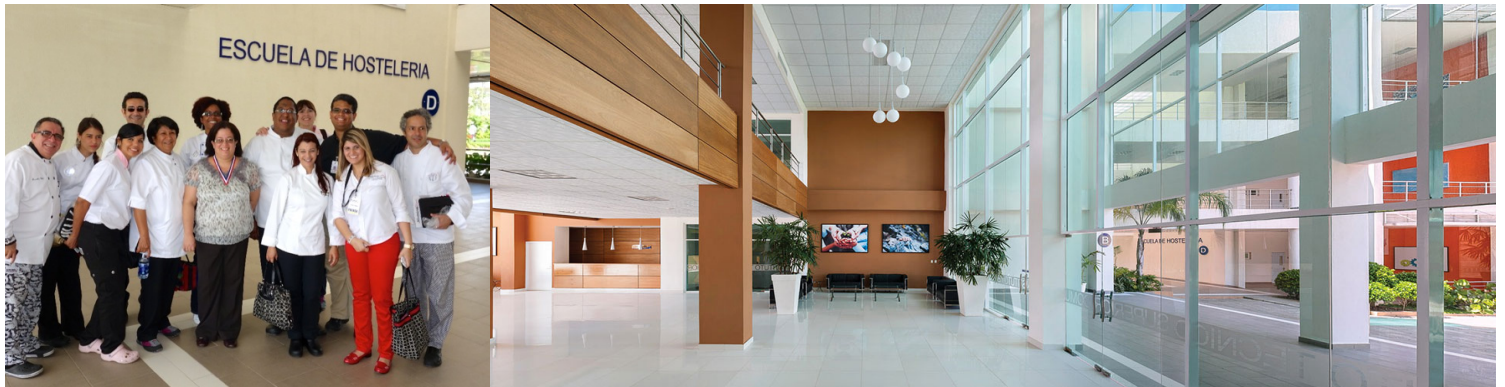


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SENAI Prospective Model Dominican Republic Instituto Técnico Superior Comunitario

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Dominican Republic's Hospitality and Tourism Sector

Dominican Republic is the largest tourist destination in the Caribbean Region in hotel room number and tourist arrival. It has:

- More than 70,000 hotel rooms
- 37 golf courts
- 7 international airports
- Gross income from tourism of 5 billion and half dollars

Since more than ten years ago, more than one charter flight lands every hour in the country. Punta Cana International Airport is the busiest one receiving no less than 450 airplanes per week.

The country development in tourism came along a steady economic growth since 1996 when new young political leaders masterminded an overall developing plan of the nation. Santo Domingo was vertebrate with new highways, flyovers and subways, attracting in 2013 more than two billion dollars in direct investment and affront the challenge to prepare the country to receive 10 million tourists per year in 2023.

The touristic product & economic review

Investment opportunities in Tourism

The Dominican Republic is the No. 1 tourist destination in the Caribbean. Tourism sector represents more than 20% of the GDP in Dominican Republic, 70% of the total rooms offered at the tourism sector have been constructed and operated by foreign hotel chains. DR currently has 11,000 rooms under construction and new hotel projects. During 1995-2000, the total hotel room offer in the Caribbean grew an annual rate of 4.1%; the DR grew 7.9 %.

The GDP grew 7.3% in the 2014, registering the most significant progress in the Caribbean Region, meaning, 6.1 points above the average of 1.2 % for Latin America and the Caribbean. In 2013 and 2014 DR received more than 5,000 million dollar in general direct investment. This good performance is the result of private entrepreneurial initiatives supported by fiscal and monetary policies, which are having an impact that is reflected in the positive growth of all economic activities.

- Mining (20.3%);
- Construction (13.8%);
- Brokerage and Financial Services (9.1%);
- Education (8.4%);
- Hotels, Bars and Restaurants (7.5%);
- Health (7.2%);
- Local manufacturing (5.5%);
- Trade (4.9%)
- Agriculture (4.4%),

Tourism is a key sector for the economy of the Dominican Republic. Last year revenues from this sector reached \$ 638 million and 5 million 100 thousand tourists came to our country, becoming the first time the Dominican Republic received over 5 million tourists and confirming once again that has become the top destination in the region.

As for the cruise tourism sector, which we intend to pay special attention, recorded an increase of 25.4%. They also approved 34 new projects which added more than 11,000 new rooms offer and not less than 34 000 jobs to our people.

