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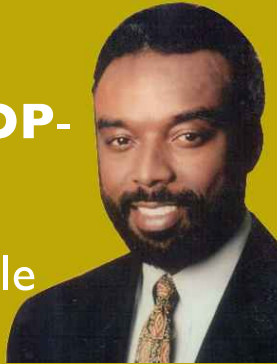


Keep Sake

VOLUME 1 ISSUE 1

APRIL 2006

VIEW FROM THE TOP-CTO's SG on Sustainable Tourism



Secretary General,
 Mr. Vincent Vanderpool-Wallace

There is a growing understanding that tourism is the primary industry of the Caribbean, and, finally is being accorded the attention that it long has deserved by our leaders. For this I am greatly pleased. I believe that sustainable tourism is the Caribbean region's only option for survival; therefore, economic progress must have an intrinsic and fundamental connection to sustainable tourism.

At the same time, disasters pose a major threat to the tourism industry with Caribbean and international tourism experiencing its fair share of mostly natural disasters in the past two to three years along. The ability to mitigate and eliminate the consequences of these disasters is of paramount importance to the industry. The argument is simple - there can be no sustainable tourism if there is nothing to sustain, and, as I have already stated, no real economic development without sustainable tourism.

Cultural preservation is another important aspect of sustainable development and as we strive toward a more complete sustainable tourism product, we must ensure our culture does not become extinct.

From the Desk of the ST Product Specialist

It feels like I have been here for ages but, it has been just over six months since I joined CTO as the new Sustainable Tourism Product Specialist. It is certainly an exciting time to join CTO with a new vision for Caribbean tourism being championed by our effervescent Secretary General, Mr. Vincent Vanderpool-Wallace.

Part of the excitement for me, is to pioneer new activities in the area of sustainable tourism development for the organization. "Keep Sake" is one such initiative. This e-newsletter called, "Keep Sake", is the first in a series of quarterly publications, which will serve to bring dedicated news on CTO's sustainable tourism activities to our members and many other stakeholders in the tourism industry. The name Keep Sake was selected as it captures the essence of what we are trying to do with our Caribbean tourism product and more specifically, sustainable tourism -cherishing our natural endowment while securing sustained economic growth and development for the people of the region.

In the first issue of **Keep Sake**, CTO's Secretary General shares his vision for



Sustainable Tourism Product Specialist,
 Mareba M. Scott

Caribbean tourism and his views on sustainable tourism. You would also find an update on-going activities in the Sustainable Tourism Division with a featured article in this issue from the Sustainable Tourism Advisor attached to the Caribbean Regional Sustainable Tourism Development Programme (CRSTDP), Mr. Luis Chaves. Mr. Chaves shares some thoughts on the challenges of sustainable tourism.

Remember, CTO's 8th Annual Caribbean on Sustainable Tourism Conference will take place April 25-29, 2006 in Puerto Rico. Find more information in this issue of Keep Sake. REGISTER NOW!!!!

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Caribbean BF Countries Grow Into their Own



Participants of the BF Coordinators' Meeting and Workshop held in La Ramona, Bayahibe, Dominican Republic, December, 2005

The Caribbean Blue Flag Programme, one of the more successful voluntary regional environmental management programmes for beaches and marinas, takes on a new shape in 2006. At the 7th Meeting of Caribbean Blue Flag (BF) National Coordinators' and Workshop held in the Dominican Republic from December 7-9, 2005 in La Romana, Bayahibe, it was agreed that current BF countries, the Dominican Republic, Jamaica, Bahamas and Puerto Rico will apply for direct membership to Blue Flag International through their non-governmental organizations (NGOs) in 2006.

Since the Caribbean BF programme was implemented in the Caribbean, countries' membership was held through the Caribbean Conservation Association (CCA). The Caribbean Tourism Organization (CTO), the Caribbean Alliance for Sustainable Tourism (CAST) and CCA managed the regional programme as the Caribbean Blue Flag Consortium (CBFC). This year would have been the final year for countries to hold their membership through the Consortium via CCA. As a result of the new independent country membership to Blue Flag International, the CBFC has been disbanded. Current Blue Flag countries should therefore feel proud that the

process has been initiated earlier than anticipated and this early transition is indicative of the maturity and readiness of the countries to become full fledged members of Blue Flag International.

