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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.

# 6th Meeting of the Policy Review Board

Held at Accra Beach Hotel & Resort, Barbados – 17 May 2007

The 6<sup>th</sup> meeting of the Policy Review Board (PRB) was convened in Barbados on 17 May 2007 at the Accra Beach Hotel & Resort. The meeting was chaired by Mr. Bentley Gibbs, Permanent Secretary in the Ministry of Economic Affairs and Development who serves in the capacity as Deputy Regional Authorising Officer (DRAO) for the CRSTDP.



The meeting received a presentation by the Programme Director, Ms. Alison Brathwaite, on the status of implementation of the decisions taken by the PRB at its last meeting held on October 12, 2006. Progress reports were also given on the status of implementation of activities by the implementing agencies (Caribbean Hotel Association, Caribbean Tourism Organization and Pontificia Universidad Catolica Madre y Maestra), as well as the CARIFORUM Tourism Programme Unit's (CTPU) activities.

This meeting was preceded by the 2<sup>nd</sup> meeting of the Project Steering Committee (PSC) on May 16, 2007 where all issues related to project implementation were discussed. The two major issues which the PSC agreed would be raised at the PRB for consideration were (1) the issue of CHA Project Coordination; and (2) the issue of unspent balances from the recently concluded 3<sup>rd</sup> Annual Work Programme. Plans of action were agreed on in both cases.

Key decisions taken at this 6<sup>th</sup> PRB meeting were:

- CHA to communicate to the PRB within thirty (30) days its approach to the activity under the Business Development Component relating to benchmarking of business performance within its membership
- A meeting to be convened within thirty (30) days between CHA, the Business Development Advisor, CTO and the CTPU to agree on an approach for the implementation of the activity relating to agro-tourism linkages under the business development component
- In enunciating the way forward for the two activities mentioned above, CHA

to advise on the office or person responsible for coordination of these and other CHA activities

- The DRAO to communicate to the Secretary General of CARIFORUM the importance of the tourism sector to the region and seek clarity on what role this important sector would be playing under the 10<sup>th</sup> EDF

- CARIFORUM to provide support to the CTPU to bring closure to commitments still remaining open under the 7<sup>th</sup> EDF tourism programme

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

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## 9th CTO Sustainable Tourism Conference, Cayman Islands



STC9 was held in Grand Cayman from 21<sup>st</sup> – 24<sup>th</sup> May. The theme for this year's event was Health and Wellness Tourism, and its potential role in the Caribbean tourism sector. Support was given from the **CRSTDP** to improve delivery and outreach of the event, including funding for digital documentation of event proceedings and the production of a CD-Rom with this content. Participants heard of the challenges and opportunities presented by the Health and Wellness Tourism niche. In particular, emphasis was placed on the opportunity to produce and utilise products from the region in the various herbal and alternative treatments, the need for the development and application of standards (training and product standards), and how to increase the involvement of local people.

At the same time, a broad sector of civil society from Cayman Islands was involved in the development of the event. Environmental NGOs exhibited their recycling schemes in the display tent, as did local food and drinks manufacturers and tour operators. Secondary school pupils got actively involved in the discussion during the various workshops.

Finally, the participants were able to take part in excursions to experience Cayman at first hand, with visits to Stingray City (see above photo), to a comprehensive agro-tourism development project and to Pedro St. James (see photo to right), the island's flagship cultural heritage attraction. The government of the Cayman Islands has recently amended its marine conservation regulations to create Wildlife Interaction Zones, in response to concerns that feeding and high levels of visitation were having detrimental effects on the Sting Ray population. This legislates for visitor behaviour in the zone, requires licenses for all boats entering the zone, and furthermore states that animal feeding must not take place outside of designated Wildlife Interaction Zones.



## Heritage Tourism Development in the Caribbean



(distributed to CTO members in April), (2) the selection and visitation of recommended national heritage sites, and (3) the development of the management model and recommendations in the form of a manual. For more information please contact Ian Salter at: [isalter@caribtourism.com](mailto:isalter@caribtourism.com)

In the latter half of April, the Sustainable Tourism Policy component of CTO/CRSTDP kicked-off a three month short-term consultancy on heritage tourism development in the Caribbean. Dr. Keith Nurse, an international expert in cultural tourism and the experience economy, was selected to implement this task with the overall objective of developing a strategic business management model for the sustainable development of heritage tourism products in the region.

The broad aims of the project are to assess the existing and potential impact of heritage tourism on the Caribbean tourism sector, to identify the challenges and opportunities and assess the strengths and weaknesses associated with this subsector of Caribbean tourism, to evaluate the performance of selected heritage tourism products/sites in order to identify critical success factors, best practices and pitfalls which stakeholders should be aware of and to make recommendations and map out a business management strategy to strengthen the capacity of enterprise and agencies in the heritage tourism sector.

The study is being implemented in three stages: (1) a desk top review of the situation including a survey of National Organisations

## CTO - HRD Hospitality Assured Advisor (HAA) Workshop, Barbados



Hospitality Assured is a UK programme, championed by the Institute of Hospitality (formerly the Hotel and Catering International Management Association) and supported by the British Hospitality Association (BHA). Its aim is to promote service and business Excellence in the tourism and hospitality sector. The programme provides a series of performance indicators, which are measurable and against which an organisation or company can continually judge and measure itself.

