, the engine of innovation
and sustainable economic growth.

MISSION STATEMENT

To create unique tourism experiences
that will transform Jamaica's landscape,
talents of its people and vibrant culture
into opportunities for a better Jamaica.

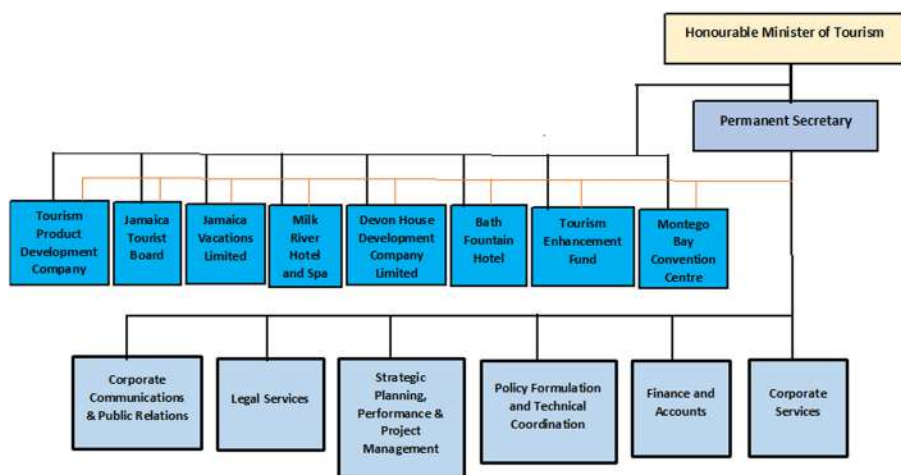
CORE VALUES

Integrity
Professionalism
Respect
Excellence



ORGANIZATIONAL CHART

MINISTRY OF TOURISM



This chart outlines only the reporting structure of the Public Bodies and the Divisions within the Ministry of Tourism



MINISTRY OF TOURISM

Roles and Functions

The Ministry of Tourism and its public bodies are responsible for the formulation of national strategies, policies and programmes to guide the development of tourism in Jamaica.

The Ministry of Tourism is assigned a portfolio of subjects, which include:

- Spas and Baths
- Timeshare Vacations
- Tourism Enhancement fund Act
- Tourism Marketing and Promotion, including cruise tourism
- Tourism Policy
- Tourism Product
- Travel Agencies
- Water Sports

The Public Bodies under the purview of the Ministry of Tourism are:

1. Tourism Product Development Company Limited
2. Jamaica Tourist Board
3. Tourism Enhancement Fund
4. Jamaica Vacations Limited
5. Devon House Development Company Limited
6. Montego Bay Convention Centre
7. Milk River Hotel and Spa
8. Bath Fountain Hotel

The Ministry of Tourism consists of two (2) Executive Offices and six (6) Divisions, which are listed below:

Executive Offices

Office of the Minister of Tourism

The Minister of Tourism is responsible for the effectiveness and efficiency of the public bodies under the Ministry's portfolio. Working with the Permanent Secretary and heads of public bodies, this office implements Government policy and ensures public bodies meet their goals and objectives within the allocated budgets. The Minister is also responsible for the carriage of any new tourism legislation in Parliament, officiating at or representing the Government at meetings and functions on special occasions, meeting delegations and conducting negotiations, and travelling to represent Government interests in tourism.

Office of the Permanent Secretary

The Permanent Secretary is accountable for the actions and performance of the Ministry and therefore directs and manages the day-to-day operations of the assigned portfolio responsibilities; effects commitment and control of the approved budget and finances; engages prudent resource and risk management to avoid maladministration; and fosters a working environment that engenders human resource efficiency and healthy industrial relations.

The Permanent Secretary is also responsible for leading policy review initiatives of the Government with efficiency, effectiveness and professionalism and for espousing a shared collective responsibility for the management of the public service both for assignments within the designated portfolio, as well as for the Government's cross-cutting priorities.

