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## 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 €3 million..

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

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For further information on the programme, please visit [www.caribtstp.org](http://www.caribtstp.org)



A Programme  
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# CTO - Tourism Satellite Accounts (TSA) Workshop

As part of the key work programme activities for 2006-2007, the Research component (CTO Lot 1) of the Caribbean Regional Sustainable Tourism Development Programme (CRSTDP), organized a Tourism Satellite Accounts (TSA) workshop for senior officials from the National Statistics Offices (NSO) and National Tourism Authorities (NTA) of CARIFORUM and CTO member states. The workshop was convened at the Grand Barbados Hotel from February 7-9 2007 and began with a brief opening ceremony with short welcome addresses from Mr. Arley Sobers, representing the CTO Secretary General, Mrs. Cecile Tassin-Pelzer of the EU Delegation to Barbados and the Eastern Caribbean and Ms. Alison Brathwaite, Director of the CARIFORUM Tourism Programme Unit (CTPU). Also in attendance at the opening were Bö Hjalmeffjord of the EU Delegation, Cecil Miller and Natalie deCaires of the CHA/CRSTDP and Luther Miller of the CTO.

Fifty-one (51) regional participants from CARIFORUM countries and the wider CTO membership, including ten (10) presenters/panellists/resource persons attended the workshop sessions. All of the Fifteen (15) CARIFORUM member states were invited and fourteen (14) of them were represented at the workshop. The non-CARIFORUM CTO member countries represented were Anguilla, Bermuda, British Virgin Islands, Curacao, Montserrat, St. Barthélemy and Turks & Caicos. Participants were generally senior practitioners from the National Statistics Offices (NSO), the National Tourism Organisations (NTO), Central Banks and Ministries of Tourism as well as some of the



Tourism Satellite Accounts (TSA) workshop at the Grand Barbados Hotel

regional institutions involved in the TSA multi-agency initiative, namely the CARICOM Secretariat, Caribbean Development Bank (CDB), Eastern Caribbean Central Bank (ECCB) and the OECS Secretariat.

The workshop had the following as its main objectives:

1. Sensitise participants on the application of key TSA concepts and methodology
2. Identify key and peculiar challenges in implementing TSAs in the region.
3. Share country experiences in addressing these challenges.
4. Highlight the context within which the implementation process takes place
5. Provide guidelines and realistic options on TSA implementation in the region.

An evaluation form which contained questions on overall workshop evaluation, effectiveness of

workshop in meeting stated objectives, ratings for each of the presentations, highlights and weakness, and suggestions for improvement of future workshops was designed to assess the effectiveness and usefulness of the workshop was circulated towards the end of the last day's session. Respondents overwhelmingly indicated satisfaction with the workshop. The consensus was that it certainly met the stated objectives, imparted essential knowledge on TSA related issues and concepts, presented key ideas for future TSA implementation, created many opportunities for future networking and facilitated a deeper understanding of TSA implementation issues and requirements in the region.

The presentations from the workshop have been uploaded into a special TSA workshop workgroup and are available at the CTO website [www.onecaribbean.org](http://www.onecaribbean.org).

## 8th Meeting of Caribbean National Blue Flag Coordinators

The national Blue Flag coordinators from the Caribbean region met in Barbados from 25 - 26 January 2007, at the Divi Southwinds resort. The **Caribbean Regional Sustainable Tourism Development Programme (CRSTDP)** supported the event by facilitating the participation of Marie Bredy, Director of Planning at Haiti's Ministry of Tourism. The objective of Ms Bredy's involvement was to learn more about the Blue Flag programme, and the Integrated Coastal Zone Management aspects in particular.



The two day event was chaired by the Caribbean Alliance for Sustainable Tourism (CAST). Alvin Jemmott, President of the Barbados Hotel and Tourism Association (BHTA) opened the event, commenting on the increasing visibility of Blue Flag to international tourist markets. The Director of FEE (Foundation for Environmental Education), Finn Bolding Thomsen, reported on progress internationally and in the region on uptake of the Blue Flag programme, with more Caribbean countries looking to join. The Caribbean countries with certified beaches and ma-

rinias: Puerto Rico, Dominican Republic, Jamaica and The Bahamas, then provided a status report, and identified best practices.

On the second day, presentations were made by Deirdre P. Shurland, Director of CAST, on Integrated Coastal Zone Management using Barbados as a case study, and by Janice Cumberbatch, Lecturer at the Centre for Resource Management and Environmental Studies (CERMES) at the University of West Indies, on environmental education.

### The national Blue Flag coordinators

The **CRSTDP** further supported the event by supplying hire of a minibus, and the participants were taken on an inspection of beach quality on the west coast of Barbados.



## Partnering & a New In-House Training Tool

The CHA component of the **CRSTDP** completed a successful workshop ran jointly with the Business Development and the Human Resource components at the Accra Beach Hotel & Resort in Barbados on 4 - 5 December 2006.

Twelve (12) ACP Caribbean countries were represented with participants from hotel associations, regional institutes, training providers, HR specialists and representatives for hotels. The participants reviewed a newly developed train-the-trainer programme and its supporting materials, specifically designed for supervisors/managers of smaller businesses. The participants also were introduced to a new electronic training tool and were able to take part in the on-line testing of the tool. The tool which is still under development was seen by all participants as a potentially extremely interesting development supporting busy in-house trainers, and providing organizations and individuals with tools to identify their training and development needs.

This was followed by a session on partnering, marketing and pricing related to the offering of training programmes and the electronic tool. All sessions provided excellent feedback and suggestions which will allow the consultants to make specific recommendations on the delivery of these outputs whilst ensuring sustainability.

