

FOR IMMEDIATE RELEASE

CEO Training Series Empowers NISE-Certified Tourism Professionals

Training Series Focuses on Raising Service Standards in Tourism

ROSEAU, Dominica, (July 29, 2025) – The Ministry of Tourism and Discover Dominica Authority (DDA), in collaboration with the Caribbean Tourism Organization (CTO), commenced



the Chief Experience Officer (CEO) Training Series on **Monday, July 28, 2025**. The transformative initiative, which continues through August 11, targets Nature Island Standards of Excellence (NISE)-certified service providers, including craft and souvenir vendors, taxi operators, tour guides and hair braiders.

Designed by the CTO, the CEO Training is a dynamic two-day workshop experience focused on elevating the attitudes, skills and knowledge (ASK) of tourism professionals who interact directly with visitors. Participants

will be empowered to deliver consistently memorable and meaningful visitor experiences, while also redefining their role within Dominica's broader tourism ecosystem.

Throughout the series, service providers will be encouraged to shift from a "Me" to "We" mindset, promoting destination-wide collaboration and a unified approach to service excellence. Interactive modules and practical tools will introduce strategies for cost-effective service delivery, emotional intelligence, proactive service recovery and continuous improvement—all essential to cultivating a strong, visitor-centered culture.

"This CEO Training Series is a strategic investment in the people who define our tourism product at the front line. As we strengthen Dominica's position as a premier nature-based destination, service excellence must be non-negotiable. This training equips NISE-certified professionals with the tools to deliver at a consistently high standard, ensuring that every visitor engagement reinforces Dominica's brand promise," said Ms. Marva Williams, CEO/Director of Tourism.



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Sessions are led by Mr. Norris Clement, Project Manager for the CTO Human Capital Development Project. With over 26 years of experience across both public and private sectors, Mr. Clement brings a wealth of expertise as a business advisor, educator, and certified CTO facilitator in Management of Service Quality (MSQ). His facilitation will guide participants through real-world scenarios, group discussions and performance-based exercises that sharpen their professional edge.

This initiative marks another significant step by the Ministry of Tourism and DDA toward strengthening Dominica's human capital and fostering a culture of excellence throughout the tourism sector.

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About Dominica

Dominica (pronounced Dom-in-EEK-a) lies in the Eastern Caribbean between Guadeloupe to the north and Martinique to the south. Air travelers can connect to Dominica directly from Miami on American Airlines, New Jersey on United Airlines and make regional connections on InterCaribbean Airways, WINAIR, Sunrise Airways, LIAT 2020, Caribbean Airlines, and from the surrounding hubs of Antigua, Barbados, Guadeloupe, St. Maarten, St. Lucia, the British Virgin Islands, and the U.S. Virgin Islands. If traveling by sea, travelers may connect to Dominica on the RFS Express ferry service from Guadeloupe, Martinique, and St. Lucia.

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