



Quality Tourism for the Caribbean (QTC)

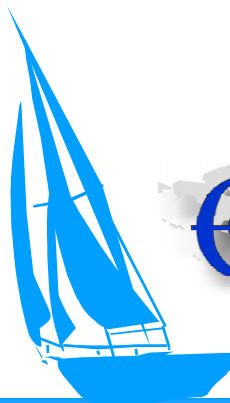


CARIBBEAN TOURISM • HEALTH • SAFETY
AND RESOURCE CONSERVATION PROJECT

QTC
Quality Tourism for the Caribbean

**2nd Regional Sustainable Tourism Policy and Planning W'shop,
March 21, 2006
St Lucia**

Dr C. James Hospedales



**Pan American
Health
Organization**
Regional Office of the
World Health Organization





Overview

◆ Background

- Sustainable (tourism) development in Caribbean
- Health and environment issues;

◆ Quality Tourism for the Caribbean

- Caribbean Tourism, Health, Safety and Resource Conservation Project 1999-2003 (QTC-1)
- QTC Health, Safety & Environment Standards Implementation and Certification Proposal (QTC-2)

◆ Policy & Planning issues



Vision for Sustainable Caribbean Development

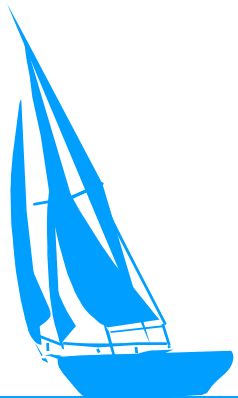


**Three Pillars...
plus Good
Governance**

**Trade &
Economic
Measures
(Tourism)**

**Environmental
Conservation**

**Health &
Education - for
Social Capital**





Vision for Caribbean Tourism



*"To be the Safest, Happiest, and Healthiest
of Comparable Destinations in the World"*

