1. Summary

The last report to the Sustainable Tourism Technical Committee and the CTO Board of Directors covered the period October 2009 – April 2010. The major work activities implemented since then covered the areas of Sustainable Tourism Development, Comprehensive Disaster Management and Climate Change Adaptation.

2. Main Activities Executed

- **Sustainable Tourism Development Conference (STC)**

  From May 9-12, 2010, the Government of Barbados hosted the 11th Annual CTO Sustainable Tourism Development Conference (STC-11). Its theme was “Keeping the Right Balance: Creating Opportunities through a World Class Sustainable Tourism Product”. The Keynote Speaker was Mr. Jonathan Tourtellot, Centre for Sustainable Destinations, National Geographic, Washington DC. The conference was attended by 258 persons, including local and overseas delegates, staff, exhibitors and speakers. At the conference luncheon, a new tradition was started when a specially-designed mahogany STC scroll was handed over from the Government of Barbados to the Government of Bermuda – the host of STC-12. Planning for STC-12 began immediately after the conclusion of STC-11. The Sustainable Tourism Product Specialist (STPS) visited Bermuda in July, 2010 to engage in the first STC-12 planning meeting with the Bermuda Department of Tourism, the host hotel and other key local stakeholders. A media conference was held to initiate the local promotion of STC-12 to be held from April 3-6, 2011 in Bermuda and study tour areas were selected. The theme for STC-12 will be announced shortly. Discussions about the program and resuming the ST Awards program are also ongoing.

- **Sustainable Tourism Development Technical Committee (STTC)**

  A meeting of the CTO STTC took place on 12th May, 2010 at the Lloyd Erskine Sandiford Centre, Barbados. The Meeting was held on the final day of STC-11. Committee Members heard presentations from the coordinators of the ongoing CARIBSAVE (Dr. Murray Simpson) and CHENACT projects as well as from the Travel Foundation (Chris James), TravelMole (Graham McKenzie) and IICA (Dr. Ena Harvey). Members were
also asked to provide feedback on the work programme of the ST Division, including STC-12. The next STTC Meeting is carded for the first week of October, 2010 in Barbados.

- **Responsible and Sustainable Tourism**

The ST Product Specialist participated in the ACS’ Special Committee on Sustainable Tourism Meeting in May 2010, Port of Spain, and Trinidad. Discussions are ongoing with TravelMole and responsibletravel.com about the development of a globally-targeted newsletter focusing exclusively on sustainable and responsible tourism in the Caribbean. The STPS is also collaborating with WTTC to highlight sustainable/responsible tourism best practices from the Caribbean (with input from CTO Members) via a database and the WTTC Tourism for Tomorrow Awards program.

- **Comprehensive Disaster Management (CDM)**

The STPS attended the U.S. State Department sponsored International Visitor Leadership Programme – Hurricane Preparedness and Recovery in the USA (Washington DC, Texas, Louisiana and Florida) from 1-18 June, 2010. The STPS also participated in the Barbados Ministry of Tourism’s 5th Annual Multi Hazard Disaster Management Symposium on 18th August, 2010. Proceedings will be disseminated via the CTO website.

**Comprehensive Disaster Management (CDM) Coordination and Harmonization Council (CHC) Meetings**

The STPS also attended the Sixth Meeting of the CDEMA CDM-CHC and a Partners Consultation from 18-19, August, 2010 at Accra Beach Hotel, Barbados. The STPS presented a report on the TSSC activities at this meeting. The third CDEMA CDM-CHC Tourism Sector Sub-Committee (TSSC) meeting (chaired by the STPS) to advance CDM implementation at the sector level is being planned for the last week in September, 2010 in Barbados. Members were updated on the status of CDEMA’s and the development partners’ tourism-related disaster risk management and climate change projects and recommendations were made for future activities of the sub-committees.

**Regional Disaster Risk Management for Sustainable Tourism in the Caribbean**

The Regional Disaster Risk Management Strategy and Action Plan, a national Adaptation Guide, Standards for Vulnerability Assessment and Hazard Mapping and a Baseline Data Collection Manual were finalized in December, 2009. These documents are available on CTO’s website.
Endorsement from the CTO Board is still being sought as required by the CDEMA Board. The documents have been re-circulated for consideration. Pending their endorsement and the mobilization of resources, the framework and tools will be rolled out to interested Member countries.