Indicators of the Hotel, bar and restaurant industry in 2014 in the DR		
2014	Hotel occupancy rate	Tourism revenues in million US
Jan-Mar	88.5	1,548.10
Jan-Jun	80.5	2,899.20
Jan-Sept.	76	4,285.30

Source: ASONAHORES and Central Bank of the Dominican Republic

Source markets

According to an article published in Euromonitor International about Travel and tourism to the Dominican Republic the country "saw a big increase in arrivals of Russian tourists in 2012, with 172,000 trips made and joining the top five source markets. As the Dominican Republic looks to new source markets, the Russian boom is a result of increased efforts in tourism promotion and participation in international events. Russia has already opened an embassy office in Punta Cana and may consider opening one in Puerto Plata, because many Russians head there."

This report also identified the most significant tourism source market for the Dominican Republic:

- United States
- Canada
- Germany
- Italy
- Other Counties of Europe

Employment profile

		1991	2000	2010	1991-2000	2000-2010
Total Employment	TOTAL	2,251,709	3,041,092	3,753,529	789,383	712,437
	Male	1,607,916	2,027,852	2,416,027	419,936	388,175
	Female	643,793	1,013,240	1,337,502	369,447	324,262
Employment To Population Ratio (%)	TOTAL	51.6	54.2	55.5	2.6	1.3
	Male	73.5	73.0	72.6	-0.5	-0.4
	Female	29.3	35.3	38.5	6.0	3.2
Share of workers with primary or no education (%)	TOTAL	61.3	57.7	48.5	-4.4	-8.3
	Male	66.3	63.4	54.9	-3.5	-7.7
	Female	48.5	46.3	37.1	-1.5	-9.9
Official Unemployment Rate (%)	TOTAL	19.6	13.9	14.3	-5.7	0.5
	Male	12.5	7.9	9.8	-4.6	1.8
	Female	33.1	23.8	21.4	-9.3	-1.9
Open Unemployment Rate - ILO revised (%)	TOTAL	n/a	6.3	5.0	N/A	-1.3
	Male	N/A	4.1	3.9	N/A	-0.2
	Female	N/A	10.5	6.9	N/A	-3.6
Informal employment as a share of total employment (%) ¹	TOTAL	N/A	52.9	56.5	N/A	3.6
US immigrant visas issued in Santo Domingo (total number)	TOTAL	38,870 ²	11,705	43,717	256,467 ³	245,250 ⁴

Sources: DRCB; ILO (2011a); US Department of State.

Table 3 – Dominican Republic, Employment by sector, 1991-2011 (%)

	1991	2000	2011
TOTAL	100.0%	100.0%	100.0%
Agriculture and Livestock	20.3%	15.9%	14.7%
Mining	0.3%	0.2%	0.5%
Manufacturing Industries	18.1%	17.1%	10.2%
Electricity, gas and water	0.4%	0.8%	0.8%
Construction	4.1%	6.3%	6.2%
Commerce and hotels, bars and restaurants	21.5%	26.9%	27.9%
o/w: hotels, bars and restaurants	-	5.2%	5.9%
Transport and Communications	6.0%	6.2%	7.4%
Financial Intermediation and insurance	2.6%	1.9%	2.5%
Other services and public administration	26.5%	24.7%	29.9%
o/w: public administration	-	4.2%	4.8%
Activities not specified	0.2%	-	-

Source: Dominican Republic Central Bank (DRCB)