DIVISIONS

The Ministry comprises six (6) Divisions. These include:

1. Strategic Planning, Performance and Project Management

The division coordinates Strategic Planning, Corporate Planning and Project Management activities for the Ministry and its public bodies. Its responsibilities include:

- coordinating the development of strategic business/operation plans and monitoring the strategic agenda;
- conducting performance monitoring, evaluation, auditing and reporting;
- developing Tourism Development and Management Plans;
- undertaking project portfolio management;
- conducting analysis of trends in the local and international tourism sector; and
- generating reports as needed to the Office of the Cabinet and the Houses of Parliament.

The division consists of two branches:

- Corporate Planning, Performance Monitoring and Evaluation
- Development Planning and Project Management

2. Legal Services

The division, in collaboration with the Attorney General's Chambers, provides:

- legal advice, research and opinions;
- interpretation of the laws and regulations relating to the operations of the Ministry and its public bodies;
- legal support in negotiations with operators of tourism entities and local interests to ensure protection of the Ministry's interests;
- initiates and monitors legal proceedings on matters (litigious and non-litigious) in which the Ministry is involved; and
- monitors the legal proceedings on matters (litigious and non-litigious) in which the public bodies are involved.

3. Corporate Communications and Public Relations

The division is responsible for developing and implementing effective Communication and Public Relations programmes geared towards:

- increasing awareness and generating publicity about the local and international work of the Ministry of Tourism and its public bodies in enhancing Jamaica's tourism product and image;
- updating and informing the wider public about developments in the sector;
- coordinating Public Education programmes;
- developing and implementing communication and public relations strategies, programmes, and plans; and
- providing technical advice on communications and public relations.

The division consists of two branches:

- Corporate Communications
- Public Relations

4. Corporate Services

The division is responsible for meeting the Ministry's need for high-performance standards in administrative services to ensure the efficiency of operations and delivery of quality services to internal and external stakeholders.

The division consists of five branches:

- Human Resource Management and Development
- Documentation, Information and Access Services
- Administration and Asset Management
- Public Procurement
- Information and Communication Technology

5. Finance and Accounts

The division is responsible for the strategic management of the Ministry's financial resources to ensure their effective, efficient, and economical use. The division plays a critical role in the fulfilment of the Ministry's corporate objectives to implement budget financial management by:

- developing budget and financial plans for the Ministry and the public bodies;
- monitoring and evaluating the budget and other finance and accounting systems and procedures;
- managing financial accounting and reporting processes; and
- managing and coordinating financial management compliance in accordance with the Government of Jamaica regulations.

6. Policy Formulation and Technical Coordination

The division provides high-level strategic advice on matters pertaining to the tourism portfolio to the Minister of Tourism, through the Permanent Secretary. The division also:

- provides guidance and advice to other government entities through the review of various technical documents, plans and submissions;
- leads the development, monitoring, and evaluation of strategic tourism policy to optimize the impact and outcome of these policy initiatives within the Ministry of Tourism and its public bodies;
- directs the technical coordination of Tourism Trade and International Relations; and
- develops, implements, maintains and interprets Tourism Incentives and support protocols, guidelines and procedural requirements, including motor vehicle concessions for tourism stakeholders, travel agent operations and work permit processing for the tourism sector.

The division consists of three branches:

1. Tourism Policy and Monitoring
2. Tourism Economics and Facilitation
3. Tourism Trade and International Relations

A tropical beach scene with palm trees, a sandy shore, and large rocks under a bright sky. The sun is low on the left, creating a lens flare effect. The sky is filled with soft, white clouds. The beach is composed of light-colored sand, and several large, dark, rounded rocks are scattered across it. The ocean is visible in the distance, with gentle waves breaking on the shore. The overall atmosphere is serene and idyllic.

PUBLIC BODIES

Tourism Product Development Company Limited



The Tourism Product Development Company Limited (TPDCo), established in 1996, is a registered private company that falls under the jurisdiction of the Ministry of Tourism. It is the central public body mandated to:

- develop and enhance product offerings, which allow for further diversification of the overall tourism product to include a wide range of community enterprises;
- assess product quality of tourism entities;
- design, organize and conduct training programmes to facilitate human resource development in the tourism sector;
- process licenses and support compliance to ensure that tourism entities and operators obtain a Jamaica Tourist Board licence;
- develop and enhance the skills of the craft producers in local craft markets and communities; and
- facilitate destination assurance to guarantee visitors a safe, secure, and seamless experience.

