



The Official E-Newsletter of the Caribbean Tourism Organization

Welcome

Welcome to this final special STC-12 issue of *CTO News*. *CTO News*, the Caribbean Tourism Organization's e-newsletter, is an important tool to help keep our stakeholders and partners in Caribbean tourism up to date on issues, events and opportunities impacting the region. This special STC-2 issue will keep you up to date with all the developments at the 12th annual Caribbean Conference on Sustainable Tourism Development taking place here at the Fairmon Southampton in Beautiful Bermuda where you always Feel the Love. We hope it proves valuable to you. We welcome your participation and feedback. Please feel free to e-mail me at jjohnrose@caribtourism.com to express your views or offer suggestions for future content.

VIRTUAL CARIBBEAN

What's on OneCaribbean

Download the latest statistical review of how the Caribbean tourism industry performed in 2010 and see what the projections are for 2011 – it's on OneCaribbean.org

SPOTLIGHT ON

Bermuda

Bermuda, just under two hours from the Northeastern U.S., stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end



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ABOUT THE CARIBBEAN TOURISM ORGANIZATION

About the CTO

The Caribbean Tourism Organization (CTO) is headquartered in Barbados with marketing operations in New York, London and Toronto. The CTO is the Caribbean's tourism development agency and comprises membership of over 30 member governments as well as a myriad of private sector entities.

The CTO's mission is to provide to and through its members, the services and information needed for the development of sustainable tourism for the economic and social benefit of the Caribbean people. The organization provides specialized support and technical assistance to member countries in the areas of marketing, human resource development, research and statistics, information technology, and sustainable tourism development. The CTO disseminates information on behalf of its member governments to consumers and the travel trade.

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Guyana to host STC-13



Guyana will host the 13th Annual Caribbean Conference on Sustainable Tourism Development (STC-13) next year.

Bermuda's Director of Tourism William Griffith passed the symbolic Sustainable Tourism Scroll to the Deputy Director of the Guyana Tourism Authority, Tameca Sukhdeo-Singh, at the closing of STC-12 in Bermuda today.

"It is with great pleasure that I accept the distinguished honour of hosting STC 13 in Georgetown Guyana, next year. With this scroll comes great responsibilities and Guyana is eager take the mantle and continue hosting a successful and memorable STC 13. Bermuda has done a wonderful job in hosting a productive and successful STC 12

, so we have to rise to the challenge and continue the standards set by them," Ms. Sukhdeo-Singh said. "Guyana's tourism product has its genesis in sustainable tourism development. From the inception, the government realised that we needed to place our focus on developing a tourism product that protected our environment. Hence, we followed in the footsteps of sustainable tourism. This placed us in an advantageous position because we offer a multifaceted product to our tourists, both international and

domestic."

The CTO believes that STC-13 will underscore the diversity of the Caribbean's tourism product and highlight the attributes of a destination with vast natural resources and large-scale eco-systems.

"Guyana's emergence as an attractive tourism destination is a tribute to the quality of their natural assets, and their commitment to sustainability. On behalf of CTO, I am pleased to accept Guyana's offer to host the 2012 conference," CTO Chairman Hon. Richard "Ricky" Skerritt said ahead of the announcement.

The Caribbean Tourism Organization (CTO) and Guyana will, within the next few weeks, determine a date for STC-13.

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"Truly enlightening" conference ends



The curtains have come down on a "truly enlightening" STC-12 in Bermuda. Over 220 delegates, including two heads of government - Premier Paula Cox of Bermuda and Chief Secretary Orville London of Tobago - participated in the event.

Themed "Keeping the Right Balance: Rising Above the Numbers", STC-12 brought together a range of delegates - Caribbean governments, tourism planners, students (both local and international), travel agents, universities, cruise lines, media - to discuss issues of relevance to the tourism sector.

"We have come to the end of what has been a truly enlightening Sustainable Tourism Conference. There is no doubt in my mind, that this is one of the most important events we organise, and we must continue to build it and strengthen it from year to year," said CTO Secretary General Hugh Riley.

"Like all good conferences this one has had many pearls of wisdom which we will want to take away and use to our benefit, or simply to share with others who were not fortunate enough to have been with us on this very pretty island," he added.

Bermuda will report on progress made on recommendations from this conference, when they attend STC-13 in Guyana next year. In presenting the "Rapporteur's Report" during the final conference session, Director of Tourism Billy Griffith listed as the next step: sharing the knowledge received, strategising, developing policies and initiatives, implementation, frequent reviews and attending STC-13.

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Stakeholders speak out



As is the norm on the final day of the Sustainable Tourism Conference, the local stakeholders got the opportunity today to discuss matters of specific concern to Bermuda tourism.

And in a lively and passionate session, panellists shared their stories on policy, planning, cultural history and the environment in a session titled, Stakeholder Speak Out!

Moderator Hon. Michael J. Winfield, JP set the tone for the discussion by highlighting the need for those in the hospitality industry to be more attentive to the environment. In hospitality, he said, you look for profit. Unfortunately, the return on investment in environmental sustainability is questionable at this time. Addressing this, he stated, "is a necessity that lies before us."

The first presenter, Charles Brown, shared Bermuda's efforts in sustainable development. As Director of Sustainable Development, Brown is responsible for ensuring the policy making process is compatible

with sustainable development. To this end, Bermuda's Sustainable Development Plan is focused on five core themes: Sustaining communities; living within our limits; building a strong and inclusive economy; ensuring the civil service delivers the sustainable development agenda; and managing growing and conflicting demands on this country's limited resources.