Educational programs related to gastronomy

Institution	Program	Duration
Instituto Tecnico Superior Comunitario (ITSC)	Senior Technician in Gastronomy	2 Years
Pontificia Universidad Catolica Madre y Maestra (PUCMM)	Certified in Culinary Arts	9 Monts
	Degree in Hotel Management with Food And Beverage Concentration	4 Years
Universidad de Dominico Americano	Certified in Culinary Arts	1 Year
Universidad Iberoamericana (UNIBE)	Degree in Tourism and Hotel Management	3.5 Years
UNAPEC	Degree in Hotel Management with Food And Beverage Concentration	3.5 Years
O&M	Degree in Tourism and Hotel Management	3.2 Years
Universidad Nacional Pedro Henriquez Ureña (UNPHU)	Degree in Tourism and Hotel Management	3.2 Years
Escuela Dominicana de Alimentos y Bebidas A & B Masters	Technician in Culinary Arts	1 Year
	Pastry Course	4 Months
	Professional Cooking Course	2.5 Months
Instituto Nacional de Formacion Tecnico Profesional (INFOTEP)	Technician in Culinary Arts	600 Hrs.
	Technician in bakery	365 Hrs.
	Technician in pastry studies	415 Hrs.
Universidad Tecnologica de Santiago (UTESA)	Degree in Tourism and Hotel Management	4 Years
	Senior Technician in Tourism and Hotel Management	2 Years
Universidad del Caribe (UNICARIBE)	Degree in Tourism and Hotel Management	4 Years
Universidad Catolica de Santo Domingo	Degree in Hotel Management	-
Universidad Central del Este	Degree in Tourism and Hotel Management	3.2 Years
UASD	Degree in Tourism and Hotel Management	-
Universidad Catolica del Este	Degree in Tourism and Hotel Management	4 Years
Universidad Abierta para Adultos	Degree in Tourism and Hotel Management	4 Years
Catolica Nordestana	Degree in Tourism and Hotel Management	3 Years and 4 Months

Emerging technologies

With the prospective analysis the strengthening of the training was addressed and the use of new kitchen technologies was stated along with the continuous update of the courses content.

A high demand for skilled cooks was identified, cooks than can manage properly the new software's for food cost, point of sales, electronic marketing and culinary products data sheets with new kitchen equipment for the use of fourth and fifth range products, vacuum pack meals, ozone water for food conservation, use of thermomix, and development of new types of menus.

The design of sustainable and green kitchens, the use of sous vide to promote the conservation of food's organoleptic qualities and as a cooking technique that allows preserving flavors and finding new textures in food, the use of induction cooktops and the use of online reservations.

New trends in the culinary world

- Gastronomy as a symbol of cultural identity
- Haute cuisine in casual places
- Affordable haute cuisine

- Return to a traditional way of dining
- Fifth and fourth range products
- New schemes in the conception of the menu and its portions (To share, ½ portion, ¼ portion)
- More importance in the service performance
- New reservations systems

Challenges faced by the culinary education in the Dominican Republic

- Contemplate the correct use in classes of new emerging technologies in kitchen equipment, in a way that the students can take advantage of technology equipment found in workspaces (induction stoves and countertops, ozone water for vegetables conservation).
- Focus on the curriculum designs in applying techniques rather than learning recipes.
- The use of software's and sale points, not only for the service staff, but for the kitchen staff also. Restaurants and hotels don't often take full advantage of all the tools that these programs have to offer.
- Use of standard recipes and the correct use and application of the cost price analysis.
- Use of sous vide and all its possibilities and benefits. (Conservation of organoleptic and nutritional properties, cost and portion control).
- Chemistry labs that allow the study and examination of food, its chemical changes through the cooking process and the effect of bacteria and microorganism to guarantee a better comprehension of food transformation.
- The use of ergonomic uniforms that allow a better performance in the kitchen environment.
- The use of the thermomix and the advantage of all its possible uses in the professional kitchens.
- The use of 0 Km products.
- The increase in the demand of the use of local products and seasonal products
- Trend towards healthier eating and a demand of healthier options in the menu.
- Increased demand for Caribbean cuisine as an opportunity to ensure integration of cultural and touristic part of the region.
- Project: Make a table of common products and common recipes from the countries of the region.
- Gastronomic marketing as a new root of the marketing due to its proper characteristics, completely different than service or other products marketing.
- The appearance of the figures of "Celebrity Chefs" influencing the perception of real culinary professionals.
- The slow food movement and the avoidance of mass production
- Deficiency in the sense of ethics.

Operational problems in the business sector

- Business owners don't support staff education. They don't have schedule

flexibility and don't invest in staff's training.

- Lack of qualified and trained personal in a short term.
- Deficiencies in the standardization of processes inside the food and beverage businesses.
- Wages are low
- Many restaurants don't have the adequate equipment or space.
- Many food and beverage establishments don't have organized administrative criteria.
- Business owners prefer and value more foreign labor than local for management and direction positions.
- High cost of kitchen equipment is a challenge for restaurant owners.
- The inconsistency in the quality of the products provided by the suppliers makes maintaining quality an everyday challenge.

