



# *Anchor* BDA

*A City & Guilds Assured Programme*

**ELEVATE BERMUDA TOGETHER!**

**BERMUDA**  
TOURISM AUTHORITY

**City & Guilds**  
ASSURED

# Why AnchorBDA?

In 2015, the Bermuda Tourism Authority (BTA) adopted an American ambassador programme to ensure an established standard of customer service in the hospitality and tourism industry. The programme was well received, training hundreds of people and demonstrating a need for the programme in Bermuda's hospitality and tourism industry. Despite its success, the BTA aimed to provide an industry-recognised local certification specific to the unique characteristics of Bermuda's hospitality and tourism product; thus, AnchorBDA was created.

AnchorBDA was designed by Bermudians for Bermuda in alignment with the objectives of our [National Tourism Plan](#). Further, the programme was developed with consultation from industry experts through rigorous review processes and focus groups.

## What Will You Learn?

AnchorBDA is the first of its kind to be introduced to the Bermuda hospitality and tourism industry to enhance the knowledge and skills of our professionals. This designation is comprised of six standard modules with development modules coming soon.

This designation will provide a clear vision of our tourism goals, Bermuda's cultural history, how to elevate authentic customer service, and the importance of inclusion along with guidance in specific areas to help participants dominate this industry.

This designation will evolve with the industry by adding trendsetting courses needed to ensure Bermuda continuously progresses.

AnchorBDA was designed by Bermudians, to help our workforce feel equipped, and proud to be recognised as a destination of excellence.

## Why Become an AnchorBDA Specialist?

As an AnchorBDA Specialist, you'll become an integral part of a community driving a revolutionary shift in hospitality and tourism industry standards. Recognising the significant role this industry plays in our economy, both we and our stakeholders understand the crucial need for Bermuda to have its own industry-recognised designation.

The AnchorBDA programme has received strong backing from the local community and gained recognition from the prestigious City & Guilds. Boasting deep roots in the community and a renowned international reputation as an accrediting institution, City & Guilds Assurance significantly enhances the credibility of the AnchorBDA programme. By focusing on empowering individuals to enhance their skills for personal and professional growth, our programme stands as a testament to its value and effectiveness.

By joining this dynamic community, you will be at the forefront of transforming Bermuda's hospitality and tourism sector, equipped with the expertise to meet industry demands and contribute to the overall success and growth of this vital sector.

## Who is AnchorBDA for?

AnchorBDA presents an ideal opportunity for individuals at any stage of their journey — whether entering, currently working in, or supporting Bermuda's hospitality and tourism industry. The programme is curated to embrace a diverse group of ambassadors, valuing and celebrating unique perspectives, backgrounds, and thoughts.



STUDENTS OR  
RECENT GRADUATES  
INTERESTED IN THE  
INDUSTRY



PEOPLE IN THE INDUSTRY  
SEEKING OPPORTUNITIES  
TO UPSKILL

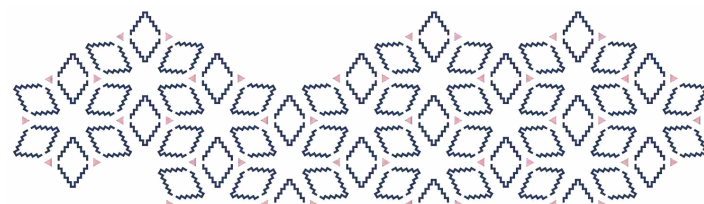


PEOPLE WHO HAVE A  
PASSION FOR BERMUDA  
AND WANT TO BE AN  
AMBASSADOR!

## Why AnchorBDA is for you!

- You are passionate about witnessing Bermuda's development and growth.
- You are eager to contribute to the industry's improvement and provide enhanced services.
- You wish to attract more visitors to the island.
- You value relevant and easily accessible knowledge that can drive your success.
- You aim to develop essential industry skills and competencies.
- You aspire to contribute to the expansion of Bermuda's economy.
- You are determined to help Bermuda thrive and succeed on the global stage.
- You want to play a significant role in our collective achievements.
- You are eager to become a catalyst for positive change and industry transformation.
- You are excited about becoming an official Bermudian Ambassador, representing and promoting the best of Bermuda to the world.