Quality Tourism for the Caribbean, 1999





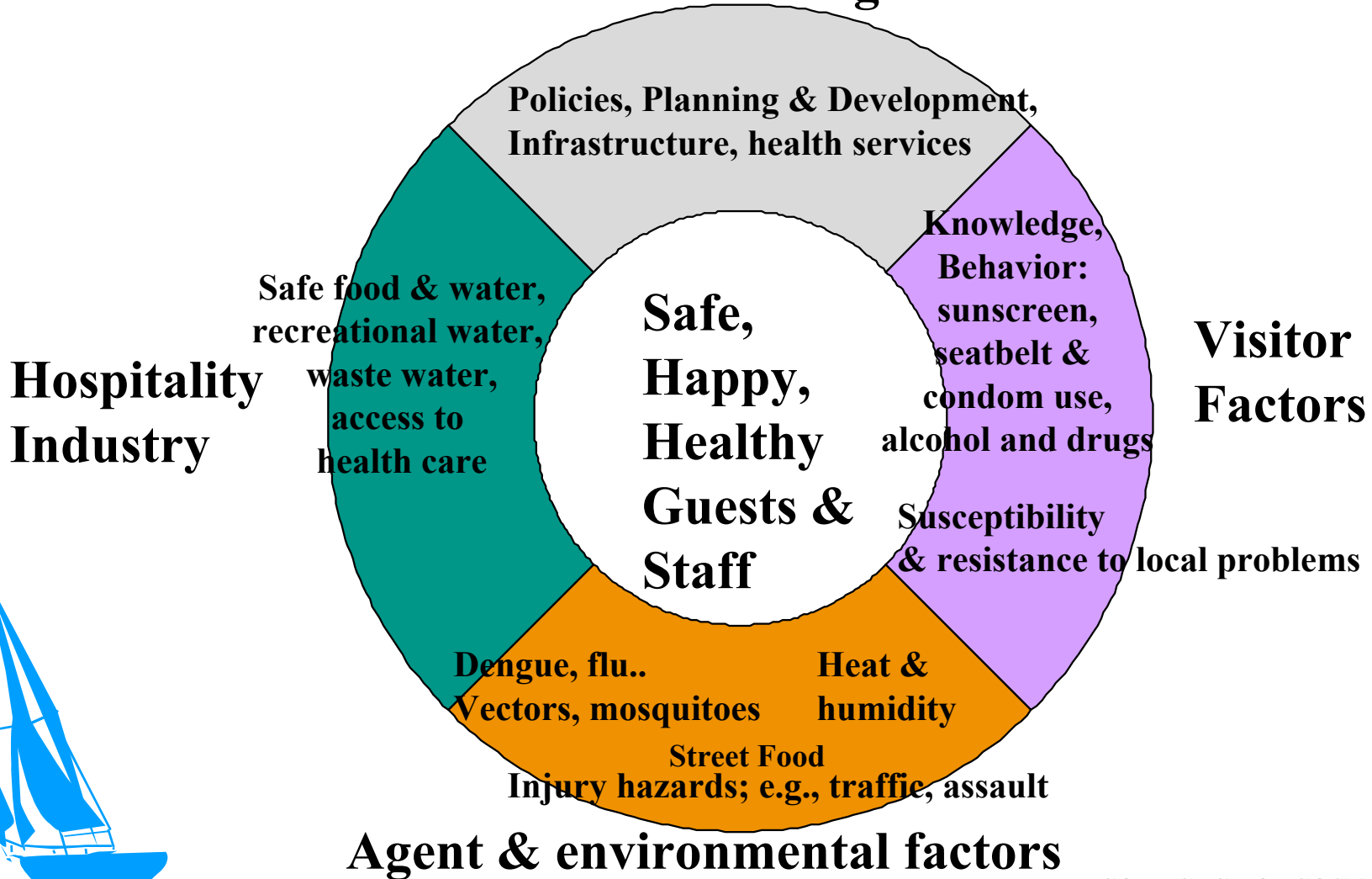
Journeying Together



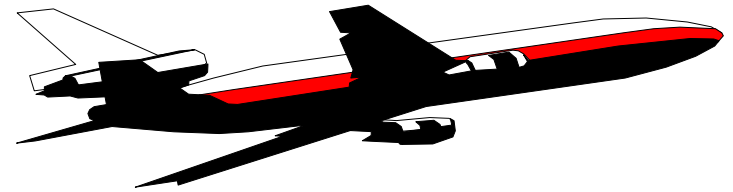


Factors Affecting a Traveler's Health

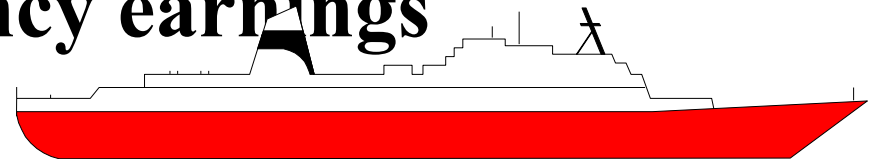
National & Regional



Caribbean Travel & Tourism



- ◆ **\$US21.5Bn industry**
- ◆ **23 million stay-over arrivals**
- ◆ **18 million cruise ship arrivals**
- ◆ **252,300 hotel rooms; 2,200 hotels**
- ◆ **Contribution to Caribbean GDP = 15%**
- ◆ **Contribution to Caribbean employment = 15.5%**
- ◆ **Majority of hard currency earnings**





Health & Tourism Issues: Infectious Diseases

- ◆ **Food and water-borne disease** (10-58% tourists got TD in mid-late 90s; decreased to 6-35% in mid-2000s; tour op data)

- ◆ **Vector borne diseases**
 - Dengue fever, malaria, West Nile Virus

- ◆ **Respiratory diseases**
 - Legionnaires' disease, SARS, Bird Flu

- ◆ **Vaccine preventable diseases**
 - Measles and rubella, polio (Caribbean free of these), hepatitis B

- ◆ **Sexually Transmitted infections**
 - HIV/AIDS, sexually transmitted infections;

- ◆ **Skin and ear infections**





Foodborne Disease Outbreaks in Industry

- ◆ **From 2000-05, over 55 reported outbreaks of food and water borne illnesses; >2,600 guests and staff at tourist-based hotels from 14 Caribbean countries**
 - Tobago 2002: Twin-hotel, food poisoning outbreak; likely source water; 70 ill, hotel closed for 3 months; 190 staff on breadline
 - Turks & Caicos Is. 2003: Outbreak of *Shigella* food poisoning; likely source - food handler contaminating juice
 - Jamaica 2002, 04/05: Multiple hotel outbreaks; *Salmonella enteritidis*; source eggs; investigation helped avoid US Travel Advisory against Jamaica
 - Cruise ship industry outbreaks (>10 in 2003)





