

## ROLE FOR COMMUNITIES IN TOURISM

**D**eveloping Tobago's tourism sector requires a proactive approach, and this is the thinking behind the island's Tourism Awareness Campaign.

The campaign was launched by the Division of Tourism and Transportation on Tuesday (November 24), as the Division celebrates Tourism Awareness week, which ends Sunday (November 29).

The campaign will bring greater public awareness about all Tobago has to offer.

Tourism Secretary Tracy Davidson-Celestine said the Division campaign is aimed at ensuring that "as many Tobagonians as possible come on board [and] be a part of the development of the sector".

She said the campaign was part of the Division's strategy to further develop the

tourism industry. School and community outreach events have been planned, and will target Tobagonians of varying ages, including senior citizens.

The Division is also seeking to get villages more active in the tourism industry by using their facilities and organising village-based events to share Tobago's culture and encourage visitors to the island.

## BON ACCORD SWEEP PRIMARY U-15 TITLES

**I**t was so nice, Bon Accord Government Primary did it twice. That is, the southwest Tobago school won both the Atlantic National Primary Schools Football League Boys and Girls under-15 titles yesterday (November 25, 2015).

The Bon Accord Boys dispatched their Couva South Government rivals 5-2 in yesterday's final to make it the first time any one school has secured both titles. This was after the girls team

hammered St Agnes RC 5-0.

Kyle Jack led the way for the Bon Accord Boys from the first minute of play, and finished with a hat-trick to celebrate his Most Valuable Player (MVP) of the tournament title. Jesse Francis and Kyron Melville contributed the other goals.

Diamond Arthur had three goals of her own to lead the way for Bon Accord's girls in a totally one-sided final. She was also the girls' MVP.



**DOUBLE CHAMPIONS:** Bon Accord Government Primary School boys and girls Under-15 teams celebrate their Atlantic National Primary Schools Football League titles together on Wednesday (November 25, 2015) at the Hasely Crawford Stadium after their respective matches.

## TOBAGO NOW REPRESENTED ON TDC BOARD

**T**obago now has a representative on the Tourism Development Company (TDC) board, which is a crucial position given the importance of tourism to the island's economy.

The TDC conceives and implements strategies to market Trinidad and Tobago as a tourism destination. Previously, however, Tobago has not had a voice in decisions being made by the TDC. Destination management specialist

Frederica Brooks-Adams will now represent Tobago's tourism interests, according to Secretary of Tourism and Transportation, Tracy Davidson-Celestine.

"Ms. Adams was nominated by the Division and the Tobago House of Assembly to represent Tobago's tourism interest," the Secretary said during yesterday's media briefing.

"Of course, we are looking forward to

great representation and we are looking forward to even greater collaboration between the DOTT and the TDC."

Mrs. Celestine said the Tourism Development Company plays a crucial role in helping to develop and market the tourism sector.

Having a local representative, she added, means direct marketing opportunities for the island at regional and international conferences.