And while it is important to see beyond the numbers, it is important to understand the numbers to anticipate the implications for future generations. Brown shared statistics in the areas of employment and housing. He also reviewed Bermuda's population growth projections and the expected number of Bermuda residents of working age in the years to come – all of which are key indicators that are critical to long-term sustainability planning in Bermuda.

Dr. Edward Harris, Executive Director of the National Museum of Bermuda discussed the role of the preservation of buildings and monuments in a sustainability platform. Preservation is a dynamic movement, he explained: "It sustains our cultural heritage and our souls. It maintains contact with our past and strengthens our sense of self. It revitalizes neighbourhoods and brings us together in a shared heritage."

Concern for the environment combined with the reality of today's relentless consumption of natural resources underlines the need for historic preservation, Harris argued. Preserving a building is more efficient and effective than building something new. "With our environmental crisis there may not be plenty more of anything," he warned. "Except trouble." <<Back to Top

Plea to respect and protect the environment



The session for local tourism stakeholders ended with a plea to respect and protect the environment.

It came from Sangita Iyer, founding Executive Director of the Bermuda Environmental Alliance, who told delegates that respect for, and protection of the environment was necessary "for our sake and that of the future generations."

Iyer wrapped up the session by sharing her environmental passion with delegates and encouraging the audience to consider the necessity of qualitative versus quantitative tourism growth.

"How can we expect something to grow indefinitely from a finite planet?" Iyer asked.

The Bermuda Environmental Alliance (www.Bermuda-bea.org) is dedicated to creating awareness of, and empowering action on environmental issues that impact all of us through education and the global exchange of information using visual and social media.

"We are so focused on economy and growth, we forget about connections and relationships," said Iyer. When nature unleashes its fury, the impact can be devastating, she said, adding that disease outbreaks; social unrest; and economic collapse, all affects tourism. And she challenged the journalists in the room. "The media is not doing a good enough job in showing the connection between these events." she said.

Ms. Iyer's presentation followed that of Francis Marshall, who took delegates on a virtual tour of the Bermuda Cultural Map (www.bermudaculturalmap.org). This dynamic, collaborative community exchange is a free cultural directory with maps, videos, and links to social media. It offers a functional, searchable database that identifies the cultural assets of Bermuda. Full of photos, the Bermuda Cultural Map enables Bermudians to share stories and history – the DNA of the country's culture.

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Jeremy's notes

Jeremy Viray of Quinn & Company, CTO's PR representative in New York, attended a special session today, entitled Youth in Tourism = Investment in Sustainable Tourism Here are Jeremy's notes.

This is the first time STC has held a conference session exclusively on youth. Moderator Tina Evans Caines introduces the panel.



Russell Griffith is the management trainee from Fairmont Southampton. People ask him why he chose tourism. Griffith says tourism chose him. We should be looking into expanding Bermuda's entertainment/nightlife scene to draw more tourists. For example, Bermuda could possibly organize a beach festival. But with it comes a huge responsibility to keep beaches clean during and after such events. Training is key when it comes to attracting and maintaining youth in the travel industry.

Janelle Murray, a graduate student from the University of the West Indies in Barbados is the next panelist. She is studying tourism and worked for CTO in 2010. Her studies have encouraged her to be more

critical in her way of thinking and has therefore learned the vital importance of tourism to the Caribbean.

Tourism offers a vast array of employment opportunities for youth. Murray says there needs to be an effort to create positive relationships for youth through internships and entry-level positions in the industry. Murray recognizes the clear linkage between human resources and the promotion of sustainable tourism.

Ashley Ann Shepard is the spa director at the Fairmont Southampton. Shepard believes travel professionals need to listen to her generation and let them know how the youth can help the industry and get involved.

Jecoye Francis, a local high student from Berkeley Institute High School also share his experiences in the tourism industry. To draw more youth to the tourism, the industry needs to express all the benefits of working in the hospitality sector and explain what they can do after entry-level positions.

CTO Secretary General and CEO Hugh Riley addresses and thanks the panelists and youth in attendance.

Riley says tourism needs youth and their fresher eyes which can see innovation that the older generation cannot particularly through today's technologies and social networks like Facebook, Twitter, Foursquare, etc.

Mullis from Sustainable Travel International conducts a more intimate discussion with all the delegates and seeks to know what others are looking to get out of the workshop. In attendance are tourism executives from the region, media and university students. Everyone is here to learn from destinations' sustainable tourism plans. Some of the items delegates want to know include how to build on returns, new trends and how to increase planning.

Mullis discusses what defines sustainable tourism and what it is not. Unsustainability involves a lack of planning that leads to underdevelopment. Some useful sustainable tourism tools include eco-certification, carbon monitoring and impact assessment. Sustainable tourism planning has to place equal emphasis on employment and stakeholder coordination. Why is planning important? It assists destinations in stewardship goals to help achieve sustainability objectives. In short, long term successes require long term care.

Building a Plan: review/analyze current and past performance, identify current issues, examine how alternate growth scenarios may affect the issues, envision future state, establishing objectives, build plan with continual monitoring, and coordinate government involvement.

Critical elements include: governance structure, land use planning, health/safety/security, quality standards, climate change, leakage, community linkages, increased competition, energy security, green investments, employment/training/tourism education, youth development and dependence on tourism.

Mullis introduces Director of Tourism of Belize (Seleni Matus) to share her insights. She says the largest challenge is climate change. Belize is working with organizations like WWF and Cornell University (US) to create their master sustainable tourism plan. She asks what have been the benefits and costs of sustainability? In Belize's plan, she addresses how she works with other agencies and organizations and how crucial these relationships are. It is essential to understand the linkage between short term and long term planning.