The former Consortium members will continue to provide technical support and promote the Blue Flag programme as a good practice in voluntary environmental management, focused on promoting sustainable tourism development in coastal tourism regions. The CTO, as an implementing agency for the Caribbean Regional Sustainable Tourism Development Programme (CRSTDP), funded by the European Union, is working with Blue Flag International to produce a manual to assist Caribbean countries in the development, implementation and/or maintenance of the Blue Flag Programme in their countries. This manual, **"Awards for Improving the Coastal Environment: The example of Blue Flag,"** is a joint effort between CTO and the United Nations World Tourism Organization (UNWTO), the Foundation for Environmental Education (FEE) and the United Nations Environmental Programme (UNEP). This manual will be available in French, Spanish and English and disseminated to our 33 member countries by mid- 2006.

For more information on the International Blue Flag Programme visit www.blueflag.org



Old San Juan, Puerto Rico

STC 8, Puerto Rico April 25-29, 2006

Keeping the Right Balance: Economic Progress and Sustainable Tourism is the theme of this year's Sustainable Tourism Conference, which is being organized by the Caribbean Tourism Organization (CTO), the Puerto Rico Tourism Company (PRTC), and the Caribbean Disaster Emergency and Response Agency (CDERA), and co-sponsored by American Express and the European Union as part of the Caribbean Regional Sustainable Tourism Development Programme (CRSTDP).

The Condado Plaza Hotel & Casino in San Juan, Puerto Rico, will be the host hotel of this premier sustainable tourism event for the region, which will take place April 25th - 29th 2006. This year, the conference seeks to emphasize that sustainable tourism (ST) is not only about preserving the physical environment but serves to reiterate that ST is within the context of sustainable development which includes securing economic prosperity, social and cultural integrity while utilizing our natural assets in a sustainable manner.

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STC 8, Puerto Rico April 25-29, 2006 cont'd

In examining economic progress and sustainable tourism, the Conference will serve to dispel the notion that the Caribbean's tourism development cannot promote environmental preservation. The Conference aims to also gradually effect a paradigm shift away from measuring Caribbean tourism's success by "heads in beds" to, measuring tourism's growth, and that success, based on the impact on the socio-economic, physical and cultural environments.

As is customary, a dynamic programme has been organized with a special general session on the first day to focus on Disaster Management and Preparedness (DMP), which in an era of increased risks, is at the heart of ensuring the sustainable development of the Caribbean's tourism-based economies. The DMP session will include workshop series on the first day that will target DMP specialist and tourism stakeholders alike. Other conference sessions and/or workshops include Tourism, Economic Development and the Environment, Creating Sector Linkages and Financing Sustainable Tourism Projects.

The host country, Puerto Rico, will be one of the case studies for the conference and several study tours have been organized. These include El Yunque Rainforest, Casa Pueblo, Humacao Nature Reserve, Paseo Pinones and Old San Juan. For more information about the destination please visit www.GoToPuertoRico.com

For more information and to register for the Eighth Annual Conference on Sustainable Tourism Development (STC- 8) please go to www.onecaribbean.org

EIGHTH ANNUAL
CARIBBEAN CONFERENCE ON SUSTAINABLE TOURISM DEVELOPMENT
Condado Plaza Hotel & Casino, Puerto Rico — April 25th to 29th, 2006
PRELIMINARY PROGRAM



