

Keeping the Right Balance: Sustaining the Caribbean Coastal Product

Caribbean Tourism Organization's (CTO) 10th Annual
Conference on Sustainable Tourism Development (STC-10)

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**DISASTER RISK MANAGEMENT: COASTAL
COMMUNITIES AND TOURISM
DEVELOPMENT**

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STORM SURGE, PALMISTE GRENADA, HURRICANE LENNY, 1999





FISHERMAN'S PUB

THE FISHERMAN'S PUB



Banks

WELCOME TO FISHERMANS PUB

Banks

KITCHEN

MAN











APPROACH

- To set global context of Disaster Risk Management (DRR)
- Explore the practice of Disaster Risk Reduction (DRR) and Community Disaster Management Interface
- Reflect on the Tools of Engagement



GLOBAL CONTEXT

- Increase in incidence and magnitude of catastrophic events
- Climate change
- Increased global attention on trans-boundary threats (pandemics, terrorism)
- Mushrooming of Actors

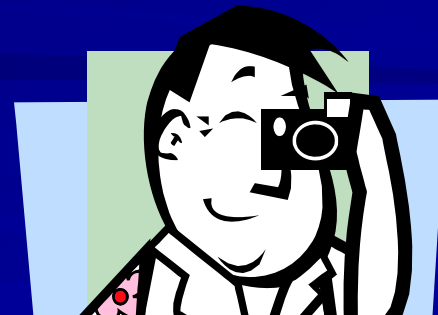
CARIBBEAN CONTEXT

- Small coastal and/or low lying states
- Highly dependent on tourism
- Hazardous (cyclones, earthquakes, oil spills and floods)
- At risk to global warming and climate change

CARIBBEAN CONTEXT

CONT'D

- More than 50% population within two miles of coast
- High percentage of tourism development within two mile range
- Many DRR interventions in sector



A Case for Partnership

1. Tourism businesses often draw employees from surrounding communities.
2. Spatially, coastal communities and tourism businesses share the same area of the coastal zone.
3. By way of their coastal location, they inevitably share the same pool of disaster risk.
4. Both coastal communities and coastal tourism businesses have to manage hazard events and the associated disaster potential.

A Case for Partnership CONT'D

5. Tourism well placed to take the lead as a model sector that embraces the underlying principles and practice of CDM... and to encourage coastal communities to do the same.
6. Sustainable tourism ought to have social resilience as a critical anchor

TOURISM DEVELOPMENT ISSUES FOR DISASTER RISK REDUCTION

- Facilities constructed in coastal communities
- Community dialogue mainly for approval
- Risk reduction in tourism development is primarily centred on facility
- Inconsistent in following building codes and standards

DISASTER MANAGEMENT CONTEXT

- DRR interventions have focused on saving lives and reducing impact on property
- BCM in large corporate facilities but not in smaller ones
- Minimum investment in vulnerability reduction
- MORE REACTIVE THAN STRATEGIC

OPERATIONAL COHERENCE

- Emergency response plans required for entities to get permission to operate
- Many plans of highly variable quality
- Development plan does not often get NDO input
- Development requests reviewed for DRR > 10% or < 80%
- Insufficient coordination and collaboration among diverse actors

STRATEGIC PLANNING

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- Plans are replication of product and not process
- Not anchored to any specific strategy (framework)
- Weak enabling environment for enforcement and compliance
- Inspection regime but no monitoring process
- Small facilities minimally engaged

CHANGING CORPORATE SECTOR

- Becoming more involved
- Community outreach part of CSR
- One off and not capacity building
- Social resilience not seen as vehicle for viability

