



Dec 2007 - Feb 2008 Volume 1 Issue 11

ABOUT US

The Caribbean Regional Sustainable Tourism Development Programme (CRSTDP) is funded by the European Commission under the 8th European Development Fund in the amount of €8 million..

The CARIFORUM Tourism Programme Unit (CTPU), established in Barbados, is charged with the management of the CRSTDP.

Tourism Internship Exchange System Programme

The close of the March 1, 2007 – February 29, 2008 work programme period marked another successful year for internship placements under the TIES programme, with a record number of 188 interns placed. This was the highest number of placements in the four years of the TIES programme with an overall total of 362 interns placed. Indeed TIES has been lauded by CARIFORUM and other regional stakeholders as the “biggest success of the CRSTDP”. It is therefore in that regard that discussions have been ongoing over the last two years on how this important initiative can be sustained after the expiry of the EDF



funding on February 29, 2008.

In response to these concerns a **TIES Think Tank** meeting was convened in Montego Bay, Jamaica 20 – 21 February 2008. The meeting, with the theme ‘Toward sustainability and new partnerships’, was hosted by the Jamaican Western Hospitality Institute at the Holiday Inn Sunspree Resort and was held jointly with the Council of Heads of the Caribbean Hospitality Schools (CHOCHS) Annual Meeting. This partnership proved to be very timely since TIES

and CHOCHS share similar objectives.

The meeting was considered to be a successful one with discussions on a way forward for the sustainability of TIES. Proposals for the continuation of the TIES function were explored within institutional, operational and financial frameworks, relating to ownership and legal entity of TIES; management of internship placements; and fund raising and budget management.

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For further information on the programme, please visit www.caribtstp.org



A Programme
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CHA Business Development Training Workshop

Under the CHA Business Development component of the **CRSTDP**, an Intranet was developed to provide Caribbean Hotel Association Executives (AEs) with information, research, resources, functionality for the conduct of surveys and for discussing and receiving feedback on topics of interest. For viewing you may visit this site at www.cshae.com.

In order to familiarise staff of National Hotel Associations (NHAs) with the resources and tools available on the website a workshop was held in Barbados on January 9, 2008 with the objective of training participants to update country data on the site and to obtain suggestions for improving the Intranet before it is officially handed over as an output of the **CRSTDP** programme.

Fourteen (14) participants representing eleven NHAs and a representative from the Caribbean Hotel Association attended the workshop. The workshop covered several subject areas, including:

- Background to the Development of the Intranet and What's Available on the Intranet
- Use of the CSAHE On-line Survey as a Tool for Updating Information and Providing Feedback Through the Association Executives
- Use of the Discussion Group as a tool for communications, discussion and exchange of information among Association Executives
- Updating national Information on the Intranet
- Plans for Sustainability of the intranet

CHA HRD Food Safety Workshop

The CHA Human Resource Development component of the **CRSTDP** held its last workshop during the period February 11 - 15, 2008 at the Accra Beach Hotel & Resort in Barbados. The workshop, which included an examination component, was a follow-up to the first Food Safety Workshop, held in November 2007 and was conducted by the Caribbean Epidemiology Centre (CAREC). The main objective of the workshop was to internationally certify a group of trainers, who could deliver QTC's (Quality Tourism in the Caribbean) 3-day Food Safety course in the region.

Eleven (11) ACP Caribbean countries were represented with

18 participants from the National Hotel Associations, the Educational Sector and Chief Health/Environmental Officers in the region.

Following the Food Safety segment the participants attended a 2-day Train-the-Trainer programme, which also consisted of an exam component, which was undertaken to ensure a standardized delivery of Food Safety courses in the region. During the course participants were made familiar with basic training techniques and participated in 'transfer of knowledge' and 'transfer of skills' practice sessions.

CHA Business Development Tourism — Agriculture Linkages

The objective of this initiative is to share best practices in agro-tourism linkages for the purpose of creating the environment for dialogue and interaction between the hospitality sub-sector

and local farming communities and to encourage and foster business to business arrangements between both parties.

