



Sustainable Tourism Roundup - March 10th, 2020 -

Dear Tourism Colleague,

Welcome to the 2nd edition of the Sustainable Tourism Roundup for 2020. In this edition we are pleased to present information and events relevant to sustainable tourism product development that you will find informative. You are encouraged to take action where appropriate and to disseminate this information widely for the benefit of all tourism stakeholders.

CTO INITIATIVES:

1. Digital Marketing Masterclass

The banner features a background image of a person in a yellow raincoat standing on a beach looking out at the ocean. The text is overlaid on the top left and right. On the left, it says "INVITATION" in small white letters, followed by "DIGITAL MARKETING MASTERCLASS" in large yellow letters, and "WEBINAR SERIES 2020 | SUPERCHARGE YOUR VIDEO MARKETING" in white. Below this is a paragraph in white: "Join our live digital marketing webinar from New York City to gain industry leading, expert insight on how to create best in class digital video to support your marketing efforts:". A bulleted list follows: "• YouTube & Facebook Best Practice", "• Strategies for Instagram Stories", "• Optimizing video for mobile", and "• Cost effective production". On the right, a yellow box contains the text "WEDNESDAY 25th MARCH" in white. The "Genero" logo is in the bottom left and the CTO logo is in the bottom right.

The Communication Division of the CTO is hosting a **digital marketing masterclass** for members during the month of March. The webinar will be held on **Wednesday 25th March** at 11:00 a.m. Eastern Caribbean Time and will be presented by **Tim Stuart** of the digital marketing company, **Genero**. Do not miss this exciting opportunity to gain industry leading expert insight of digital marketing. Interested persons can click [here](#) to register and confirm your participation.

2. CTO COVID-19 Response Overview



We CARE
about the health
and safety of our
visitors & residents



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

The Caribbean Tourism Organization (CTO) has been closely monitoring the **2019 Novel Coronavirus Disease (COVID-19) Outbreak** and is fully engaged in the regional response to COVID-19, in collaboration with partner agencies the Caribbean Public Health Agency (CARPHA), the Caribbean Hotel and Tourism Association (CHTA) and others including the Caribbean Disaster Emergency Management Agency (CDEMA) and the Jamaica based Global Tourism Resilience and Crisis Management Centre (GTRCM). Outlined below are web passed resources and links to support tourism sector mitigation and preparedness.

RESOURCES

CTO Information hub with Country updates:

<https://www.onecaribbean.org/resources/coronavirus>

CHTA Information hub with Useful links: <http://www.caribbeanhotelandtourism.com/covid-19>

World Health Organization COVID-19 webpage: <https://www.who.int/health-topics/coronavirus>

CARPHA COVID-19 webpage: <http://carpha.org/What-We-Do/Public-Health/Novel-Coronavirus>

CARPHA Technical Guidance Documents

- [Algorithm for the Management of Suspected 2019-novel coronavirus Cases in CARPHA Member States](#)
- [Algorithm for Contact Tracing for Suspected 2019-novel coronavirus cases on conveyances to CARPHA Member States](#)
- [Interim Guidance about 2019-novel coronavirus for Conveyances travelling to Caribbean Countries](#)
- [Interim Guidance about 2019-novel coronavirus for Ports of Entry in the CARPHA Member State](#)

CARPHA Travel Advice Bulletins

- [Interim Guidance about Novel Coronavirus for Travellers](#)
 - [Interim Guidance about the Coronavirus Disease \(COVID19\) for Hotels and Guesthouses in the Caribbean](#)
 - [Outbreak of Coronavirus Disease \(COVID-19\) in Wuhan, China Travel Brief](#)
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3. Webinar - CTO/Travel Foundation



Sustainable Destination Management
Free **WEBINAR**

**UNCOVERING THE
'INVISIBLE BURDEN'
OF TOURISM IN THE CARIBBEAN**

Hosted by
Caribbean Tourism Organization
&
The Travel Foundation

Thursday, 12 March 2020
11:00am - 12:30pm
(Barbados/Atlantic Standard Time)

Presenters:
Ms. Megan Epler Wood, Cornell University & EplerWood International
Dr. Mark Milstein, Cornell University
Mr. Brian E. Mullis, Guyana Tourism Authority
Mr. Jeremy Sampson, The Travel Foundation (Moderator)

For more information:
Tel: 246-427-5242
E-mail: msealy@caribtourism.com

WHO SHOULD PARTICIPATE?

Destination management and sustainable tourism professionals from academic, public and private sectors across the Caribbean region seeking better ways to protect and manage vital destination assets.

