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CHTA PUTS WORKFORCE AT CENTER OF AI TRANSFORMATION WITH NEW CARIBBEAN HOSPITALITY GUIDE

The guide helps hospitality leaders and professionals navigate workforce change, develop teams and apply AI responsibly across operations

MIAMI, Fla. – Sept. 14, 2026 – As businesses navigate evolving workforce needs, artificial intelligence (AI) presents new opportunities to strengthen productivity, develop talent and support operations. Realizing that potential, however, requires businesses to prepare their people to use AI effectively and responsibly. The [Caribbean Hotel and Tourism Association \(CHTA\)](#) is helping the region's hospitality and tourism businesses do just that with the release of the ***AI Workforce Transformation Guide for Caribbean Hospitality: Practical Strategies for People Management, Learning and Leadership*** – the third edition of its AI Guidebook Series.

This practical resource provides hospitality leaders and professionals with guidance and tools to prepare their teams, strengthen leadership and integrate AI responsibly into daily operations. It builds on CHTA's ongoing work to help the industry understand and adopt emerging technologies, with a specific focus on the workforce implications of AI and how hospitality businesses can navigate changes to jobs, skills and people management.

"AI presents an important opportunity for Caribbean hospitality, but its value will ultimately depend on how our industry uses it to support its people and strengthen its businesses," said CHTA President Sanovnik Destang. "This guide is designed to help our members move from understanding AI to applying it responsibly: improving productivity, supporting their teams, and preserving the warmth and personal connection that define Caribbean hospitality."

Structured in two complementary parts, the guide explores AI's impact on the hospitality workforce and provides practical tools to help leaders put that understanding into action.

Part I: Understanding AI in Workforce Transformation examines how AI is reshaping hospitality jobs, skills and workforce management, and the leadership, ethical and governance considerations businesses need to navigate its adoption responsibly.

Part II: An Implementation Guide: Turning Strategy into Action equips leaders with ready-to-use templates, including an ethical AI charter, a bias audit protocol, a vendor scorecard, a pilot plan and an ROI calculator, along with implementation road maps, checklists, case studies and sample policies for putting AI to work in daily operations.

Access the Guide

A preview of the *AI Workforce Transformation Guide for Caribbean Hospitality*, featuring selected insights and information on the new edition, is available at <https://caribbeanhotelandtourism.com/cta-today/cta-publications-ai-guidebook/>. CHTA members can access the complete guidebook, including its implementation resources and practical tools, through the CHTA member portal.

To learn more about CHTA membership and access the association's growing portfolio of industry resources, visit <http://www.caribbeanhotelandtourism.com/membership> or contact membership@caribbeanhotelandtourism.com.

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About the Caribbean Hotel and Tourism Association (CHTA)

The Caribbean Hotel and Tourism Association (CHTA) is the leading voice of the Caribbean hospitality and tourism private sector. For more than 60 years, CHTA has brought together national hotel and tourism associations, hotels, resorts and other accommodations, and allied businesses across the region. Through the collective strength of this regional network, CHTA represents the industry's interests, connects businesses and partners, and delivers the insights, resources and opportunities members need to navigate challenges, make informed decisions and grow their businesses. From advocacy and business intelligence to people development, sustainability, emerging technologies and market opportunities, CHTA helps members address the issues that matter most to their businesses while strengthening the Caribbean hospitality and tourism industry.