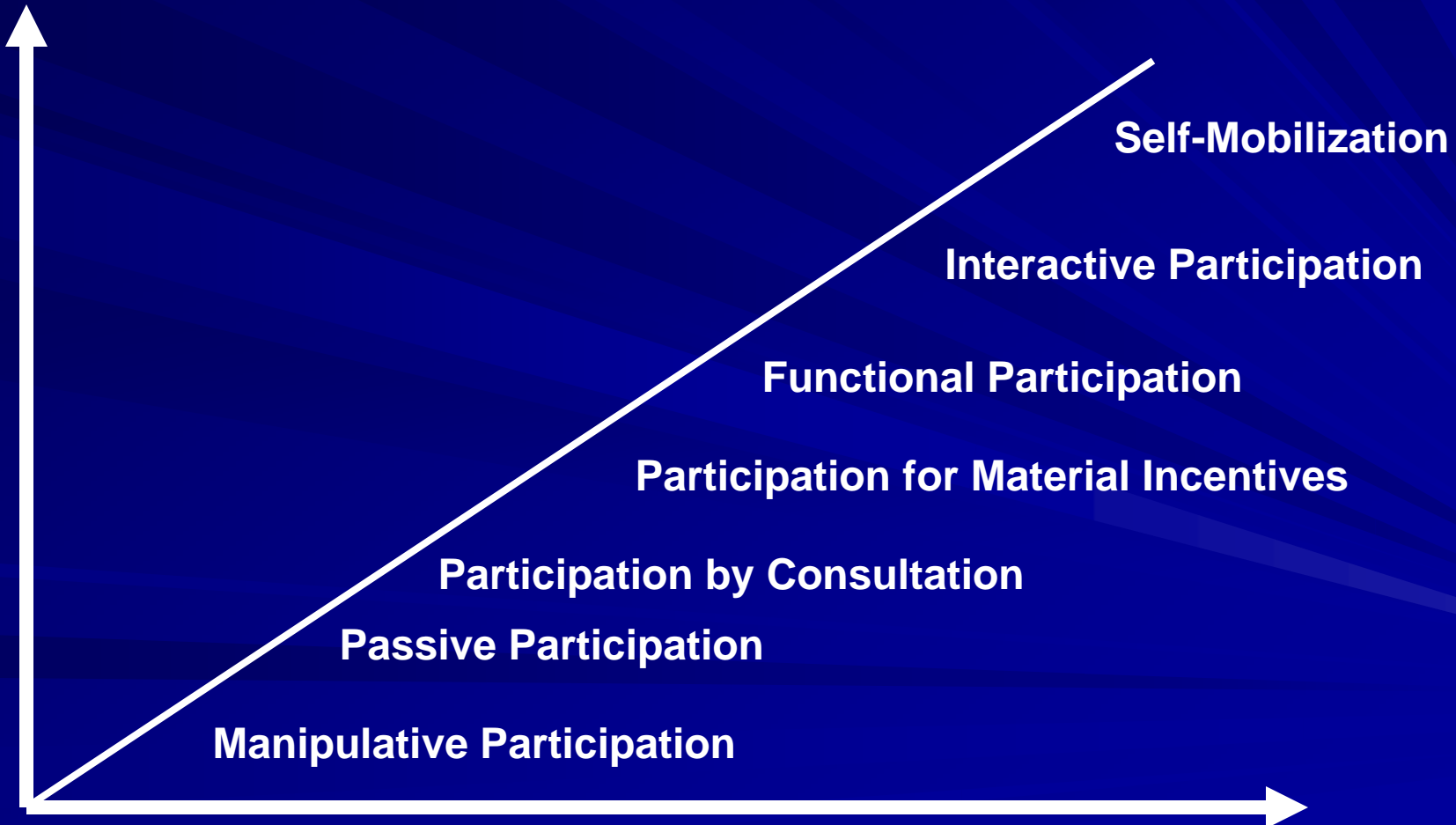


MOVING FORWARD

- Use access points
- Mechanism for interactive feedback and review of tourism plans
- Disaster Risk Management in tourism sector to be clearly identified as a focus area and appropriately housed

The Spectrum of Community Participation

PARTICIPATION



BENEFITS

BRINGING COMMUNITIES INTO THE PICTURE

- Manage culture awareness gap
- Support local coping mechanisms
- Open up networks of engagement
- Involve local knowledge in hazard analysis

DEVELOPMENT CONNECTION AND SOCIAL RESILIENCE

- Improve local capacity for threat detection
- Foster community anchored surveillance mechanisms
- Establish asset protection and safe communities programmes
- Initiate income/livelihood diversification programme as part of medium – long term planning

RE-ARTICULATING THE ENGAGEMENT

- New paradigm shift
 - from man vs. nature to man and nature
 - From risk to enterprise to risk to community
 - Community a system of redundancies
 - Joint business and community leaders dialogue on DRR

RE-ARTICULATING THE ENGAGEMENT CONT'D

- Get beyond vulnerability to capacity
- Promote workforce resilience
- Involve community in development design

INITIATIVES UNDERWAY

- Disaster Risk Reduction Strategy for the Sector
- Sustainable Tourism Policy
- Multi-Hazard Contingency Plan for the Tourism Sector
- Integrated Multi-Hazard Risk Reduction Framework for Barbados
- CICTES Related Security/Safety

COMPREHENSIVE DISASTER RISK MANAGEMENT (CDM) STRATEGY AND RESULTS FRAMEWORK

GOAL

Regional Sustainable Development enhanced through CDM

PURPOSE

To strengthen regional, national and community level capacity for mitigation, management, and coordinated response to natural and technological hazards, and the effects of climate change.

OUTCOME 1:

Enhanced institutional support for CDM Program implementation at national and regional levels

OUTCOME 2:

An effective mechanism and programme for management of comprehensive disaster management knowledge has been established

OUTCOME 3:

Disaster Risk Management has been mainstreamed at national levels and incorporated into key sectors of national economies (including tourism, health agriculture and nutrition)

OUTCOME 4:

Enhanced community resilience in CDERA states/ territories to mitigate and respond to the adverse effects of climate change and disasters



OUTPUTS



OUTPUTS



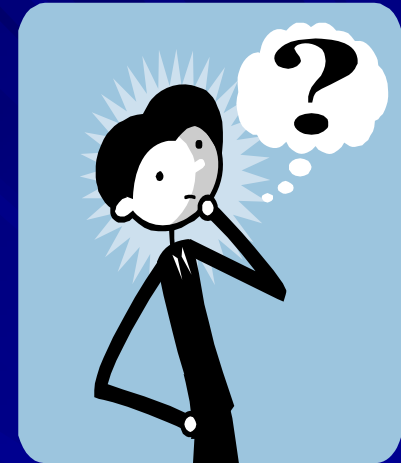
OUTPUTS



OUTPUTS



THANK YOU



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INSTITUTIONAL CONTEXT

- Weak strategic planning

- What can I do rather than what needs to be done?