Deteriorating National, Regional and International Environment

- ◆ **Recent studies on region sound warnings on natural and social environment trends:**
 - **National Geographic Magazine, March 2004:** “Caribbean destinations “getting ugly” due to declining natural environment & visitor experience”
 - **World Travel & Tourism Council, June 2004:** “Growing importance of tourism to the regional economy” but warned, “declining quality of the natural resource base and its impact on the Caribbean tourism product”
 - **World Resources Institute, September 2004:** “Caribbean reefs at risk of further degradation, particularly in areas where human activities are predominant, e.g., in coastal areas and upland watersheds”
 - **Yale Centre for Environmental Law and Policy, January 2005:** “Trinidad & Tobago near bottom in Environmental Sustainability League Tables” (139th out of 146 countries studied; down from 121st place in 2002 report)



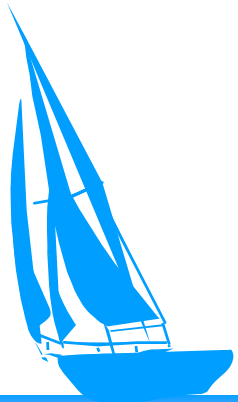


Erosion of stream bed in St Lucia; silt deposits kill reefs





Garbage blocking drainage through sluice gates in Guyana floods Jan 2005





Health & Environment Issues: Injuries

◆ Un-intentional injuries

- Burns, falls, stings/bites, traffic injuries, boating/sporting injuries, poisoning/food allergies

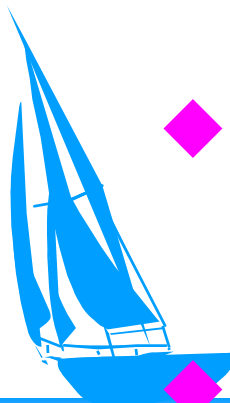
◆ Intentional injuries

- Assault, rape, homicide, suicide

◆ Substance abuse

- Alcohol, marijuana, cocaine

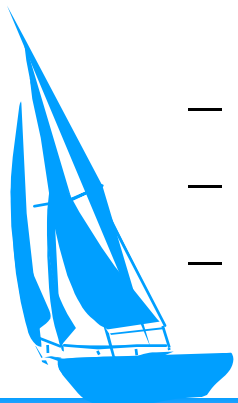
◆ ?Bio-Terrorism (BT)





Background to QTC Program

- ◆ Preventable, health and environment problems in tourism industry
- ◆ Costly: >\$US200M foregone to industry in last 8 yrs
- ◆ Realisation of no Caribbean-wide standards for health & environment (CAREC/CHA Conference May 1996)
- ◆ Caribbean Tourism, Health, Safety and Resource Conservation Project:
 - Funding from IADB/MIF, CDB, CAREC/PAHO, CHA/CAST 1999 to 2002 (full operations); 2003-present (reduced ops)
 - CAST-CAREC/PAHO Memo of Agreement
 - Public/Private, Regional/Nat'l Steering Committee
 - Countries: T&T, B'dos, Jam, Bah & OECS





CTHRSCP Main Outcomes

- ◆ First indigenous Caribbean-wide tourism industry standards for health, safety and environment
- ◆ Needs Assessment Surveys hotels and food establishments
- ◆ Training 1,500 public and private sector personnel in food safety, and environmental management
- ◆ QTC Brand developed
- ◆ Certification Program options study
- ◆ Sensitization of health and tourism sectors to import of health and environment in profitable and sustainable tourism
- ◆ CAREC-CAST public-private partnership established





Emerging Recognition of QTC

- ◆ Many countries and hotel associations requesting program
- ◆ Training in food safety and QTC standards by CAREC
- ◆ 8th EDF EU Project support via CHA & CTO
- ◆ CROSQ buy-in and participation
- ◆ Association of Caribbean states (ACS): ref QTC standards in sustainable tourism indicators Tourism Zone framework
- ◆ Tour operators asked QTC to do work on their behalf
- ◆ OAS-Organised meeting Feb 2006: *QTC* considered best “home-grown” candidate for the Caribbean operating HSE standard for tourism establishments





