



IN COLLABORATION WITH



SISTER CITIES INTERNATIONAL



UNIVERSITY OF ARKANSAS @ LITTLE ROCK

Chancellor: Joel Anderson

&



UNIVERSITY OF ARKANSAS @ PINE BLUFF

Chancellor: Dr Lawrence A. Davis, Jr.

Proudly presents

A 5 - DAY INTERNATIONAL SEMINAR

Total Quality

in

CITY AND URBAN MANAGEMENT

&

TOURISM DEVELOPMENT & SERVICE DELIVERY
IN AFRICA



Theme:

THE CHALLENGES OF CHANGE:

**AFRICA'S PRIORITY IN MEETING
THE UNMILLENNIUM DEVELOPMENT GOALS
IN THE 21ST CENTURY**

DURATION: MONDAY - FRIDAY

DATE: 22ND - 27TH SEPTEMBER 2008

VENUE: ACCRA - GHANA

SPECIAL GUESTS OF HONOR:

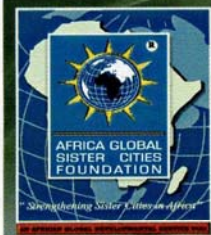
MARK STODOLA, Mayor Of The City Of Little Rock

CARL REDUS, Mayor Of The City Of Pine Bluff



In Partnership With:

Sherman Banks Of SBanks Consultancy & Past President, Sister Cities International



INTRODUCTION

CITY AND URBAN MANAGEMENT IN AFRICA (SEMINAR)

SEMINAR FORMAT

LECTURES, POWER POINT PRESENTATION, POSTER SESSION QUESTIONS & ANSWERS

COURSE FACILITATORS

SEASONED RESOURCE PERSONS WITH DETAILED KNOWLEDGE IN TQM CONCEPT TO BE SUPPORTED BY RENOWNED ENTERTAINING AND MOTIVATING SPEAKERS

AFRICAN cities and towns are growing at rates unprecedented in history. Perhaps the greatest challenge facing most African city development managers today is how to adopt a new management style to effectively handle the various problems associated with urbanization which are manifested through the following problems: Solid waste, water, sewage, air pollution, transportation problems, housing problems, land use, central city poverty and other slum problems just to mention a few.

In order to assist African city and urban managers to improve the quality of service delivery to effectively address these problems, the Africa Global Sister Cities Foundation with its mandate of strengthening Sister Cities in Africa in corporate partnership with Chicago Sister Cities Foundation under the Sister Cities International Network for Sustainable Development program is organizing a seminar for Africa stakeholders in city and urban management by using the Total Quality Management (TQM.) Concept

The (TQM) approach represents a corporate approach to quality service delivery. This seminar will give you a clear understanding and show you how to get it started with your corporate partners in city management to achieve management excellence. With TQM, you can achieve significant improvements in a few short months and sustain a continuous improvement effort over many years.

OBJECTIVES

The objectives of this course include:

- (1) To provide a thorough understanding and appreciation of the TQM concept and how to get it started as a new management paradigm to achieve organizational objectives.
- (2) Helping participants with the skills, attitudes and the knowledge to adopt a TQM management style to manage TQM people in the organization to produce total quality service.
- (3) To provide the participants with a clear understanding of the elements that make up the culture of an organization and to develop a strategy for cultural change-to work on elements of the culture which work against organization success and vision

TARGET GROUP

- ✱ This seminar is designed for the under listed groups of people.
- ✱ Members of the National Development Planning Commission.
- ✱ Members of the Local Government Service Council.
- ✱ The Head, Deputy and the Chief Director of Ghana Civil Service.
- ✱ Sector Ministers, Deputy Ministers, Ministerial Chief Directors and Chairpersons and Deputy Chairpersons of Ministerial Advisory Boards.
- ✱ Regional Ministers, Deputy Regional Ministers, Regional Co-ordinating Directors, Regional Planning Co-ordinators, Chairpersons and Deputy Chairpersons of Regional Advisory Committees.
- ✱ Metropolitan, Municipal and District Chief Executives, Presiding Members, District Co-ordinating Directors, Executive Committees and Sub-committees Members of District Assemblies, District Planning officers, District Budgeting Officers, District Finance officers.
- ✱ Sub-Metropolitan, Urban, and Town Councils' Chairpersons and administrators'.
- ✱ Heads and Deputy heads of Government Departments/Organisations under district Assemblies at the national, regional and the district levels.