A CD-Rom of **Good/Best Practices in Tourism Linkages with Agriculture and Manufacturing/Handicraft** was prepared consisting of the following topics:

1. A Working Model of Hotel - Farmer Cooperation - St. Lucia Model
2. A Working Model of Hotel - Farmer Cooperation - Nevis Model

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CTO's Consultation on Sustainable Tourism Development



A two-day consultation in St. John's Antigua from January 10-11, 2008 saw the implementation of the **Sub-regional Consultation for the North and West Caribbean** on the draft Regional Policy Framework for a More Sustainable Tourism Development in the Caribbean, following on from the sub-regional consultation for the South and East Caribbean that was held in St. Vincent and the Grenadines in November 2007.

Hosted by the Government of Antigua and Barbuda under the auspices of the Ministry of Tourism and Civil Aviation, the North West consultation was attended by some 60 participants, with **CRSTDP** sponsoring the participation of 10 delegates from Jamaica, the Bahamas, Dominican Republic, and St. Kitts and Nevis. The event was held at the Heritage

Hotel in St. John's and was officially opened by the Hon. Harold Lovell, Minister of Tourism and Civil Aviation. A series of three parallel workshops were held on days one and two, to provide full coverage of the six thematic areas of the draft regional policy framework. These sessions were facilitated by Ms. Mareba Scott (CTO Sustainable Tourism Product Specialist), Mr. Ian Salter (CRSTDP Sustainable Tourism Policy Consultant) and Mr. McHale Andrew (CRSTDP Research and Development Consultant). Participants evaluated the workshop well, and were able to give a range of constructive feedback and guidance for use in the finalisation of the Regional Policy Framework.

Sustainable Heritage Tourism Development Regional Workshop

A Regional Workshop on the subject of **Sustainable Heritage Tourism Development** was held in Barbados on 18-19 February 2008, in cooperation with the Errol Barrow Centre for Creative Imagination and the Sridath Ramphal Centre for International Trade, Law and Policy and Services, both at UWI.

Fifty participants, of whom approximately twenty-five (25) were from other Caribbean states, were officially welcomed by the Hon. Richard Sealy, Minister of Tourism, after an introductory speech by Ms. Mareba Scott, Sustainable Tourism Product Specialist at CTO. The **CRSTDP** sponsored fifteen (15) participants from across the Caribbean including Jamaica, Antigua and Barbuda, Grenada and Guyana. The findings of the CTO/**CRSTDP** consultancy "Development of a Strategic Business Management Model for the Sustainable Development of Heritage Tourism Products in the Caribbean" were presented in a series of presentations and workshops on the first day of the Regional Workshop.

During the consultancy, Dr. Keith Nurse had researched Caribbean case studies of successful heritage tourism development representing both tangible (i.e. natural and built heritage) and intangible (i.e. indigenous knowledge and popular culture) heritage. Ten case studies were researched in detail leading into the development of the final strategic business model. Based on the European Foundation for Excellence Quality Model (EFQM), this provides a toolkit of tools for anyone entering the sector. The results of the CTO/**CRSTDP** project will be published in report format in English, French and Spanish and distributed to key stakeholders in the region. Presentations from the Regional Workshop are available at www.onecaribbean.com.

(Continued from page 2)

3. Good Agricultural Practices - Food Safety Control Program
4. Introduction to HACCP
5. Food Safety – What You Should Know
6. Post Harvest Handling of Produce
7. Handy Tips for Storage of Fresh Produce
8. The Culinary Alliance of Barbados- A Model for Collaboration among Food and Beverage Personnel

Copies of the CD-Rom will be disseminated through the Business Development Unit to relevant stakeholders in the tourism, agriculture, manufacturing and handicraft sectors.

In addition a database of **Good/Best Practices in Tourism Linkages with Agriculture and Handicraft** was also completed. The database is posted on the Intranet (www.cshae.com) and persons are invited to contribute examples of good/best practices for the purpose of sharing lessons, building the database and ensuring sustainability and usefulness of this output.