QTC Standards Development

- ◆ Caribbean (Jam, T&T, B'dos), US, UK, tour op standards reviewed; private-public, multi-disciplinary standards sub-committee
- ◆ Benchmarked and tested in 42 hotels in 6 countries
- ◆ Integrated “Clean and Green” assessment/audit approaches tested; responsive to industry needs
- ◆ Food Safety Standard first revision in 2003
- ◆ 6 Environmental standards reviewed 2005





QTC Standards

- Food Safety and Sanitation
- Environmental Management System
- Water Treatment, Management and Efficiency
- Sewage Treatment Management
- Energy Management and Efficiency
- Integrated Pest Management
- Solid Waste Management
- Occupational Health and Safety
- Air Quality and Pollution Control
- Physical & Personal Safety, Security and Disaster Planning
- Protecting Natural Resources and Managing the use of Coastal Areas
- Community Relations





QTC is Unique

- ◆ Combines Health and Environment Dimensions;
“Clean and Green”





QTC Food Safety & Sanitation Standard

- ◆ Food Safety and Sanitation Standard (© CAST & CAREC 2003). Incl. implementation guide, self-assessment questionnaire, audit-scoring system; industry guide
- ◆ Enterprise assessment/certification
 - Management system (20%)
 - Performance/prescriptive standard (80%)
- ◆ “Critical, non-critical and good practice” classification with weighted scoring system
 - “Major musts (5 pts), minor musts (3 pts) and shoulds (1 pt)”
- ◆ Graded scoring system to monitor progression





Lessons Learned

- ◆ Possible to develop region wide standards; Many challenges, need to persevere
- ◆ Anxiety of private sector re adverse publicity, illness surveillance, reporting
- ◆ Absence of documentation in properties
- ◆ Functional literacy levels
- ◆ Many interests – nat'l, regional, int'l; public-private; tour ops; guests; staff





Lessons Learned from the Project Evaluation

Project delivered on most of its objectives

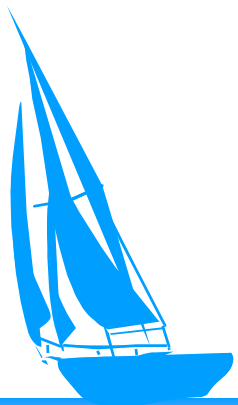
- ◆ Insufficient attention to promotion & marketing
- ◆ Public-Private partnership at regional or national level
 - Major strength and major challenge balancing interests and involvement of key stakeholders
- ◆ **All stakeholders unanimous that Caribbean -wide standards a tremendous achievement and that a necessary and logical next step is to implement the standards with matching audit and certification Program for the QTC standard**





QTC HSE Standards Implementation Proposal

- ◆ **QTC Program Vision:** *“the safest, healthiest and happiest of comparable destinations in the world!”*
- ◆ **Goal:** To increase the quality, safety, competitiveness and sustainability of the tourism sector in the Caribbean Region and thereby improve the tourism sector’s quality and ability to maintain its market position on a global level.





QTC-2 Proposed Outputs

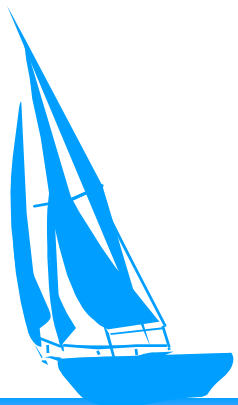
- ◆ **Proposed Time Frame = 3 years**
- ◆ **300 tourism enterprises enrolled (public/private/community)**
- ◆ **100 tourism enterprises QTC certified (P/P/C)**
- ◆ **Train and accredit 150 in-country assessors/auditors**
- ◆ **Achieve harmonisation and reciprocity:**
 - e.g. National (e.g., Jamaica) and International (e.g., Tour operators/FTO, Green Globe 21)
- ◆ **Certification accessibility by SMEs**