Monday April 24	Tuesday April 25	Wednesday April 26	Thursday April 27	Friday April 28	Saturday April 29	Sunday April 30
All Day General Delegates Arrive Conference Registration Opens Optional Pre Conference Tours	8:30am – 10:30 pm Special General Session Disaster Management and Preparedness (DMP) Ponce de León "B" 10:30 am – 11:00 am Coffee Break (available for sponsorship) Ponce de León Foyer 11:00 am - 12:30 pm Workshop Series I Ponce de León "B" 12:30 pm – 2:00 pm Luncheon sponsored by Trinidad & Tobago Tourism Development Company Limited Royal Room 2:00 – 3:30 Special General Session DMP Ponce de León "B" 3:30 – 5:00 Workshop Series II Ponce de León "B" 7:00 pm Opening Ceremony Ponce de León "B" 8:00 pm – 10:00 pm Exhibition and Welcome Cocktail Party Ponce de León Foyer	8:30 am – 9:15 am Special Presentation – Tobago since the 2005 Conference Ponce de León "B" 9:15 am – 9:30 am Coffee Break (available for sponsorship) Ponce de León Foyer 9:30 am – 11:30 am General Session I Tourism, Economic Development and the Environment Ponce de León "B" 11:45 am – 6:15 pm Study Tours Choice of: El Yunque Rainforest or Caguanas Town Center (Boxed Lunch for delegates)	8:45 am – 10:45 am General Session II Creating Sector Linkages Ponce de León "B" 10:45 am – 11:00 am Coffee Break (available for sponsorship) Ponce de León Foyer 11:00 am – 12:30 pm Workshops Series III Ponce de León "A" and "B" 1:00 pm – 2:30 pm Awards Luncheon Sponsored by Islands Magazine Royal Room 3:00 pm Study Tours Choice of Old San Juan or Paseo de Piñones 7:00 pm Cultural Evening for All Delegates	8:30 am – 11:30 am General Session III Financing Sustainable Tourism Projects Ponce de León "B" 10:30 am – 11:00 am Coffee Break (available for sponsorship) Ponce de León Foyer 11:45 am – 6:00 pm Study Tours Choice of: Casa Pueblo Projects or Humacao Nature Reserve (Boxed Lunch for delegates)	8:30 am – 9:00 am Special Presentation: STC-9 Host Country Ponce de León "B" 9:00 – 11:00 am General Session IV Stakeholders Speak Out! Ponce de León "B" 10:30 am – 11:00 am Coffee Break (available for Sponsorship) Ponce de León Foyer 11:15 am – 12:45 pm General Session V Defining the Way Forward (Rapporteurs Reports) Ponce de León "B" Free Afternoon for General Delegates 1:00 pm – 2:30 pm Press Luncheon and Conference Garden Room 3:00 pm – 5:00 pm Meeting of the CTO Technical Committee on Sustainable Tourism Development Ponce de León "A" 7:00 pm – 10 pm CLOSING CEREMONY And Farewell Party	All Day Delegates Depart For home Or For Post Tours

Last updated 2/16/06

Regional Sustainable Tourism Policy Framework

The Second Regional Sustainable Tourism (ST) Policy Development and Intersectoral Planning Workshop took place from March 21- 23, 2006 at the Cara Suites Hotel, St. Lucia under the auspices of the island's Ministry of Tourism. The key issues discussed included: tourism standards and guidelines, trade in tourism services, environmental management and product development. Over forty (40) participants from over 15 CTO member countries were represented at the successful Workshop.

The first Regional ST Policy Development and Intersectoral Planning Workshop was successfully hosted by the Government of Barbados under the auspices of the Ministry of Tourism in Barbados from December 1-3, 2005. Thematic issues covered in the first workshop included: health, safety and security; research; information and communications

technology (ICT); and human resource development. Copies of all the presentations are available: [HYPERLINK "http://www.onecaribbean.org/information/categorybrowse.php?categoryid=791"](http://www.onecaribbean.org/information/categorybrowse.php?categoryid=791)

The Workshops are intended to assist in the development of the regional sustainable tourism policy framework, through consultation and feedback. They will also enhance national tourism policies, while fostering sustainable tourism strategies, promoting linkages within the region and facilitating the transfer of policy-making and implementation know-how.

The Regional ST Policy Framework is just one component of the 8 million euro Caribbean Regional Sustainable Tourism Development Programme (CRSTDP) funded by the European Union.

For more information on the CRSTDP visit www.caribtstp.org

CRSTDP Sustainable Tourism Advisor Shares Some Thoughts - Facing the Sustainable Tourism Challenge



Sustainable Tourism Advisor, Mr. Luis Chaves

Understanding of both the definitions and parameters of Sustainability and of Tourism allows for better understanding and for its industry implications. For at least two decades, conveniently so, the very many meanings and interpretations of the both definitions has often been the reflection of the issues and problems that have been identified by the people that have connected them.

For most environmentalists, the issue of sustainable tourism is one of degradation of the natural resources as an effect of the tourism activity and a need to protect and preserve the natural and cultural environments. On the other hand, for the most private industry, in contrast, sustainability may represent mainly the opportunity to reduce costs and increase profit margins on their investments.

One difficulty resides to a degree in the way we view, envisaged and define TOURISM in first place, for what purpose, and for whom? This remains an essential question of importance as it can lead to the absence of an adequate theoretical foundation to understanding the real dynamics of tourism by its stakeholders, the social and economic activities it involves and the main forces that drive tourism today.

Understandably, as tourism development continue to change worldwide, the concepts of sustainable tourism changes and continue to evolve. Today we are confronted with a whole range of these definitions that vary largely by continuous global changes, external determinants and by individuals or agencies

that provide an entire range of new alternative definitions to the concepts, in some cases known more as ego-alternatives.

Mowforth and Mundt argue that similarly, sustainability and its application to tourism, should not be considered a once and for all position- a neutral, scientific term to which techniques can be applied and upon which policies and programmes can be implemented and evaluated as ideal types and models.