The TPDCo carries out its functions through its offices located in Kingston, Falmouth, Mandeville, Montego Bay, Negril, Ocho Rios and Portland. The TPDCo is primarily funded by the Government of Jamaica.

Jamaica Tourist Board



The Jamaica Tourist Board (JTB), established in 1955 under the Tourist Board Act of that same year, is the public body of the Ministry of Tourism with responsibility for:

- worldwide marketing of Jamaica as a premier tourist destination;
- creating local and international marketing and public relations campaigns, as well as awareness, sales and advertising programmes, while forging strong relationships with travel partners;
- collecting and maintaining accurate data on visitors to Jamaica and their expenditure;
- tracking international and regional industry performance;
- communicating timely and useful marketing information and market intelligence to tourism stakeholders; and
- assisting the Ministry of Tourism in fostering a deeper understanding of, and building support for, the tourism industry among Jamaicans.

The JTB is one of the region's oldest destination marketing organizations and has established itself as the preferred point of contact for travellers interested in visiting Jamaica as well as a credible source of information on tourism in Jamaica.

The JTB carries out these functions through offices located in Kingston, Montego Bay, Miami, Toronto, London, and Berlin. The JTB is fully funded by the Government of Jamaica.

Tourism Enhancement Fund



The Tourism Enhancement Fund (TEF), established in 2005 under the Tourism Enhancement Fund Act 2004, is a public body of the Ministry of Tourism mandated to achieve the objectives of the 2002 Tourism Master Plan. The TEF:

- provides project financing, project review and approval;
- promotes inclusive and sustainable development in the tourism sector, encouraging better management of environmental resources and enhancing the overall tourist experience;
- collects fees from airline and cruise passengers, and remits same to the Consolidated Fund;
- conducts research and risk management; and
- facilitates tourism innovation and entrepreneurship, human capital development, and the strengthening of linkages between the tourism industry and the local supply chain.

In 2018, TEF was restructured to operate as a centre for innovation for tourism with responsibility for strategic targeted projects. The new model consists of TEF expanding to include three new branches:

- Tourism Linkages Network
- Jamaica Centre of Tourism Innovation
- Craft Development Institute

The TEF is fully funded by the Government of Jamaica.

Jamaica Vacations Limited



Jamaica Vacations Limited (JamVac), incorporated in 1978, is a public body of the Ministry of Tourism with responsibility for ensuring adequate airlift capacity into Jamaica. Through partnerships and collaboration with existing and potential carriers, JamVac is responsible for:

- maintaining airlift capacity by supporting chartered routes, and
- increasing airlift capacity through the creation of new markets and gateways.

In 2017, JamVac was also given the mandate of improving the cruise experience in Jamaica. JamVac endeavours to:

- encourage demand for travel to Jamaican ports through engagements with tour operators;
- provide unique and unforgettable on-shore experiences for cruise passengers;
- build and maintain strong working relationships with cruise lines and cruise associations; and
- collaborate with the JTB on cruise conversion programmes to convert cruise visitors into stopover visitors.

Jamaica Vacations Limited is fully funded by the Government of Jamaica.

Devon House Development Company Limited



Devon House Development Company Limited, incorporated in May 2001, is a public body of the Ministry of Tourism with responsibility for:

- re-developing the Devon House property;
- restoring the mansion to prime condition; and
- preserving its prestigious heritage site status.

The Devon House mansion was built by George Stiebel, Jamaica's first black millionaire, in 1881. The Government of Jamaica bought the property in the 1960s and it was declared a national monument in 1990. The property is one of Kingston's premier heritage sites with amenities such as a public park, gift shops, day spa and dining in various settings from the laid back to formal occasions. Devon House is also home to the world-renowned Devon House I-Scream.