Indicators of Goal

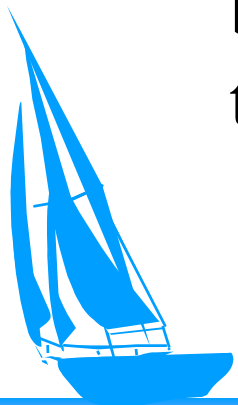
- ◆ Within two years after completion of the project:
 - Reduction in the number of reported traveler-related illnesses and injuries
 - Improvement in key indicators of environmental sustainability
 - Improvement in operating results of SMEs participating in the project
 - Increase in visitor satisfaction





Purpose

- ◆ By the end of the project: At least 300 SMEs have enrolled in the project and are participating in developmental activities. At least 100 SMEs have applied for or received QTC certification. The standards promulgated by the project have been approved by Council of Trade and Economic Development (COTED) of CARICOM and have been integrated into the standards frameworks of the countries participating in the project.





QTC-2 Proposal Components

- ◆ **Establish QTC as the operating standard for HSE for Caribbean tourism operations**
 - Awareness, sensitisation and consensus building with national, Caribbean regional and International tourism industry stakeholders
- ◆ **Training and human resource development**
- ◆ **Establish a regional and accessible QTC certification system and services support framework**
- ◆ **Dissemination of Lessons Learned and Sustainability of QTC**





Certification

- ◆ A tool for promoting the adoption of standards and giving travelers and their agents a basis for informed choice
- ◆ The process of providing documented assurance that a product, service, or management system conforms to a standard, or that a person is competent to perform a certain task





Certification Benefits and Incentives

- ◆ Improved performance - reducing ecological impacts and improving health & safety
- ◆ Operational cost reduction, income generation, superior management practices – sustainability
- ◆ Maintenance of demand/supply markets
- ◆ Profitability through process efficiency – i.e. reducing waste, direct and indirect costs
- ◆ Improved public image
- ◆ Improved staff morale, performance and creativity
- ◆ Reduced enterprise liability and insurance premiums





QTC-2 Proposal Features *cont'd*

- ◆ Institutional strengthening, cross-sectoral partnerships and industry linkages:
 - Steering Committee (Countries, CAREC/PAHO, CAST/CHA, CTO, CROSQ)
 - Multi-sector stakeholder groups, technical & advisory committees:
 - Country: Health/Tourism/Environment ministries/agencies etc.
 - Regional: CHA/CAST, PAHO/WHO/CAREC, CARICOM/CROSQ, CTO, ACS, CEHI, Cruise, insurance industry etc.
 - International: ISO, WTO, etc.
 - Regional consultations: e.g. workshops, meetings, conferences
 - public, private, community, cross-sectoral
 - building trust, consensus and cooperation
 - Program/services sustainability
 - IT capacity building and framework
 - Access to low cost financing – Grants, soft loans, demand subsidies





QTC-2 Proposal Features cont'd

◆ Public Sector Involvement:

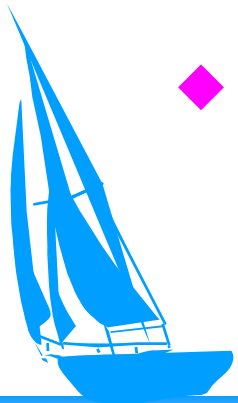
- QTC industry Standards adapted to CARICOM format via CROSQ
- Training and capacity building in food safety, QTC standards auditing espec before CWC 2007
- Establishment of health/illness monitoring in tourism sector with:
 - MOH
 - International partners
- Lab capacity strengthening
- Operational research
- Engagement of cruise sector?





Implementation in Industry

- ◆ Enrollment
 - Online, in-country supported
 - Self assessment tool - **first party audit**
- ◆ Developmental/training audit and improvement plan
 - **Second party audit**
- ◆ Verification & Certification
 - **Third party audit**





Policy and Planning Issues

- ◆ Recognition of health, safety and environment as priority issue for Profitable and Sustainable Caribbean (tourism development)
- ◆ Government support for standards-based, quality improvement initiatives
- ◆ Possible adoption of QTC by destinations
- ◆ Supportive environment
- ◆ Health, environment, tourism, education ministers





Policy and Planning Issues

◆ Fiscal

- Taxes, subsidies, etc for environmentally friendly equipment, supplies, etc;
- Soft loans/grants to tourism enterprises to meet standards