A contract was awarded in the amount of €80,000 under the CTO Human Resource Development component of the CRSTDP to the Institute of Hospitality to provide a region-wide, standardized programme that will develop and inculcate a strong culture of service excellence within the Caribbean tourism and hospitality sector and help the region gain a competitive advantage in the area of service quality/delivery.

The first HAA workshop was held 14 -19 May 2007 at the Training Room of the CTO Headquarters in Barbados with addition funding support from the Organisation of the American

States (OAS) covering expenses associated with the attendance of the participants.

The workshop provided its ten (10) participants with an in-depth understanding of the Hospitality Assured Standard, its purpose, the ten steps and forty-nine evidence requirements that support them. It also certified the participants at the end of the workshop to:

- Explain how the HA standard relates to other quality standards
- State the roles and responsibilities of the Hospitality Assured Advisor, the Assessment Body and the Accrediting Body
- Explain the purpose and benefits of self-assessment and review effective use, to promote learning and development within the organisation
- Provide a detailed account of the ten steps of the Standard and how this supports Business and Service Excellence

- Describe what would constitute acceptable evidence and practice for each of the steps and explain how they would use support materials available to support their organisations through HA process
- Understand the assessment requirements and explain to an organisation how to initiate and prepare for assessment
- Identify areas for development in their own advising/coaching skills

## Climate Change and the Caribbean



According to scientists working with the United Nations, the international community has only to 2020 to reverse the process of climate change through reducing carbon emissions if catastrophic changes in sea levels, extreme weather conditions, tidal surges and extensive damage to reefs and coastlines are to be avoided. The global response to climate change presents a series of challenges and opportunities for the Caribbean, and this was the main theme of the 2<sup>nd</sup> UK/Caribbean Business Forum, which took place in Port of Spain, Trinidad on 8<sup>th</sup> June and was opened by the Hon.

Anthony Hylton, Minister of Foreign Affairs and Foreign Trade, Jamaica (see photo). The Sustainable Tourism Policy Advisor attended the conference together with CTO's Sustainable Tourism Product Specialist.

The Forum presented views on how the current international focus on climate change will, in practical terms, impact on Caribbean business practices. It also explored how the Caribbean private sector should harness the economic opportunities which are arising from the ongoing debate on climate change. The central Panel Session was entitled "New Challenges for Tourism", and the panel members consisting of representatives of Virgin Air, Caribbean Airlines, The Travel Foundation Tobago, the hotel sector and the building design sector, debated the likely impacts of climate change on Caribbean tourism.

The conclusions from the conference have filtered into the design of Terms of Reference for a new short-term consultancy on Climate Change and the Caribbean tourism sector within the framework of the Caribbean Regional Sustainable Tourism Development Programme, with likely start-up in third quarter of 2007. Presentations from the conference will be made available on [onecaribbean.org](http://onecaribbean.org), at the behest of the conference organisers, The Caribbean Council. For more information please contact Ian Salter at: [isalter@caribtourism.com](mailto:isalter@caribtourism.com)

# Upcoming Events

1<sup>st</sup> June – 31<sup>st</sup> August 2007

## 3rd CTO Tourism Human Resources Conference, 27 – 29 June 2007, Guadeloupe

The objective of the 3<sup>rd</sup> Tourism Human Resource Conference is to provide a stimulating learning forum for tourism human resource professionals/educators to gain new knowledge and skills, share experiences and best practices, in order to achieve standards of excellence in their organizations. This conference is part funded by the European Union within the framework of the HRD component of the Caribbean Regional Sustainable Tourism Development Programme.

The conference is targeting persons who work in tourism and hospitality in the following areas:

- Educators
- Trainers
- Human Resource Professionals/Consultants
- Managers with responsibility for human resources

Topics include Plenary Sessions covering the following: Strengthening Franco-Caribbean Relations in the Tourism Sector, Changing Patterns in the World of Work and their relevance to the Caribbean Region, How is the Digital Revolution Shifting Information and Power Towards the Customer in Tourism?, Assessing the Human Resource Needs of Caribbean Countries: Planning the Tertiary Educator Sector Response. There are also two workshops: "Embracing Change – Abandoning Yesterday and Creating Tomorrow!" and "Maximizing the Use of

Different Methodologies to Enhance Learning"

The Tourism Human Resource Conference will be held 27-29 June 2007, at the Hotel Arawak, Le Gosier, Guadeloupe.

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

## CHA HRD Management Workshop in Barbados

2007. The main objectives of the Workshop are to test the content of the newly designed 2 – day HRD Management course and to familiarize potential trainers with its content. The course is modular based and can be conducted in 2-days. The 4 modules of the course are:

- \* Pre-employment stage
- \* Hiring stage
- \* During employment stage
- \* Termination of employment stage

During the Workshop the lesson plans, Power Point Presentation and a 125-page trainee's reader will be reviewed. In addition, participants will receive an electronic toolkit allowing for quick access to the most commonly used forms in HRD Management.