A subsequent workshop organized jointly with the Stichting Toerisme Suriname and Tourism and Hospitality Association of Guyana (THAG) was held at the Krasnapolsky Hotel in Paramaribo, Suriname on 23 - 25 January 2007 for those

participants from Guyana and Suriname.

All participants were assessed on the last day of the work shop according to the scoring format also used during a Train-the-Trainer workshop in the Bahamas. In keeping with the on-line theme, participants completed course assessments online showing an initial high level of satisfaction for the workshop.

The workshop was delivered by Danny Riemersma, HRD Consultant and Wijnand Rombouts who developed the training tool.

## Energy Management & Environmental Management System Workshop - CHA



Participants from the 9 ACP Caribbean Countries

An online Training Needs Analyses, which was conducted in November and December 2005 as part of the **CRSTDP** initiative, indicated that Energy Management and an Environmental Management System were high priorities for the tourism sector in the region and as a result the CHA Human Resource consultant conducted a workshop in the island of Tobago from 26 – 28 February 2007 at the Mount Irvine Bay Hotel.

Sixteen (16) participants from 9 ACP Caribbean countries were represented with participants from hotel associations, training providers, environmental specialists and representatives from hotels. The first day of the workshop was allocated to Environmental Management, whereby participants gave input in a self assessment EMS tool. On the third day, the training skills of participants were standardized by practising the preferred CHA model for transfer of knowledge and transfer of skills. Day three (3) was

reserved for input in the course Energy Management and an Energy Management tool which will be designed during the project. The hotel in which the workshop was organized, allowed participants to practise in an Energy Management Audit.

The four (4) most important outcomes of this workshop are:

- Participants agreed to be actively involved in a forum-page, where ideas will be exchanged
- Participants will put effort in an energy benchmarking exercise to be published on the internet.
- Participants successfully gained training skills
- Participants provided feedback which will allow for electronic tools to be designed

## Programme Tidbits

### 1<sup>st</sup> Meeting of the Programme Steering Committee convened at the CTPU - 6 February 2007

In accordance with the decision taken at the 5<sup>th</sup> meeting of the Policy Review Board (PRB) on October 12, 2006 for the establishment of a Programme Steering Committee (PSC), the first meeting was convened in Barbados on February 6, 2007 at the offices of the CTPU in Barbados. In attendance at the meeting were representatives of the CARIFORUM Secretariat, Deputy Regional Authorising Office, EC Delegation, Caribbean Hotel Association, Caribbean Tourism Organization and the CTPU. The representative from the PUCMM was unable to attend.

As mandated by the PRB, the PSC was set up as a sub-committee of the Policy Review Board and comprises the six principal members of the PRB namely CARIFORUM, DRAO, CTO, CHA, PUCMM and the CTPU, with the EC Delegation in attendance as observers. The PSC is expected to meet on a quarterly basis.

### CHA Project Coordination



Mrs. Natalie de Caires took up appointment as Manager Advocacy & Industry Affairs on 1 January 2007. She is

based at the Caribbean Hotel Association's project office in Barbados and reports to the Director General of CHA, Mr. Alec Sanguinetti. Mrs. De Caires has assumed the responsibilities and functions of Project Coordination. She replaces Mr. Alex Titcombe whose contract came to an end 31 December 2006.

Mrs. de Caires who has experience as a Tourism Trade Consultant is a graduate from Bristol University, England and holds a Post Graduate degree in Environmental Assessment from the University of London, Wye College.



The **CRSTDP** would like to take this opportunity to express its gratitude to Mr. Alex Titcombe for the contribution he had made to the implementation of the project from its inception and wish him success in his future endeavours.

# Upcoming Events

1st March—31st May 2007



The 9th Annual Caribbean Conference on Sustainable Tourism Development, also known as the Sustainable Tourism Conference (STC-9), will examine the impact of health and wellness issues on the Caribbean's communities, environments and economies and will provide suggestions for creating strategic plans to sustain all three areas while developing the tourism product. STC-9 is organised by CTO in collaboration with the Cayman Islands Department of Tourism, and in consultation with the Caribbean Hotel Association (CHA). It is co-financed by the European Union within the framework of the **Caribbean Regional Sustainable Tourism Development Programme (CRSTDP)**.

The annual Caribbean Conference on Sustainable Tourism Development is part of the information dissemination and regional awareness component of CTO's Strategy for Sustainable Tourism. It looks at how member states can design and implement sustainable tourism policies and programmes, offering a regional forum for information exchange on the successes and pitfalls of national, regional and international initiatives.

Themed *Health and Wellness: Communities, Environments & Economies*, STC-9 will be held 21-24 May 2007, at the Westin Casuarina Resort & Spa in Grand Cayman, the Cayman Islands.

"Through general sessions,

workshops and study tours, STC-9 will stress the importance of developing a tourism product that takes into account the health and wellness of surrounding communities and environments and visitors, as well as contribute to the economic stability of the region," said Mareba Scott, the Caribbean Tourism Organization (CTO)'s sustainable tourism product specialist.

General sessions include: Health and Wellness Tourism: Opportunities and Challenges; Securing Environmental and Human Capital; Defining the Way Forward and Stakeholders Speak Out featuring discussions about "Developing Valuable Tourism Resources Within Our Communities: the Grand Cayman Go East Initiative," "Preserving Our Culture: Preserving a Caymanian Identity," "Raising the Bar: Customer Service Standards for the Tourism Sector," and "The Role of the National Trust in Tourism Development."

Further information can be obtained from the CTO website [www.onecaribbean.org](http://www.onecaribbean.org) under Tourism Conferences and Events.



Getty Images

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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>