Program Tidbits

Appointment of Sustainable Tourism Policy Development Assistant

The programme welcomes the appointment of Natasha Bowen as Sustainable Tourism Policy Development Assistant for the period March to May 2008. Ms. Bowen is qualified with a MSc. in International Management from UWI. She is a Barbados national and will be based at CTO offices where she will provide institutional support to the Sustainable Tourism Policy Development Consultant. Her tasks will include the provision of quality control and the supervision of publication tasks, as well as other logistical and quality related tasks.

CTO STP Natural Hazards Research

Dr. Balfour Spence is currently implementing a technical assistance project in the period January to April 2008, the purpose of which is to research the **uptake of measures in the Caribbean tourism sector to reduce vulnerability to natural hazards** such as hurricanes and storm surge. The project will investigate examples from across the region to identify good practices.

In order to facilitate this process, a questionnaire survey has been sent out to CTO member states requesting more information on measures taken in the different sub-sectors of their tourism industry. The consultant will then select examples for inclusion in the final report using predefined criteria to identify good practice. Where feasible, field trips will be made to selected examples. The final report will be printed in English, French and Spanish as well as being distributed via onecaribbean.org, and will form part of the CTO's "Competing with the Best" series of good practice reports.

Equipment and Software for NHAs

Under the CHA Information Technology (IT) component of the **CRSTDP** it was agreed to assist National Hotel Associations (NHAs) in upgrading their hardware and software capabilities. The upgrading will ensure that NHAs have the capability to effectively utilise training outputs of the HRD component and the resources offered by the CSHAE Intranet. Under this initiative, twelve (12) NHAs would have



upgraded their hardware and software by the end of the **CRSTDP** programme.

The first presentation of computer equipment took place at the St. Lucia Hotel and Tourism Association in Castries, St. Lucia on 28 February 2008.



The **CRSTDP** would like to take this opportunity to express its appreciation and gratitude to Mr. Guillermo Graglia for the contribution he has made to the implementation of the TIES component from its inception and wish him success in his future endeavours. He has worked tirelessly to ensure its success within and outside of the region.



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TIES CARIBBEAN
TOURISM INTERNSHIP EXCHANGE SYSTEM

CARIBBEAN REGIONAL SUSTAINABLE TOURISM DEVELOPMENT PROGRAMME

Upcoming Events

1st March – 31st May 2008

CTO Regional Climate Change and Tourism Workshop

During the period November 2007 – March 2008, a short-term technical assistance assignment was undertaken under the CTO Sustainable Tourism Policy Development component to research the **strategic implications for the Caribbean tourism sector of the international policy and market response to global warming.**

The main purpose of the technical assistance has been to assess how various policies to stabilise or reduce emissions from aviation may influence tourism development in the Caribbean. It is generally recognised that climate change may have a wide range of consequences detrimental to the tourism industry including greater hurricane intensity, sea level rise and temperature change. In the light of these potential developments, it is clear that the Caribbean should support general climate policy aiming at a reduction of greenhouse gases in industrialised countries. However, in addition to the direct impacts of climate change

on the region, the global implementation of climate change policies will also impact on tourism and in particular aviation, both of which have been recently identified as an important source of greenhouse gas emissions. Any climate policy focusing on air travel may have strategic implications for tourist arrivals in the region.

The findings of the research are to be presented by the consultant, Dr. Murray Simpson, at a Regional Climate Change and Tourism Workshop on 18 - 19 March 2008, which is being hosted by the Government of the Bahamas under the auspices of the Ministry of Tourism and Civil Aviation and will be held at the Wyndham Nassau Resort. The aim of this Regional Workshop is to familiarize stakeholders of the Caribbean tourism sector about the background developments in the climate change debate and to present the findings from the project. On the basis of the above it is hoped to create a forum for the exchange of ideas and approaches to the problem and also to facilitate networking between participants.

Cartoon



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Other Relevant links to the programme:

<http://www.onecaribbean.org>

<http://rties.intranets.com/login.asp?loc=&link=>

<http://www.chatraining.org>

<http://www.caribbeanhotels.org>