National Hotel Associations in the CARIFORUM countries have been invited to nominate participants. Due to a large number of events held in the region, it is expected that the Workshop will be attended by

approx. 15 persons.

Further information can be obtained from Mr. Daniel Riemersma at [cha-hrdc@caribsurf.com](mailto:cha-hrdc@caribsurf.com) or at the CHA Project Office: Tel: (246) 435-0847.

## Enhancing Trade Competitiveness of SMEs Through Standardization and Conformity Assessment

17th – 18th July 2007



The CARICOM Regional Organisation for Standards and Quality (CROSQ) in conjunction with the Trinidad and Tobago Bureau of Standards (TTBS) is partnering with CTO/CRSTPD to host a two-day Regional Conference entitled "Enhancing Trade Competitiveness of SMEs through Standardization and Conformity Assessment", at the TTBS Auditorium Tunapuna, Trinidad and Tobago, **July 17-18, 2007**. The target group for the conference is small and medium sized enterprises (SMEs) operating in the agriculture, food, tourism and cottage industries sectors, especially those SMEs that are seeking to gain access to regional and international markets. It also targets private and public sector agencies providing an enabling environment to support SME export competitiveness.

CRSTDP funding will primarily sponsor the participation of tourism-related SMEs and their representatives at the event; in

order to help SMEs put forward their needs to regional organizations in the field of standards development. CARIFORUM countries are thus encouraged to identify potential tourism sector SMEs, or their representatives, and send these to the email address below, in order to facilitate sponsorship covering the cost of registration, air fare and per diem.

For more information please contact Ian Salter at: [isalter@caribtourism.com](mailto:isalter@caribtourism.com) or check out the conference website: [www.ttbs.org.tt/sme\\_intro.php](http://www.ttbs.org.tt/sme_intro.php)



## International Opportunities at Disney World

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Contact: GUILLERMO GRAGLIA [ties@pucmm.edu.do](mailto:ties@pucmm.edu.do) [ggraglia@pucmm.edu.do](mailto:ggraglia@pucmm.edu.do) Fax, 809 535 8955



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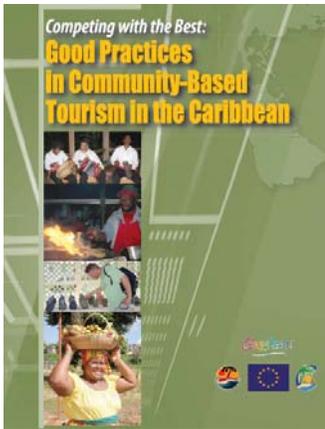


**TIES** CARIBBEAN  
TOURISM INTERNSHIP EXCHANGE SYSTEM

CARIBBEAN REGIONAL SUSTAINABLE TOURISM DEVELOPMENT PROGRAMME

# Programme Tidbits

1st March—31st May 2007



## Community-Based Tourism in the Caribbean

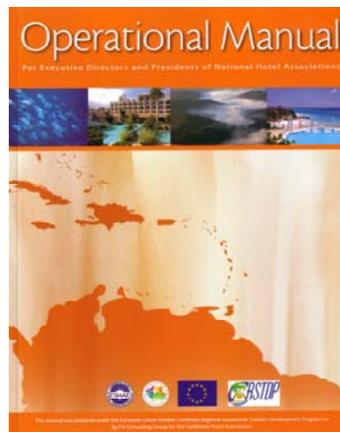
CTO/CRSTDP recently released a manual entitled "Competing with the Best: Good Practices in Community Based Tourism in the Caribbean". This is the main deliverable of a short-term consultancy implemented by Louise Dixey for Carl Bro within the framework of CTO/CRSTDP Lot 3 during the period May to October 2006. The manual details key strategic approaches to community-based tourism, and relates these to ten case studies selected from across the region. The English version is now available for download on [onecaribbean.org](http://onecaribbean.org), and the French, Spanish and Dutch versions will shortly follow.

## CHA – Business Development Component –

### Operational Manual for Executive Directors and Presidents of National Hotel Associations

The Caribbean Society of Hotel Association Executives (CSHAE) held their Annual Leadership Conference 2007

at The Barbados Hilton during the two-day period 18<sup>th</sup> -19<sup>th</sup> May 2007. On the agenda were presentations of various capacity building tools and other outputs developed under the **CHA components of the Caribbean Regional Sustainable Tourism Development Programme (CRSTDP)**. It is envisioned that CSHAE and by extension their wider membership will be the major beneficiaries of these deliverables and as such will be responsible for their continuity after the official close of the CRSTDP. Presentations were facilitated by the Programme's **Business Development Advisor, Mr. Cecil Miller** and its Human Resource Development Consultant, Mr. Daniel Riemersma.



The **Operational Manual for Executive Directors and Presidents** of the NHAs was launched on Day 2 of the Caribbean Society of Hotel Association Executive's (CSHAE) Annual Leadership Conference. The manual received many positive reviews and it is anticipated that additional copies of this document will be produced for further distribution among CHA's membership.



Amana Images

## CRSTDP -CTPU

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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>