

- The **Belize Tourism Board (BTB)** is a statutory body within the **Ministry of Tourism**, which represents a strategic partnership between government and the private sector.

- **Institutional Vision of the BTB**
A progressive institution fostering responsible development of the tourism industry for the socio-economic growth of Belize through prudent, transparent and effective governance.



INSTITUTIONAL MISSION OF THE BTB

The BTB is a strategic partner in marketing the Belize Tourism Product, developing tourism initiatives and programs, and implementing tourism policies, to address the changing needs of visitors and stakeholders.



GUIDING PRINCIPLES OF THE BTB

- Tourism is a national priority designed to bring benefit to Belize and enhance the overall visitors' experience;
- Appropriate balance among all sectors of the industry safeguards and secures Belize's destination-positioning in the global tourism market;
- Tourism sector planning and management are based on partnerships, collaboration and creative approaches;
- Local communities play a meaningful role in the tourism sector, one that ensures economic, social and cultural benefits to each participating community;
- Integrate tourism policy and development programs with national economic, social, cultural and environmental policies;
- The tourism industry is developed with the integral involvement of the private sector;
- Tourism recognizes the importance of protecting Belize's natural and cultural resources.



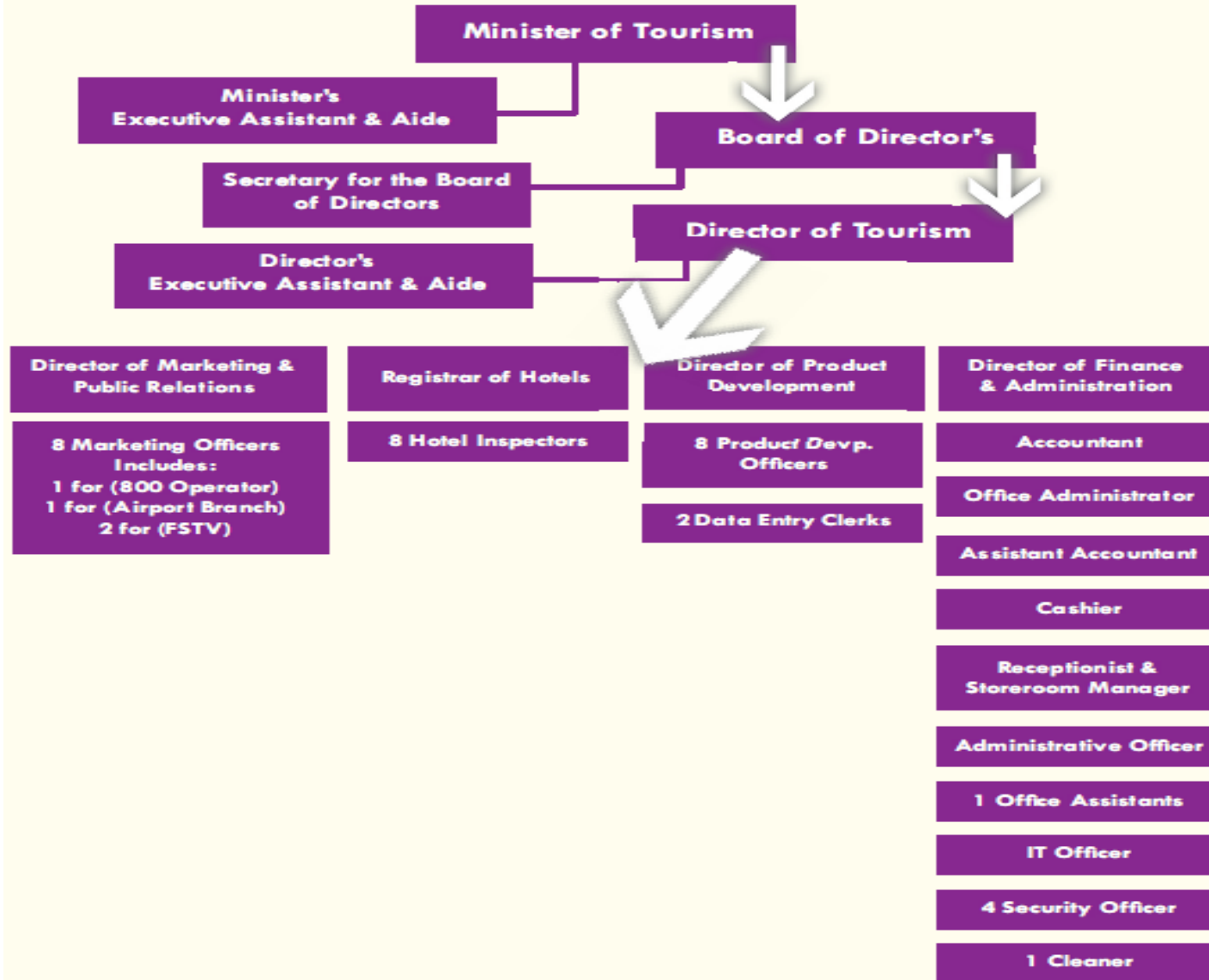
HOW THE BTB WORKS

- The operational management of the organization is performed by a Director of Tourism/CEO, a Registrar of Hotels, and four Directors (Marketing and Public Relations, Product Development, Hotels, and Finance & Administration) and a 45 member staff divided into four functional departments.



ORGANIZATIONAL CHART

ORGANIZATIONAL STRUCTURE



FINANCE DEPARTMENT

○ **Mission Statement**

The Finance & Administration Department is responsible for the overall financial management of the Board. The staff of the Finance Department strives to render its services to both the Board and the Tourism Industry in a professional manner. The Finance Department serves the Board along with its departments and agencies, by performing the many administrative, financial, and accounting functions in a proficient, timely, and transparent manner.



OBJECTIVES OF THE FINANCE DEPARTMENT

- To maximize and secure revenue collection, while maintaining fairness and equity in revenue administration.