**Join AnchorBDA and be part of a dynamic and inclusive community working together to ensure a thriving industry and a competitive presence in the global market.**



# HOW TO BECOME AN ANCHORBDA SPECIALIST

## STEP 1

SIGN UP  
FOR BTA+

## STEP 2

REGISTER FOR  
ANCHORBDA  
COURSE ON  
BTA+

## STEP 3

COMPLETE  
& PASS  
6 ANCHORBDA  
COURSES

## STEP 4

YOU'RE  
OFFICIALLY AN  
ANCHORBDA  
SPECIALIST!

### STEP 1: Sign up for BTA+

Sign up for BTA+, our e-learning platform via [training.gotobermuda.com](https://training.gotobermuda.com).

### STEP 2: Register for AnchorBDA

Once you are registered on BTA+, search the course catalogue for 'AnchorBDA Registration' and enroll into the course.

Should you require additional information prior to your participant package being sent to you, you can email [training@bermudatourism.com](mailto:training@bermudatourism.com).

### STEP 3: Complete 6 Courses

At AnchorBDA, we believe in flexibility and personalisation, which is why we offer two distinct ways to take part in our programme.

You can choose the option that best suits your learning style and schedule.

### STEP 4: You are officially an AnchorBDA Specialist!

Upon successful completion of the 6 courses with a final grade of 70 percent or above, the Tourism Training & Standards team will send your information to City & Guilds for confirmation of your certification.

You will be contacted for collection.

REGISTER NOW >



## ANCHORBDA IS FLEXIBLE!



### OPTION 1

#### STANDARD PROGRAMME

(TWO COURSES PER MONTH ON A CAROUSEL)

If you prefer a more balanced and steady approach, our Standard Programme is designed for you. With two courses per month, delivered in a carousel format, you'll have ample time to absorb the content and engage in deeper reflection. Each month, the courses change, allowing you to explore different aspects of the industry gradually.



### OPTION 2

#### ACCELERATED COURSE

(TWO WEEKS)

For those seeking an intensive and immersive learning experience, our Accelerated Programme is the perfect fit. In just two weeks, you'll delve into all the essential modules, absorbing valuable knowledge and skills at a rapid pace. This option is ideal for individuals who thrive in dynamic and focused learning environments.



**ASSURED**

**AnchorBDA is assured by City & Guilds.**

**What does this mean?**

- A City & Guilds Assured programme offers external validation from a trusted global brand, providing a mark of learning quality and credibility.
- An 'Assured' status is only awarded to programmes that meet City & Guilds strict benchmark standards, demonstrating commitment to quality training.
- On successful completion of the programme, candidates will receive a certificate and a co-branded digital credential/badge to showcase they have acquired the knowledge and skills essential to being an ambassador in Bemuda's hospitality and tourism industry.



# National Tourism Plan 2019 - 2026

Discover the exciting vision for Bermuda's tourism industry until 2026! Explore how this plan not only protects our pristine island for future generations but also boosts local businesses and job opportunities. Join us on this engaging journey towards a thriving and responsible tourism industry in Bermuda. In this course, we'll also delve into strategies to attract four distinct subgroups of travellers, each seeking unique experiences on our island: adventure seekers, experience enthusiasts, active families, and jetsetters. Uncover how our approach caters to these diverse travellers, making Bermuda an irresistible destination for all.