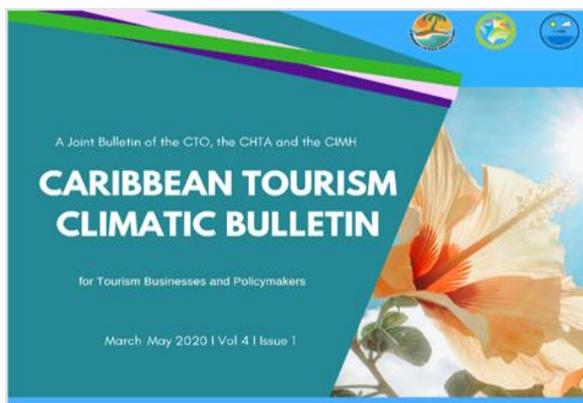
BOOK YOUR FREE SPACE NOW!

EPLERWOOD INTERNATIONAL, Cornell University College of Business Center for Sustainable Global Enterprise, GUYANA, theTravel Foundation

Join the **Caribbean Tourism Organization** and the **Travel Foundation** for a free webinar entitled “*Uncovering The Invisible Burden of Tourism in the Caribbean*”. The webinar will be held on **Thursday March 12, 2020** from **11am to 12:30pm**. It will feature presentations from representatives of **Cornell University**, the **Guyana Tourism Authority** and the **Travel Foundation**. This is a great opportunity to enhance your knowledge on sustainable destination management and we encourage you to share with your partners. Please use the following link to register: https://cornell.zoom.us/webinar/register/WN_gG1Z7FDpRaCNL1385DUqsw

REGIONAL AND INTERNATIONAL PARTNER INITIATIVES:

4. Tourism Climatic Bulletin, with the Caribbean Institute for Meteorology and Hydrology (CIMH) and the Caribbean Hotel and Tourism Association (CHTA)



We are pleased to share Volume 4 Issue 1, of the **Tourism Climatic Bulletin**. This issue highlights the climate outlook for the period **March to May 2020**, with information and tips for upcoming weather conditions in the region’s destinations, and in key source markets to inform marketing and promotional activities. Take special care this quarter as the region is experiencing dry spells and periods of drought, which may impact food and water availability.

To access the TCB click [HERE](#). Happy reading!

5. Stay in the Know with Sargassum Outlook 2020

As sargassum continues to be one of the biggest environmental threats in our region, it's important to stay in the loop with the latest information. By clicking [HERE](#), you can stay up to date on the sargassum trends in the Caribbean. Prepared by the University of South Florida Optical Oceanography Lab, this short outlook gives an overview of current bloom condition and future bloom probability for the Caribbean Sea.

6. The Global Tourism Industry Confronts Coronavirus (Covid-19)

In the face of the global outbreak of coronavirus (Covid-19), there has been greater sensitivity by government authorities, private sector entities and individuals in confronting this challenge. This is particularly important given that the travel and tourism industry is most vulnerable to declines in the movement of people during crisis. Despite the vulnerability of the travel and tourism industry to this health crisis, there are a number of responsible practices the industry can adopt to confront this challenge. In this brief article, "*How Tourism Should Confront Coronavirus*", *Dr. Peter Tarlow*, one of the most recognized safety and security experts for the global travel and tourism industry, identifies practices that tourism professionals can review and remember when dealing with a tourism crisis. Please click [HERE](#) to read the article.

STUDENT ENGAGEMENT:

7. Student Internship

The Sustainable Tourism Division is pleased to welcome Ms. Lauren Simmons as an Intern in this department. A Barbadian student of the University of the West Indies Cave Hill Campus; Lauren is currently completing her Masters in Tourism and Sports Management.

8. Visit from students of Frantz Fanon College, La Trinite in Martinique

The Caribbean Tourism Organization continues to provide awareness of the role of tourism in the economic and social development of the region. On Wednesday, February 26th, 2020 the Sustainable Tourism Division of the CTO hosted students and their professors from **Frantz Fanon College**, La Trinite in Martinique. The students were treated to an interactive session which exposed them to the economic, social and environmental challenges and opportunities facing the sustainable development of tourism in the Caribbean. The presentation was facilitated by Sustainable Tourism Specialist, Amanda Charles.



(I) Sustainable Tourism Specialist -Amanda Charles, Lecturers and Students from the Frantz Fanon College, La Trinite in Martinique, (R.) Shomari Jones- Sustainable Tourism Consultant

Warm Regards,

**Caribbean Tourism Organization (CTO)
Sustainable Tourism Product Development Division**

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