**Regional Monitoring and Evaluation System for Disaster Risk Management and Climate Change Adaptation in the Tourism Sector**

This follow-up Regional Public Goods (RPG) project, which is being executed by CDEMA with implementation support from CTO, was finalized for funding by the IDB. It will seek to contribute to the mainstreaming of CDM in the tourism sector in the Caribbean through the establishment of a regional monitoring, evaluation and reporting information system for DRM and climate change adaptation. A Letter of Agreement between CDEMA and CTO for the implementation of the project has been signed and the project is in the procurement stage. A kick-off meeting will be held in September, 2010.

- **Climate Change**

The STPS attended a Workshop at the CCCCC headquarters, Belmopan and a meeting of the CCCCC Board of Governors, in Ambergris Caye as well as a meeting on the Carbon Neutral Tourism Project and other sustainable tourism projects in Belize City from 20 - 25 July, 2010, Belize.

**Regional Carbon Neutral Tourism Project**

This project was launched on 22nd April, 2010 in Belmopan, Belize and is in its procurement phase. It is being executed by the CCCCC with implementation support from CTO. It will aid in building climate resilience and a new carbon neutral destination branding platform in the tourism sector. Beneficiaries of the project will include Belize and The Bahamas.

**High Level Advisory Committee (HLAC) for the Review of the Economics of Climate Change (RECC) Study**

This ongoing ECLAC study aims to assess the likely economic impacts of climate change on key sectors (agriculture, coastal and human settlements, tourism and water) of Caribbean economies and to stimulate governments, regional institutions and private sector actions to develop and implement policies to mitigate and adapt to climate change. Preliminary results of economic assessments of these sectors (including tourism) and recommendations for specific adaptation strategies for these sectors and their costs and benefits will be reviewed at the next
meeting in September, 2010. Inputs from the study are also being utilized in espousing the region’s position on climate change in relevant international fora.

**CARIBSAVE – Caribbean Climate Change, Tourism & Livelihoods: A Sectoral Approach to Vulnerability & Resilience: Impacts, Adaptation, Mitigation & Capacity Building**

A Workshop on the CARIBSAVE Climate Change Communications film series project was held on May 12th, 2010, The Savannah Hotel, Barbados. The CARIBSAVE Partnership opened its regional headquarters in Barbados on July 1st, 2010. Ongoing projects/initiatives include the CARIBSAVE Climate Change Risk Atlas Project (Phase I); technical studies on the impact of climate change on tourism and national growth in Jamaica and the economic impacts of climate change on tourism and related sectors in Barbados; a feasibility study for the Jamaican Fish Sanctuaries Partnership Fund; the provision of 50 marker buoys to the Bluefields Fishermen’s Friendly Society in Jamaica; and the CARBSAVE Film Series.

**CHENACT – Caribbean Hotel Energy Efficiency Action Program**

A presentation on performance contracting for hotels and a workshop on Energy Service Company (ESCO) Opportunities took place in June, 2010, in Jamaica during the Caribbean Sustainable Energy Forum. Detailed and walk-through energy efficiency and ozone depleting Substance (ODS) audits are ongoing in Barbados hotels. The list of hotels to be audited shortly in the OECS and wider Caribbean area is being finalized in collaboration with the respective national Hotel Associations. EE/MG demonstration projects have been identified for Barbados and the procurement process for the required equipment is ongoing. Preliminary discussions on a Clean Development Mechanism (CDM) Programme of Action and CHENACT – Phase II have begun with IDB.

**3. Projected Activities**

- Execute/provide technical support for ongoing projects and develop regional sustainable tourism initiatives (including capacity building) informed by identified Member needs.
- Attend ECLAC HLAC meeting on 23rd September, 2010, Trinidad.
- Organize STC-12 in collaboration with the Department of Tourism, Bermuda. Arrange second planning meeting in Bermuda in October, 2010.
- Attend CDM-CHC TSSC meeting in September, 2010, Barbados.
- Attend CTO Leadership Strategy Conference and Board of Directors Meeting from 8-11 October, 2010, Barbados.
- Attend CDEMA’s Annual Comprehensive Disaster Management Conference, Montego Bay, Jamaica during the second week of December, 2010.
- Represent CTO and organize/participate in tourism conferences, seminars, consultations and workshops and on other Committees and bodies including the CDM, TSSC, STTC, CAST Governing Council, the CCCCC Board of Governors, ACS’ Special Committee on Sustainable Tourism, Coral Reef Education and others.