A TOURISM MASTER PLAN FOR BARBADOS 2011 - 2021

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Overview of Tourism in Barbados

Rationale for Tourism Master Plan

Explanation of Process

Activities Conducted to Date

Key Issues Raised by Stakeholders

Next Steps
Tourism is the key sector driving economic development.

Mature Caribbean tourism destination.

Main tourism belts are located along the West and South coasts.
Barbados’ tourism product is based on the human, built, natural, cultural and social resource base of the island.

Photographs courtesy the Barbados Tourism Authority
Rationale for Tourism Master Plan

- The current policy framework has been overtaken by time.
- Facilitating the long-term growth and development of the industry in a sustainable manner.
- Creating a vehicle to ensure adherence to sustainable tourism planning principles.
Two activities are being undertaken:
- Tourism White Paper
- Tourism Master Plan

**Tourism White Paper:**
- Overarching policy framework;
- Reflecting rigorous polices;
- Adopted at the highest political level; and
- Charting the way forward for the sustainable development of Barbados’ tourism industry
Tourism Master Plan:

- Encompass the policy framework of the Tourism White Paper;

- Provide a physical, environmental and economic plan for the balanced development of all aspects of Barbados’ tourism product;

- Ensure the sustainable growth and development of the tourism industry; and

- Ensure the needs of Barbadians, visitors, investors and other stakeholders are met.
ACTIVITIES CONDUCTED TO DATE

- Establishment of a Tourism Master Plan Unit.
- Issuance of Expressions of Interest for the development of the Tourism Master Plan.
- Issuance of Requests for Proposals for the development of the Tourism Master Plan.
- Creation of a Tourism White Paper Discussion Document.
Its purpose was to stimulate discussion on national tourism issues.

Some key issues highlighted were:

- Risk management and contingency planning
- HR Development
- Use of ICTs
- Service Quality
- Product Diversification
- Changing consumer patterns
ACTIVITIES CONDUCTED TO DATE (CONT’D)

- Stakeholder Dialogue:
  - Town Hall Meetings:
    - Were held at various locations around the island.
    - Targeted the general public.
ACTIVITIES CONDUCTED TO DATE (CONT’D)

- Stakeholder Dialogue:
  - Youth Forum: “Let’s Talk Tourism - Youth Speak Out“
    - Targeted senior and tertiary aged young persons.
  - Social Media: Facebook and Twitter
Activities Conducted to Date (Cont’d)

- Stakeholder Dialogue:
  - Roundtable Discussions:
    - Examined the key thematic areas of people, infrastructure, sustainability and the economy.
    - **People** - placing people at the centre of tourism development.
    - **Infrastructure** - improved telecommunications, access to and within the destination and building standards.
ACTIVITIES CONDUCTED TO DATE (CONT’D)

- Roundtable Discussions (cont’d):
  
  o **Sustainability** - the protection, preservation and conservation of Barbados’ cultural, natural and built resources within a carrying capacity context.
  
  o **Economy** - the development of linkages between tourism and other economic sectors to reduce leakage.
Visitor Focus Groups:
- A survey was distributed to guests at select accommodation properties.
- Cross sections of these guests participated in discreet focus group sessions which examined issues such as Barbados’ perceived competitiveness in the various market segments.

Radio Programmes:
- Shared information via local radio shows.
KEY ISSUES RAISED BY STAKEHOLDERS

Some key issues raised from the stakeholder dialogue related to:

- Product Diversification
- Increased use of ICTs
- HR Development
- Safety and Security
- Beach access
- The Disabled visitor community
- Greater involvement of the youth in tourism
- Service excellence
- Tourism awareness
- Cuisine
- Culture
NEXT STEPS

- Creation of the Tourism White Paper.
- Selection of consultant / consulting firm to prepare the Tourism Master Plan.
- Development of a Tourism Master Plan for Barbados.
NEXT STEPS (CONT’D)

Tourism Master Plan

- Issuance of EOIs
- Issuance of RFPs
- Creation of Tourism White Paper
- Stakeholder Dialogue
- Tourism White Paper Discussion Document
THANK YOU !!