With this in mind, it is important to envisaged the adopted sustainable tourism definition as a developmental tool for the management of resources that provides the basic start-up conceptual framework that calls for the engagement, participation and discussion of all stakeholders in the tourism industry, defining tourism not only as a group of businesses but also as an interrelated sectors, multidisciplinary subjects and as a call for a commitment and engagement model that possibly deal with constant change, and with the broader influences and interests reflected.

One difficulty resides to a degree in the way we view, envisaged and define TOURISM in first place, for what purpose, and for whom?

The idea is to put more emphasis and give importance in viewing sustainable tourism as leading to an efficient use of resources rather than to relate sustainable tourism not only to either tourism growth and/or the development of new forms of tourism (new tourism), often mistaken by referring to it only by soft tourism, nature based tourism, eco-tourism, gentle tourism, low impact tourism, green tourism, responsible tourism, etc...

One sustainable tourism myth is to believe that mass tourism or the 3S's traditional forms of tourism cannot be sustainable as compared to the development of small-scale new forms of tourism that can result in non-economic sustainability.

To move on then, the question is on how

sustainability should be taken beyond its current usage and how it should be given a substantial, tangible, and unequivocal meaning. Should we be promoting the principles and more important the tools and "best practices" of sustainability?

Unfortunately, sustainable tourism is often open to manipulation in the service of non-ethical tourism providers in the industry; "green pirates" and "greenwashers" cater to the new generation of green consumers demand. Whether their principles and tools are accepted or not, it does suggest that the motives of those who promote them should be closely scrutinized and evaluated to consider good or bad practices.

We cannot argue that the profit motive of private firms sometimes negates or dominates other motives. However, there are many examples from around the world of good environmental practices in the tourism industry allied with profitability. Moreover, the idea of promoting and adapting examples of good practice is eminently sensible and necessary and precisely the area that we should be focusing now.

One key answer to this remains in the education on how we value, appreciate and use tourism for our sustainability. Through, this slow educational process, there is no doubt that the industry will continue to responded to the growing importance of the notion and use the term sustainable tourism in a range of ways that fits its current and future requirements.

Second, the tourism industry will likely not change its modus operandi if the messages are not clear and conveyed. However, the tourism industry with better know-how and dissemination tools can become the major proponent of tourism sustainability changes. The tourism industry is like also to adapt more to new demands as tourists become more refined, more sophisticated and the world of tourism becomes more complex. This perhaps will imply that stakeholders and tourism service providers at all scales and sizes for all tourism products, will increasingly link conservation, social and community issues, and other ethical matters, to their own economic and social benefit.

Up-coming CTO Events

April 25th -29th, 2006- 8th Annual Sustainable Tourism Conference
Keeping the Right Balance: Economic Progress and Sustainable Tourism

May 24th-26th, 2006 - 2nd Tourism Human Resource Conference, Dominican Republic

June 10-17, 2006 - Caribbean Week, New York

We Welcome Your Feedback

We welcome your feedback on the activities of the ST Division and would appreciate receiving your suggestions on how Keep Sake can be improved. Please send your questions, suggestions or comments to Mareba Scott, Sustainable Tourism Product Specialist at mscott@cariboturism.com



OAS Symposium Antigua from left: OAS representative in Antigua, Director General CHA, Mr. Alec Sanguinetti, Minister of Tourism in Antigua, Mr. Harold Lovell, Secretary General of CTO, Mr. Vincent Vanderpool-Wallace and Kim Osbourne, Tourism Specialist, OAS.

Tourism Standards for the Region

A tourism technical committee to coordinate a regional approach for the development and harmonization of standards for the tourism industry will be established to enhance the Caribbean tourism industry's overall competitiveness. This was one of the decisions taken at the Organization of American States (OAS) Symposium entitled, "Achieving Sector Competitiveness and Value Added for the Global Market," held in Antigua from

February 7-9, 2006. CTO, which was one of the collaborators with the OAS on this highly successful regional symposium, will be among the organizations to serve on this tourism technical committee along with representatives from regional Bureau of Standards, Caribbean Hotel Association (CHA), and CAREC (Quality Tourism for the Caribbean, QTC). The CARICOM Regional Organization for Standards and Quality (CROSQ) will lead the initiative.

About CTO

The Caribbean Tourism Organization, with headquarters in Barbados and marketing operations in New York, London and Toronto, is the Caribbean's tourism development agency and comprises over 30 member governments and 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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