In addition, Devon House offers venue rentals, and hosts weddings and major events including fairs and exhibitions.

Devon House was designated Jamaica's first gastronomy centre in 2017. The operations of the property are largely self-financing, but it does receive a small subvention from the Government of Jamaica.

Montego Bay Convention Centre (MBCC)



The Montego Bay Convention Centre (MBCC), established in July 2011, became a public body of the Ministry of Tourism in February 2018. It is the largest meetings and conference facility in the English-speaking Caribbean and was constructed with the vision of being recognized as the region's premier convention centre. This spectacular 139,000 square-foot facility offers a flexible and functional open-air layout with separate blocks housing meetings, exhibitions and ballroom spaces, which at full capacity can accommodate 17,000 patrons. The Centre boasts a superior list of amenities and features robust wireless access infrastructure, fully equipped state-of-the-art simultaneous interpretation and video-conferencing facilities, and the most advanced audio-visual control systems.

The MBCC also offers 19,000 square feet of state-of-the-art catering facilities capable of offering the finest cuisine to the most sophisticated meetings, banquets, weddings, and galas. The Centre, which is surrounded by beautifully manicured lawns, flanks a magnificent courtyard and offers an ocean view terrace overlooking the Caribbean Sea. The setting is designed to bring tropical flair to every outdoor occasion. The creation of this world-class facility has led to further development of Jamaica's tourism product, especially in the Meetings, Incentives, Conventions and Exhibitions (MICE) market.

Milk River Hotel and Spa



The Milk River Hotel and Spa, established in 1794, is a public body of the Ministry of Tourism, and one of Jamaica's most famous heritage sites. It is responsible for managing, preserving and protecting this unique property and providing hospitality, health and wellness services for local and international customers. The lukewarm mineral waters flowing from the Milk River spring are some of the most radioactive in the world. They contain high levels of magnesium, calcium, sulphate and natural chloride.

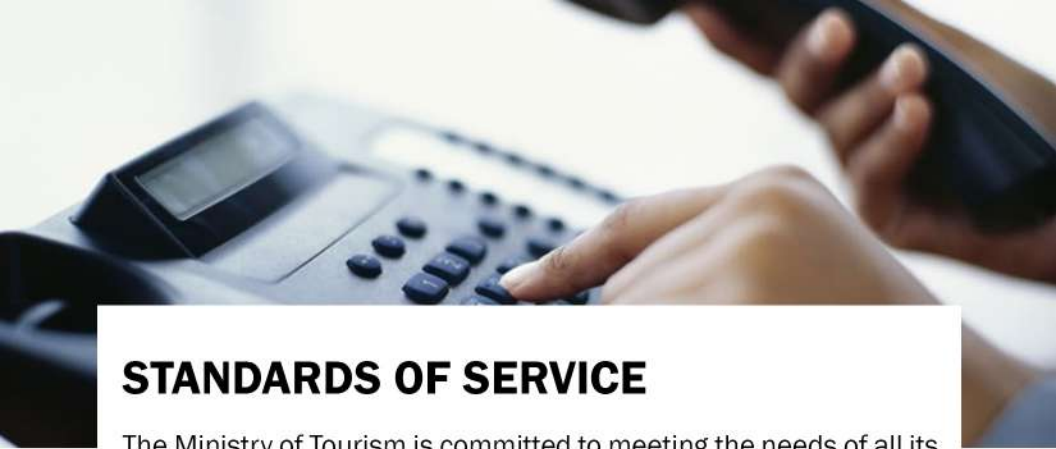
The 20-room hotel is furnished with nine private baths, a bathing pool, bars, a dining room and a conference room. It offers hydrotherapy, cosmetic/beauty treatments and massage services. The operations of the property are partly self-financing and it receives subventions from the Government of Jamaica.

Bath Fountain Hotel

Bath Fountain Hotel, established in the 17th century by The Bath of St. Thomas the Apostle Act, is a public body of the Ministry of Tourism and one of Jamaica's most famous heritage sites. It is a boutique hotel nestled in the green hills of St. Thomas, which consists of 16 rooms, five Jacuzzis, eight roman baths, a non-motorized gymnasium, a beauty salon and a restaurant. The facility also offers local and international visitors a rejuvenating spa and a unique historical and cultural experience.