WHAT PARTICIPANTS WILL LEARN

TQM: Principles of TQM... the four-phase approach to TQM: - awareness and assessment, planning, implementation and continuous improvement...quality improvement (QI) tools and techniques: - Stewart Cycle/Deming wheel, Six Sigma and the 7 management and planning tools.

Analyzing one's managerial effectiveness: This will deal with what managerial effectiveness means, where it comes from and a balance approach to improving managerial effectiveness.

Personal effectiveness: Analyze one's current management style...flexing ones style for improve results...achieving greater commitment by the entire staff for total quality service delivery.

Interpersonal effectiveness: Maximizing one's positive impact to bring out the best in others...Communication skills needed in today's faster paced organization:- strengthening ones communication skills, defining the patterns of communication in ones organization and pinpointing the pros and cons of each in achieving organizational objectives, developing listening skills that increase ones personal influence and power...Motivating one's staff and others through an understanding of their unique needs and values:- motivational theories that influence human behavior at work, tools to motivate both individuals and peers.

Operational effectiveness: Skills crucial to managerial effectiveness... goals and objectives that empower and inspire employees...managing one's authority, responsibility, and credibility...managing time and meetings productively.

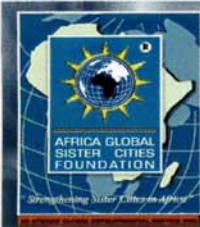
Organizational effectiveness: Group dynamics and team building- why organizations are requiring everyone's input before making a decision... achieving team work and cooperation across organizational lines structure for results-clarify team roles, goals, relationships, and decision process...managing conflict and differences... getting people at every level of the organization to be committed to producing quality...managing cultural diversity.

Managerial satisfaction: Your managerial career...satisfaction and corporate living...managing stress translating learning into behavior.

HOW PARTICIPANTS WILL BENEFIT

- ✱ Optimize one's managerial effectiveness through the TQM philosophy to improve upon current managerial performance for quality service delivery.
- ✱ Leave this seminar with quality control tools and techniques to monitor and improve ongoing performance with greater accuracy to ensure quality service delivery to achieve organizational goals and objectives.
- ✱ Maximize one's management style to develop and empower subordinates to increase their creativity and commitment to producing quality services.
- ✱ Maximize one's positive impact to bring out the best in others through effective communication, negotiation, team building and motivational techniques to elicit top performance from all members of one's team, departments and other external collaborators.
- ✱ Enhance one's understanding of time management to get one out of time trap- and back to productive management. Conquer procrastination; eliminate time wasters -and say "NO" to unreasonable demands. Prioritize ones way out of time trap.
- ✱ Maintain a strong self-management focus and increase your personal and professional satisfaction.
- ✱ Knowledge of contemporary issues bothering city and urban management in Africa.
- ✱ Share experiences with course participants from other African countries and engage in long term mutual exchanges of ideas, knowledge, experiences, and best practises regarding city and urban management.
- ✱ Certificate of completion.
- ✱ Training handouts





INTRODUCTION

TOURISM DEVELOPMENT SERVICE DELIVERY IN AFRICA (CONFERENCE)

SEMINAR FORMAT
LECTURES, POWER POINT PRESENTATION, POSTER SESSION QUESTIONS & ANSWERS

COURSE FACILITATORS
SEASONED RESOURCE PERSONS WITH DETAILED KNOWLEDGE IN TQM CONCEPT TO BE SUPPORTED BY RENOWNED ENTERTAINING AND MOTIVATING SPEAKERS

THE importance of tourism development to a country's economy cannot be overemphasized. As in the case of most African Countries like other regional blocks in the World, the rationale for tourism development is primary economic and at two levels: Macro or national level and micro or sub national or local level. At the first level, tourism is expected to foster economic growth through foreign exchange earnings and an increase in State revenue, and at the second level, an improvement in people's well being in the areas of job creation and revenue/income distribution and a balanced regional development.