## Key Concepts Covered:

- The development of Bermuda's National Tourism Plan
- Goals and objectives of our National Tourism Plan
- Positive aspects and improvements for Bermuda's hospitality and tourism industry
- Core hospitality and tourism focus areas
- Data-driven tourism strategies and markets of focus
- Impact of emerging trends on Bermuda's tourism product
- Roadmap for the future of the industry

## Contributors:

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Laura Ann Bell, DesignLAB  
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Davida O'Brien, Bermuda Tourism Authority  
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Jodi Virgil, Organized Solutions Bermuda  
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# Understanding Hospitality & Tourism in Bermuda

Uncover the captivating story of Bermuda's hospitality and tourism industry, from its fascinating origins to its modern-day evolution. Dive into the strategies that have made Bermuda a premier tourist destination and explore how our vibrant local culture shapes unforgettable experiences for residents and visitors alike. Additionally, this course offers a unique opportunity to delve into the invaluable wisdom and experiences of the veterans of the industry.

## Key Concepts Covered:

- The advantages of tourism for Bermuda's economy and culture
- Characteristics of exceptional hospitality
- The evolution of Bermuda's tourism sector
- Government initiatives and legislation in tourism development
- Employment laws and worker rights in the hospitality industry
- Emerging global and local technology trends in tourism and hospitality
- Evolution of Bermuda's marketing strategies for hospitality and tourism
- Effective communication, professionalism and behaviours in the field
- Evolution of entertainment in the hospitality and tourism industry
- Transition from tourism to International Business
- Exploring career opportunities in hospitality and tourism

## Contributors:

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# **Bermuda:**

## **Our People, Our Neighborhood, Our Culture**

Embark on a captivating exploration of Bermuda's journey, from its discovery by Juan De Bermudez to its present-day glory. Immerse yourself in the vibrant tapestry of our island's flora, fauna, traditions, music and art. Unearth the four distinct periods of economic development that have shaped Bermuda's current success and discover how our rich past lays the foundation for a promising future.

### **Key Concepts Covered:**

- The geological history of Bermuda
- Key milestones in Bermuda's historical journey
- Pillars of Bermuda's economy
- Political structure and governance in Bermuda
- Development of Bermuda's tourism sector
- Cultural heritage and traditions of Bermuda
- Ethnical diversity and backgrounds in Bermuda
- Five tourism hubs and their impact on the industry
- Flora and fauna of Bermuda with historical significance
- A timeline of Bermuda's history
- Notable achievements by Bermudians

### **Contributors:**

Laura Ann Bell, DesignLAB  
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Jodi Virgil, Organized Solutions Ltd.

# Introduction to Sustainability in Hospitality & Tourism

Uncover the true value and significance of sustainable practices in Bermuda's hospitality and tourism industry. This thoughtfully curated course has been reviewed and approved by sustainability experts, ensuring you receive the most up-to-date and impactful information. Learn about initiatives aimed at preserving our natural wonders and cultural heritage and how sustainability efforts benefit local communities and create an inclusive tourism experience. Gain practical knowledge on how you can contribute to sustainable tourism as a professional or consumer. Join us in shaping a brighter future for Bermuda's tourism industry while leaving a positive footprint on our beloved island.

## Key Concepts Covered:

- The beginnings and expansion of Bermuda's tourism industry
- Contributions of tourism to the economy and employment
- Implementation of the Green Pillar strategy in our National Tourism Plan
- Alignment with United Nations' sustainable development goals
- Understanding sustainable development and its relevance to tourism
- Bermuda's environmental initiatives in the hospitality and tourism sector
- Challenges and progress towards sustainability in hospitality and tourism
- Preserving cultural heritage and supporting local communities through tourism
- Sustainable practices for travellers and visitor management in protected areas

## Contributors:

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# Introduction to Diversity, Equity and Inclusion in Hospitality and Tourism

Embark on a transformative journey to explore the dynamic challenges within the hospitality and tourism industry, uncovering the intricacies faced by professionals and travellers in diverse settings. Delve into the profound significance of cultivating an inclusive culture that celebrates individual differences and empowers everyone to thrive. Equip yourself with vital tools and strategies to become a driving force in promoting diversity, equity and inclusion (DE&I) in this sector. Let's unite and co-create a space where everyone feels welcomed, valued and empowered to make a lasting impact in fostering a more diverse and inclusive world of hospitality and tourism.