- To prepare and adopt the Operation Budget and to analyze expenditures and revenues in the preparation and monitoring of the budget.
- To acquire and pay operational supplies & materials, contacts & services in support of the Board's operation, while ensuring compliance with internal & generally accepted accounting practices.



FINANCE CONT'D

- To provide financial reporting and analysis, cash flow projections, monitoring of revenue and expenditures.
- To carry out the day-to-day functions, which include reception, mail, transportation, etc. that ensure the smooth operation of the Board.
- In addition to the preceding, the department is also responsible for the human resource functions of training, recruitment, compensation and benefits, etc.



HOTELS DEPARTMENT

○ **Mission Statement**

The mission of the Hotels Department is to ensure that the stipulations set forth in the Hotels and Tourist Accommodations Act, Chapter 285 of the Laws of Belize, Revised Edition 2003, are being fulfilled by those entities offering tourist accommodations in Belize. Through constant monitoring and inspecting the department aims to ensure tourists' satisfaction of service as well as to collect as efficiently as possible, accommodations taxes and other charges to ensure the sustainability of the Belize Tourism Board.



OBJECTIVES OF THE HOTELS DEPARTMENT

- To aid in the expansion of the accommodations sector in Belize through institutionalization of the proper regulatory framework.
- To optimize the collection of accommodation taxes by implementing strategies and policies that will dissuade tax evasion.
- To conduct regular inspections of tourist accommodation properties countrywide to ensure fulfillment of standards set forth by the Hotels and Tourist Accommodations Act.





BELIZE

**HOTELS AND TOURIST ACCOMMODATION ACT
CHAPTER 285**

REVISED EDITION 2003

SHOWING THE SUBSIDIARY LAWS AS AT 31ST OCTOBER, 2003

This is a revised edition of the Subsidiary Laws, prepared by the Law Revision Commissioner under the authority of the Law Revision Act, Chapter 3 of the Substantive Laws of Belize, Revised Edition 2000.

ARRANGEMENT OF SUBSIDIARY LAWS

MARKETING DEPARTMENT

- **Mission Statement**

To increase awareness of the Belize Tourism Product and to promote Belize as a viable tourism destination both locally and internationally, focusing on existing markets while developing potential new markets as a means of making Belize a year-round vacation destination.