However, international tourism receipts for the year 2000 amounted to \$698.4 with Europe taking the largest market share of 57% followed by the Americas with 19%, Africa 4%, Middle East 3% and South Asia with 1%(Source: WTO Global and Regional Tourism Trends Report, 2001). In addition to the above analysis of the world's tourism development, the World Trade Organization in the same year listed the World's Top 10 Tourist destinations as follows with the exclusion of Countries from the developing World France, US/Spain, Italy, China, UK, Russian Federation, Mexico, Canada and Germany.

From the foregoing, the big question for Africa is, what can be done to transform the African continent which abounds in rich cultural heritage and interesting eco-tourism sites into a viable leisure destination for tourists? In order for tourism to be successfully implemented in Africa, a number of challenges have to be met. Notable among them is the need to develop human resource capacity particularly indigenous personnel, both for reasons of delivering quality service for tourists as well as enhancing general skills of the local work force to implement national tourism development plans in a coordinated manner with a multiplicity of public and private sector entities at the national, regional and local levels.

Achieving this broad objective will potentially encourage sound utilization of local suppliers and enhance not only their productivity but also inter-sect oral linkages. In this sense, the spill over effects are obvious: Foreign exchange will be retained locally and further income would be earned. The Africa Global Sister Cities Foundation with its mandate of strengthening Sister Cities in Africa, in pursuit of the above vision of promoting sustainable tourism development in Africa through the Sister Cities international Network for Sustainable Development in Corporate partnership with the Florida Sister Cities Foundation, the Florida Tourism Development Corporation, Asian Pacific Development Corporation, Ghana's Ministry of Tourism and the Ghana Tourist Board is organizing a seminar for both the public and the private sectors at the national, regional and local levels.

The conference will help the participants to adopt a customer service program that is aimed at improving one's managerial effectiveness to ensure quality service delivery in the tourism industry.

OBJECTIVES

The objectives of conference include:

(1) To provide a thorough understanding in tourism development and management.

(2) Helping participants with the skills, attitudes and the knowledge to adopt management style to manage one's tourism business effectively to produce total quality service.

(3) To provide the participants with a clear understanding of the elements that make up the culture of an organization / business and to develop a strategy for cultural change-to work on elements of the culture which work against organization / business success and vision

TARGET GROUPS

- This conference is designed for the following categories in the tourism industry in Africa.
- Governmental ministries / institutions promoting tourism development at the national, regional and local levels.
- Non Governmental Organizations in tourism promotion in Africa .
- Hotel Directors/ managers/ supervisors/departmental heads/ Front line staffs.
- Travel and Tour Directors/ Managers/ supervisors/departmental heads Frontline staffs.

- Car Rental Directors/ Managers / supervisors/departmental heads Frontline staffs/Drivers.
- Catering and Restaurants Directors/Managers/supervisors/departmental heads Fronting staffs/cooks/waiters and waitress/barmen and women .
- Air transport Directors/managers/supervisors/departmental heads/Frontline staffs.
- National and private security agencies.

WHAT PARTICIPANTS WILL LEARN

❖ Analyzing one's managerial effectiveness in tourism development and service delivery: This will deal with what managerial effectiveness means, where it comes from and a balanced approach to improving managerial effectiveness in tourism development and service delivery.

❖ Personal effectiveness in the tourism industry: Analyze one's current management style...flexing one's style for improved results...achieving greater commitment by the entire staff for total quality service delivery in tourism.

❖ Interpersonal effectiveness: Maximizing one's positive impact to bring out the best in others...Communication skills needed in today's faster paced organization / society: - strengthening one's communication skills, defining the patterns of communication in one's organization and pinpointing the pros and cons of each in achieving organizational objectives, developing listening skills that increase one's personal influence and power...Motivating one's staff and others through an understanding of their unique needs and values:- motivational theories that influence human behavior at work, tools to motivate both individuals and peers.

❖ Operational effectiveness in service delivery: Skills crucial to managerial effectiveness... goals and objectives that empower and inspire employees...managing one's authority, responsibility, and credibility...managing time and meetings productively.