Improving to bring more investors to the Dominican Republic

It is necessary to find a way to guarantee the professional career of the student with culinary education inside the sector. Once they graduate and even during their studies, students tend to work as cooks for short-term periods in restaurants. This constant in and out of kitchen staff makes it difficult to guarantee quality and consistence in the outcomes.

Stakeholders must manage to create a grant fund with the goal of supporting gastronomy education of their staff. This fund could be also sponsored by private companies interested in qualified personal for their business, as an investment medium term to improve quality in the labor.

Dominican Republic must also validate the cook's profession by defining its competences at a national level.

Exploring new ways of marketing and commercialization is a challenge to overcome to improve international image of Dominican gastronomy. The design of campaigns that promote our food as a motivation to visit the country, a better presentation of the traditional dishes could be supported by the most famous Dominican restaurants, who could collaborate in a project involving the creation of haute Dominican gastronomy for its posterior marketing as an international gastronomy product.

To move forward the government must establish clear regulations for the foodservice industry, ensuring a link between the business sector and the government.

Taking Dominican Republic to the next level

In order to take the Dominican Republic to the next level in the gastronomy subject, we must look after the quality and the quantity of cooks that are graduated from the different culinary programs in the country. To pursue a better curriculum offer can assure better cooks, more capable of occupying higher jobs positions, and to surpass foreigners holding managerial positions.

The key factor to accomplish this is creating a common vision towards the development of gastronomy that unites all those involved in the sector (Private Sector, Educational Institutions and the Government) in order to elevate the international profile.

The private sector must consider providing reasonable schedules to employees who are enrolled in some kind of culinary education program, understanding the direct impact and benefits on its business, having as a result a better culinary performance that could lead a significant presence in international contests, fairs, and competitions, for a better promotion and image of the Dominican gastronomy. Agreements with international institutions could also support the education of students enrolled in culinary programs and providing support to curricular education.

Technological trends

While it is true that technology in kitchen equipment is known for having extremely high cost, it is very necessary that students in culinary schools familiarize with the use of last generation equipment. If the schools doesn't have this kind of technology equipment, it must plan to reinforce these points by programming visits to places that do possess this technology or provide specific training in the use of it, supported with audiovisual material and practices.

It is an important factor that determines if you are consistent with the actual, for the reason that we should work geared to handle new technology trends in the industry.

Proposals to improve culinary programs

During the workshop, we agreed in many interesting proposals in order to enrich and improve culinary educations programs. We talked about:

- Inviting each semester people of the industry to give support to the academic program and encouragement of the students.
- Compare our culinary education programs with other international programs and bring more instructors to support teachers and to assure a continue training and upgrade.
- Identify specific training needs (for teachers and students) and plan workshops to help mitigate these gaps, supported by other university and international culinary associations.
- Reviewing existing culinary education models of other countries
- Capturing highly trained instructors and ensure their ongoing training and updating.

Occupational Impact

- Hotel Marketing
- Food and beverage Marketing
- Gastronomic Digital Marketing
- Gastronomic Marketing
- Food Products Research and Design
- Cost Management
- Experts Chefs in Dominican cuisine
- Industrial Engineering with concentration on process development for the

food industry.

- Experts Chefs in Caribbean cuisine
- Culinary processes and standardization
- Customer Service training.
- Bakers and pastry chefs for restaurants
- Ice cream makers for restaurants
- Expert chef in vegan cooking

Recommendations

What we are doing so far might not guarantee a visible improvement in the conditions of food and beverage companies. We had a very cautious progress. We must ensure a better structuring of the training offer culinary schools. Mainly aim to improving responsiveness to market in terms of the need for trained staff in food and beverage companies' staff, which is in high demand, but faces low staff training. It is necessary to define a plan with common objectives for gastronomy and tourism in Dominican Republic involving culinary education institutions, bar and restaurants owners and the government.

- Update the syllabus for all the cooking classes offered in the program according to international standards established by the World Association of Chefs Society.
- Offer a modular based training program for graduates and professional in order to obtain actualization on new and emerging technologies each fall.
- Offer train the trainer workshop for the facilitators.
- Organize dissemination activities on emerging technologies in order to engage the diverse investors into a common view of the sector.
- Review the curriculum and its courses in order to detect new technologies training and provide the possibility of including professional electives in the plan of study.

The ITSC its willing to integrate all these initiative to its programs, in order to become a model for all the other institutions that are willing to apply these guidelines also, so we can all become together advocating for a better culinary education for the Dominican Republic.