◆ Education

- QTC HSE standards in curricula of vocational training schools
- Research into renewable energy, e.g., micro hydro electricity for OECS

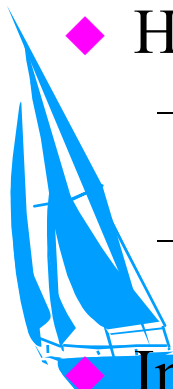
◆ COTED

- Acceptance of QTC standard as regional standard

◆ Health

- Acceptance of and inspections against QTC standard - as an internationally recognised, regional standard
- Development of hotel based monitoring and rapid response system including international partners

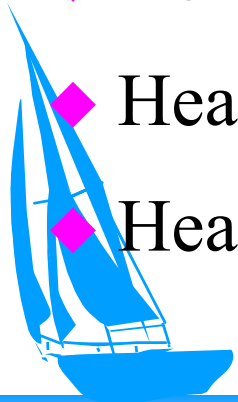
◆ Inter-Sectoral – interface of national, regional and international





Selected Caribbean Strategies

- ◆ Healthy Policies, incl. education
- ◆ Healthy Health Infrastructure, incl. facility standards, mgmt, medical evac
- ◆ Healthy Environment, incl. food, water, vectors
- ◆ Healthy Communities, incl. community devel, policing
- ◆ Healthy Tourist, incl. knowledge, behav,
- ◆ Healthy Interaction and linkages, incl. media

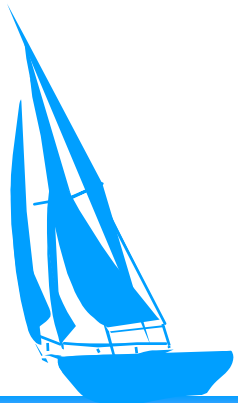






The End

- ◆ THANK YOU
- ◆ MUCHAS GRACIAS
- ◆ MERCI BEAUCOUP
- ◆ DANK U WELL

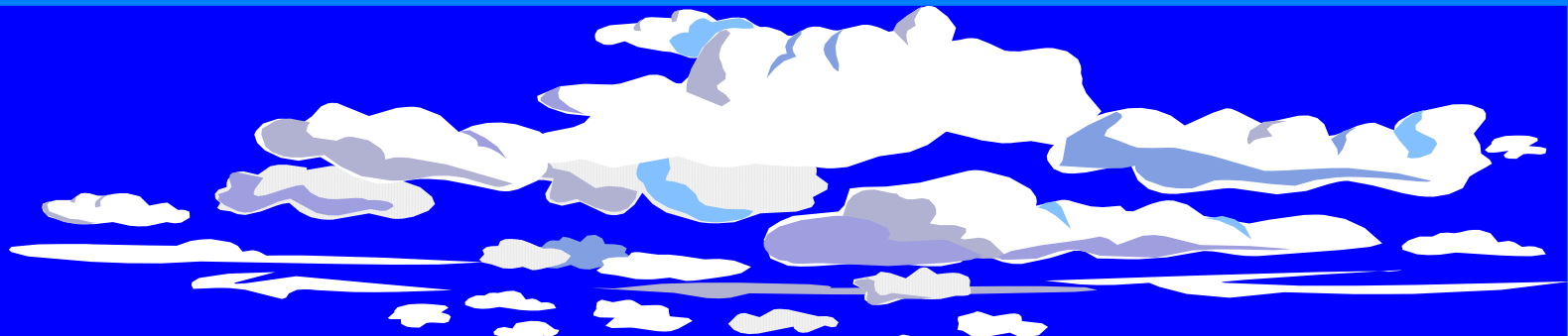




LAWFORD DUPRES, Executive Director of Trinidad and Tobago Bureau of Standards, **Yvonne Robert-White**, Project Manager of Quality Tourism for the Caribbean, **Eudine Job-Davis**, Minister of Culture and Tourism, **Dr James Hospedales**, Director of CAREC and **Jasmin Garraway**, Executive Director of Caribbean Alliance for Sustainable tourism (CAST) pose with **Jessica Joseph**, who portrayed QTC ICON description.



Caribbean Health Vision



*“Healthier, more productive people
living in harmony with each other in
Cleaner and Greener Environments”*

Caribbean Cooperation in Health, 1998