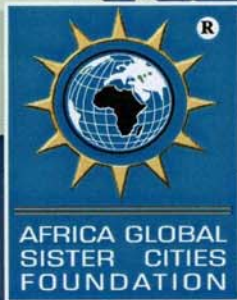
❖ Organizational effectiveness in the tourism industry: Group dynamics and team building- why organizations are requiring everyone's input before making a decision... achieving team work and cooperation across organizational lines structure for results-clarify team roles, goals, relationships, and decision process...managing conflict and differences... getting people at every level of the organization to be committed to producing quality...managing cultural diversity.

❖ Managerial satisfaction in the tourism business/organisation: Your managerial career...satisfaction and corporate living...managing stress-translating learning into behavior.

HOW PARTICIPANTS WILL BENEFIT

- * Optimize one's managerial effectiveness through tourism development and service delivery to improve upon current managerial performance for quality tourism service delivery.
- * Leave this conference with quality control tools and techniques to monitor and improve ongoing performance with greater accuracy to ensure quality tourism service delivery to achieve organizational / business goals and objectives.
- * Maximize one's management style to develop and empower subordinates to increase their creativity and commitment to producing quality services to win in the tourism industry.
- * Maximize one's positive impact to bring out the best in others through effective communication, negotiation, team building and motivational techniques to elicit top performance for organization / business success in the tourism industry
- * Enhance one's understanding of time management to get one out of time trap-and back to productive management. Conquer procrastination; eliminate time wasters -and say "NO" to unreasonable demands. Prioritize one's way out of time trap
- * Maintain a strong self-management focus and increase your personal and professional satisfaction
- * Share experiences with course participants from other countries and engage in long-term mutual exchanges of ideas, knowledge, experiences, and best practices regarding tourism development and management.
- * Certificate of completion
- * Conference handouts





" Strengthening Sister Cities in Africa "



Your Kind Support
In The Form Of
Donations, Sponsorships
& Any Other Assistance
To Help The Course Of
The Africa Global
Sister Cities Foundation's
Programmes & Projects
Are Cordially Welcome

AFRICA GLOBAL SISTER CITIES FOUNDATION

Proposed Events & Programme Line Ups (2008 - 2014)

TOPIC:

GRAND OFFICIAL LAUNCHING OF AGSCF WITH ITS WEBSITE & PROGRAMMES AND THE FIRST EVER AFRICA SISTER CITIES / PEOPLE TO PEOPLE CONFERENCE & YOUTH SUMMIT TRADE & EXHIBITION.

DATE: SUNDAY 18TH - SATURDAY 24TH MAY 2008

VENUE: ACCRA INTERNATIONAL CONFERENCE CENTRE, ACCRA - GHANA.

TOPIC: AGSCF CHIEFTAINCY CONFERENCE, TRADE & EXHIBITION

DATE: WEDNESDAY 24TH - FRIDAY 26TH APRIL 2009

VENUE: ACCRA - GHANA.

TOPIC: HEALTH CONFERENCE, TRADE & EXHIBITION

DATE: SUNDAY 18TH - SATURDAY 24TH APRIL 2010

VENUE: ACCRA - GHANA

TOPIC: AFRICA CLEAN CITY AWARDS

DATE: SUNDAY 14TH - SATURDAY 20TH APRIL 2011

VENUE: ACCRA - GHANA

TOPIC: ICT CONFERENCE, TRADE & EXHIBITION

DATE: SUNDAY 3RD - SATURDAY 10TH APRIL 2012

VENUE: ACCRA - GHANA

TOPIC: GLOBAL PRESTIGE AWARDS, AFRICA

DATE: SUNDAY 22ND - SATURDAY 28TH APRIL 2013

VENUE: ACCRA - GHANA

TOPIC: AFRICA ECONOMIC FORUM, TRADE & INVESTMENT EXPO.

DATE: SUNDAY 6TH - SATURDAY 12TH APRIL 2014

VENUE: ACCRA - GHANA



**PLEASE NOTE:
ALL SCHEDULED PROGRAMMES ARE SUBJECT TO CHANGE
& WILL BE MADE KNOWN ACCORDINGLY.**