The mineral spring was discovered in the 1690s by a runaway slave called Jacob. The spring flows from two rocks behind the Hotel. The water is rich in sulphur and lime and is believed to be very good for the treatment of rheumatic ailments and skin diseases. The operations of the property are partly self-financing and it receives subventions from the Government of Jamaica.





STANDARDS OF SERVICE

The Ministry of Tourism is committed to meeting the needs of all its stakeholders in a timely and professional manner. As our clients, you should expect the following standards of service:

Telephone Calls

When you call our offices within working hours, the switchboard operator will:

- Politely identify him/herself and the organization within five (5) rings.
- Respond courteously and politely when answering all questions and calls.
- Inform you of the name of the officer or section to which you are being transferred.
- Keep you informed if you have been placed on hold.

All other employees will likewise identify themselves and state the name of their division/branch. If we are unable to assist, where possible, you will be directed to the appropriate entity.

Written Correspondence (Letters, Facsimile and Emails)

When you write to us, we will acknowledge receipt within ten (10) working days. If an investigation or research is required, you will be contacted and kept informed of the progress accordingly.



Office Visits

When you visit our offices, we will:

- Treat you professionally and courteously at all times.
- If you have an appointment, you will be dealt with promptly.
- If you do not have an appointment, you will be seen within fifteen (15) minutes.
- If the matter requires further engagement, a mutually convenient appointment will be arranged.

Your Responsibility

To improve our ability to better serve you, we request that you:

- Communicate to staff in a courteous and respectful manner.
- Provide full and accurate information pertaining to your request/proposal.
- Explain your concerns as clearly and concisely as possible.
- Arrive on time for your appointment/meeting.
- Allow reasonable time for your request to be processed.

ACCESS TO INFORMATION

Access to Information Act (2002) – The Citizen's Right to Know

The Access to Information Act (2002) gives citizens and other persons a general legal right to obtain access to an official government document, other than an exempt document, which would otherwise be inaccessible.

The Act aims to reinforce fundamental democratic principles vital to fostering:

- Greater accountability of government to its people.
- Improved and more transparent government.
- Increased public influence on and participation in national decision making.

Making Your Application

To apply for access to official documents under the Act, please complete an application form (found on our website – www.mot.gov.jm) or write a letter requesting the information desired. In addition, applications are accepted via email, fax or visit to the Ministry of Tourism. All requests will be acknowledged within 24 hours of receipt.

You must be as specific as possible in your application and **state that the documents are being requested under the Access to Information Act**. Be sure to include your contact details - telephone numbers and email address, as it will make it easier for the Access to Information personnel to remain in contact with you.

Please submit your requests to the Responsible Officer outlined below:

Director, Documentation, Information & Access Services
Ministry of Tourism
64 Knutsford Boulevard, Kingston 5
Telephone: (876) 920-4926-30
Emails: info@mot.gov.jm/dias@mot.gov.jm



COMPLAINTS PROCEDURE

1. If you are dissatisfied with the services you have received, you should direct all concerns/complaints in writing (electronic/hard copy) to the Ministry's Document Information & Access Services (DIAS) unit using the contact details outlined above (email: info@mot.gov.jm/dias@mot.gov.jm).
2. Your complaint(s) will be acknowledged within five (5) working days after they have been lodged.
3. Where an investigation is required, we will provide a written response within three (3) weeks and will periodically update you on the progress of the probe.
4. Where an operational weakness has been identified, we will take corrective action where possible to avoid similar incidents in the future.
5. If you are still dissatisfied, you may contact:

Permanent Secretary
Ministry of Tourism
64 Knutsford Boulevard, Kingston 5
Telephone: (876) 920-4926-30

OR

Principal Director
Public Sector Transformation and Modernization Division
Office of the Cabinet Office,
2A Devon Road, Kingston 6
Telephone Number: (876) 929-8880-5

