

STDF LAUNCHES TOURISM EDUCATION PILOT PROJECT

ORANJESTAD- The St. Eustatius Tourism Development Foundation (STDF) has launched its first ever tourism education and awareness programme within the education system effective August 13th, 2007. Bethel Methodist Elementary School in collaboration with St.Eustatius Tourism Development Foundation has embarked upon this pilot project entitled “Beautiful Statia”. The project headed by STDF Product Development & Research Manager, Mr. Jerry A-Kum, is already two months in progress, and benefits students in Cycle 1 and 2.



The objective of the project is to increase awareness among educators, students and parents on various important aspects of the tourism industry, and helping them to becoming more knowledgeable about the island and its tourism product. The teachers involved in the project include Teacher Tessa Courtar of Bethel

Roland Lopes of the St. Eustatius Tourism Development Foundation shares his wealth of knowledge about tourism on the island with youngsters of the Bethel Methodist School who visited the office as part of their field trip to the historic core of Oranjestad

Methodist Elementary School and Teacher Christina Timber of the Innovations Bureau. “We are conscious of the fact, the earlier students are introduced to tourism and hospitality, their education and career choices will respond better to the needs of the sector”, said Product Development & Research Manager, Mr. Jerry A-Kum.

A total of 55 students at Bethel Methodist Elementary school are participating in the Tourism Education and Awareness programme. Students in Cycle-1 range between the ages 5-7 and amount to 31 students. Cycle-2 begins from ages 8-10 and is comprises 24 students. Cycle-1 has already begun touring the various historical sites. Cycle -2 will be visiting hotels, dive shops, and museums in the third week of September. Thus far, the visits they have completed include the Dutch Reformed Church built in 1755, and Fort Oranje built in 1629.

Diving and snorkelling will also be included in this "Beautiful Statia" pilot programme which is divided into three phases. Phase-1 is an introductory to tourism. Phase-2 involves field trips and meeting experts, while Phase-3 will climax with a grand exhibition from Monday September 24th to Friday September 28th 2007 at the office of the St. Eustatius Tourism Development Foundation. The Foundation will continue to work with education officials to ensure this project becomes a formal part of the curriculum in all elementary schools. This is already the case at the Gwendolyn van Putten Secondary School. The Foundation thanks the Innovation Bureau of the Education Department for the material contributed to realise this project.

FOR MORE INFORMATION

Mr. Roland Lopes

Public Relations Officer

St.Eustatius Tourism Development Foundation

E: roland.lopes@statiatourism.com

T: (+599) 318 21 07

F: (+599) 318 24 33

W: www.statiatourism.com