OBJECTIVES OF THE MARKETING DEPARTMENT

- To increase the awareness level of Belize as a premier vacation destination
- To build a strong and positive Belize image in the international marketplace.
- Solidify interest and build relationships with the international tourism community and grow Belize interest in the marketplace.
- Ensure a continued and strong Belize marketing presence on the world wide web.
- Positively influence tourism arrivals by stimulating requests for information.



MARKETING OBJECTIVES CON'T

- Secure adequate promotional and collateral materials.
- Generate greater business opportunities for Belize tourism.
- Strengthen and develop strong tourism marketing alliances that support the promotion of Belize's private and public sectors.
- Represent Belize professionally in the international marketplace.
- Lend support towards the private sector's approved marketing initiatives in tandem with the BTB's established marketing strategy.



MARKETING OBJECTIVES CON'T

- Support/compliment the marketing-related initiatives of the Product Development and Hotel Departments of the BTB.
- Efficiently utilizing allocated resources to ensure maximum output of approved marketing initiatives... doing more with less!



MARKETING OPPORTUNITIES FOR THE PRIVATE SECTOR

- Trade Shows/Sales Blitz
- Belize Visitor's Guide Listing
- Print Advertising
- International Public Relations
- Press Trips
- Familiarization Trips
- Local PR
- Internet Marketing Opportunities
 - www.travelbelize.org
 - www.toucantrail.com
 - www.freestaycaribbean.com



PRODUCT DEVELOPMENT DEPARTMENT

- **Mission Statement**

The Product Development Department is charged with developing Belize as a premier tourist destination by designing and implementing meaningful programs that will improve the social, environmental, and economic position of our country.



OBJECTIVES OF THE PRODUCT DEPARTMENT

- To find creative ways to educate and sensitize Belizeans about the socio-economic impacts of tourism on Belize
- To develop and expand the internal and external systems used to collect and analyze information and data
- To strengthen tourism regulations and policing of the tourism industry
- To improve the infrastructure and tourism product in Belize
- To equip the tourism labor force with the skills and knowledge needed



PRODUCT DEVELOPMENT OPPORTUNITIES FOR THE PRIVATE SECTOR

- Human Resource development & training
- Product Enhancement
- Public Awareness
- Data Management
- Qualified Retirement (Incentive) Program



CURRENT TOURISM POLICY INSTRUMENTS

What types of tourism policies do we have?

- 1998 Blackstone report (policy document)
- Cruise Ship Policy
- Dive Policy
- Hotels Minimum Standards

1998 Blackstone Report

**BELIZE CRUISE SHIP
POLICY**



TOURISM MASTER PLAN

- Functional blueprint for development of tourism nationwide with a long term view to strategic development
- Focus on improvement of existing tourism areas, products and services
- Focus on developing new tourism areas, products and services
- Focus on sustainability and responsible tourism





The BTIA serves to promote the interests of its members, to develop and promote the Belize tourism product and to influence and secure the improvement of the industry.

- Continues to serve as the voice of the tourism industry in Belize.
- Promotes the sound development of local infrastructure and tourism.
- Provides a network and forum for addressing tourism related concerns.
- Endorses the growth of the tourism industry without damage to the environment.
- Represents and advocates the best interest of members and the industry.
- Lobbies for critical issues of interest to its members and tourism in general.
- Markets and promotes Belize as a destination.
- Assists members in improving their skills and services in order to improve professionalism and quality of the industry.

Organs of the BTIA

- Belize Hotel Association
- Belize National Tour Operator Association (BNTOA)
- Belize Eco-Tourism Association (BETA)



PRIVATE SECTOR PARTNERS

- The **Belize Hotel Association (BHA)** is a non-profit, non-government organization whose membership is comprised primarily of hoteliers with a category of allied members who service the hospitality industry. BHA is an active participant in major decision-making bodies affecting the growth, development and maintenance of the tourism industry. This includes holding a seat on the Board of Directors of the Belize Tourism Industry Association, the country's largest tourism private sector organization.



FOR MORE INFORMATION ON THE BTB...

- www.belizetourism.org (online office)
- www.travelbelize.org (travel info)
- www.belizetraveltrade.org
- www.belizemediacenter.org
- www.toucantrail.com (budget accommodation)
- www.belizeemergency.net
- www.septembercelebrations.com
- www.tasteofbelize.com