6. If you are still disgruntled, you may contact:

The Public Defender
78 Harbour Street, Kingston
Telephone: (876) 922-7089/90



CUSTOMER FEEDBACK

The Ministry of Tourism continues to look for ways to improve its services. We welcome feedback from you at any time. Please send your general comments and suggestions via mail, e-mail or facsimile transmissions etc. to:

The Documentation, Information & Access Services (DIAS) Branch
Ministry of Tourism
64 Knutsford Boulevard, Kingston 5
Email: dias@mot.gov.jm
Telephone: (876) 920-4926-30
Fax: (876) 906-1729



REVIEW OF STANDARDS

We will review our service standards every three (3) years, in keeping with customer needs and the established industry standards.

OUR OPENING HOURS

Mondays to Thursdays: 8:30 a.m. to 5:00 p.m.

Fridays: 8:30 a.m. to 4:00 p.m.

Saturdays – Sundays: Closed

Public Holidays: Closed

HOW TO CONTACT US

ORGANIZATION/NAME/TITLE	ADDRESS	CONTACT NUMBER/ E-MAIL ADDRESS
Bath Fountain Hotel Mr. Desmond Blair General Manager Mr. Michael McLeod Chairman	Fountain Road, Bath P.O. St. Thomas	T: (876) 703-4154, (876) 703-4345 F: (876) 703-4405 E: bathfountain@gmail.com E: mcleod417@gmail.com
Milk River Hotel & Spa Ms. Diane Sommerville General Manager Mr. William Shagoury Chairman	Milk River District Milk River P.O. Clarendon	T: (876) 902-6902 F: (876) 902-4974 E: milkriverhotel@yahoo.com / hotelmilkriver@yahoo.com E: williamshagoury@gmail.com
Devon House Development Company Ms. Mureen James Executive Director Mr. Geoffrey Messado Chairman	26 Hope Road, Kingston 10	T: (876) 926-6867 E: devonhouse@cwjamaica.com T: (876) 564-4687 E: mureenjames@devonhouseja.com E: gmessado@gmail.com
Jamaica Tourist Board Mr. Donovan White Director of Tourism Mr. John Lynch, CD Chairman	The Tourism Centre 64 Knutsford Boulevard, Kingston 5	T: (876) 929-9200-19 E: information@visitjamaica.com E: dwhite@visitjamaica.com E: johnudleylynch@gmail.com

HOW TO CONTACT US

ORGANIZATION/NAME/TITLE	ADDRESS	CONTACT NUMBER/ E-MAIL ADDRESS
Tourism Product Development Company Mr. Wade Mars Executive Director Mr. Ian Dear, CD, JP Chairman	The Tourism Centre 64 Knutsford Boulevard, Kingston 5	T: (876) 968-3441, (876) 968-1909, (876) 968-3626 F: (876) 929-8269 T: (876) 979-7987-9 F: (876) 971-8812 E: wade.mars@tpdco.org E: ian.dear@tpdco.org
Tourism Enhancement Fund Dr. Carey Wallace Executive Director The Hon. Godfrey Dyer, OJ, CD, JP Chairman	2 nd Floor, PanJam Building, 60 Knutsford Boulevard, Kingston 5	T: (876) 929-8143, (876) 953-8473, (876) 322-2891 F: (876) 943-4542 E: carey.wallace@tef.gov.jm E: godfreydyer@hotmail.com
Jamaica Vacation Limited Ms. Joy Roberts Executive Director Mr. Bertram Wright Chairman	5 th Floor, PanJam Building, 60 Knutsford Boulevard, Kingston 5	T: (876) 929-9371 E: joy.roberts@janvac.gov.jm E: bwright@jamaicatoursltd.com
Montego Bay Convention Centre Mr. Karron Benjamin, JP General Manager The Hon. Godfrey Dyer, OJ, CD, JP Chairman	Rose Hall, Rose Hall Road, Montego Bay, St. James	T: (876) 622-9330 E: kberjamin@mobaycentre.com E: godfreydyer@hotmail.com



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