## Key Concepts Covered:

- DE&I: Diversity, equity and inclusion
- DE&I in hospitality and tourism
- DE&I in our National Tourism Plan
- Benefits of diversity in organisational culture, employee recruitment and retention
- Practices for diversity and inclusion
- Power, privilege and identity
- Addressing bias, stereotypes and microaggressions
- Accessibility and inclusion
- Inclusive guest experiences
- Diversity in leadership

## Contributors:

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Tourism Diversity Matters  
Travel Unity  
Jodi Virgil, Organized Solutions Bermuda

# Excellence in Service: Elevating Bermuda Together

Take your customer service skills to new heights with this advanced programme that surpasses the basics. Understand how exceptional customer service directly impacts Bermuda's tourism revenue and reputation. Learn the art of creating unforgettable experiences by meeting consumers' emotional needs. Join a community of service champions dedicated to elevating Bermuda's hospitality and tourism industry beyond expectations, delivering an outstanding and exceptional customer service experience.

## Key Concepts Covered:

- 5 Elements of Service Quality
- Understanding the benefits of S-D Logic in customer service experiences
- Essential stages of the customer journey
- Affective hospitality and tourism practices
- Daniel Goleman's Emotional Intelligence Theory
- Hospitality and Tourism Customer Service Code of Ethics
- Strategies to meeting and exceeding customer expectations

## Contributors:

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# Still trying to persuade your manager or training department to approve your enrollment in the AnchorBDA course?

HERE'S A LETTER THAT CAN HELP YOU MAKE YOUR CASE:

Dear [Supervisor's Name],

I hope this message finds you well. I recently discovered an incredible opportunity called AnchorBDA, a programme designed specifically for people who work in the hospitality and tourism industry like myself. I believe attending this programme will not only benefit me but also contribute positively to our team and organisation.

AnchorBDA offers six fascinating modules that will help me grow both professionally and personally:

- 1. Introduction to Our National Tourism Plan 2019-2026:** This module will empower me to actively contribute to our industry's growth and make Bermuda a leading destination.
- 2. Bermuda: Our People, Our Neighborhood, Our Culture:** I'll gain valuable insights into our island's past and how it has transformed over time, which can help us connect better with our visitors.
- 3. Understanding Hospitality and Tourism in Bermuda:** I'll develop a deeper understanding of our industry, equipping me to inspire and lead our team towards achieving excellence.
- 4. Introduction to Sustainability in Hospitality and Tourism:** This module emphasises the importance of sustainability and eco-friendliness in our operations, which aligns with our commitment to protecting Bermuda's natural beauty.
- 5. Introduction to Diversity, Equity and Inclusion in Hospitality and Tourism:** Learning how to create a fair and inclusive workplace will not only benefit our team but also foster positive relationships with our diverse clientele.
- 6. Excellence in Service: Elevate Bermuda Together!:** Enhancing our customer service will lead to happier visitors, better reviews and a stronger reputation for our organisation.

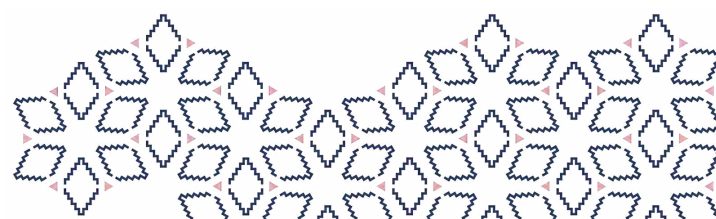
I am eager to bring back new ideas and best practices from AnchorBDA that can immediately benefit our team and contribute to our growth and success. The programme will help me develop new skills and knowledge, making me a more valuable asset to our department.

I understand the importance of investing in our team's professional development, and I am committed to managing my time efficiently to balance my work responsibilities while attending this programme.

I kindly request your support and approval to participate in AnchorBDA. I believe this opportunity will have a positive impact on my performance and our team's overall effectiveness.

Thank you for considering my request. I am open to discussing this further and sharing more details about the programme if needed.

Sincerely,  
[Your Name]





**BERMUDA**  
TOURISM AUTHORITY