

THE CARIBBEAN

WORLD TOURISM DAY

VIRTUAL FORUM

COMMEMORATIVE BOOKLET

SEPT 27, 2023

INVESTING IN PEOPLE, PLANET AND PROSPERITY



In collaboration with CTO Allied Board Members

International Institute
of Tourism Studies
THE GEORGE WASHINGTON UNIVERSITY



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THE CARIBBEAN 'WORLD TOURISM DAY' VIRTUAL FORUM

9:00am – 11:30am ET/AT
September 27, 2023

**WORLD
TOURISM
DAY 2023**
TOURISM & GREEN
INVESTMENTS

Theme:
**Investing in
People,
Planet and
Prosperity**

Register tinyurl.com/WTD2023Register



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION



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OVERVIEW

The Caribbean's celebration of World Tourism Day, brings together practicing professionals from the tourism public and private sector, academia and regional and international development partners to share perspectives, best practices and insights on the Theme for World Tourism day 2023 'Investing in People, Planet and Prosperity'. The theme as designated by the United Nations World Tourism Organization (UNWTO), highlights the need for more and better-targeted investments to enable tourism to deliver on its promise and potential as a driver for social and economic development and responsible environmental management. For the Caribbean, it underscores the need for the regional public and private sectors to provide opportunities for self-development with a focus on future skills for tourism to meet the ever changing market demands, which continue to be influenced by green technologies and Artificial Intelligence. It further reiterates the call for the sector to accelerate climate action, while championing greater sustainability and responsibility for the Planet, in tourism activities. Moreover, it places emphasis on equitable and inclusive growth, in parallel with tourism product diversification towards ensuring greater economic resilience.

This year's Caribbean 'World Tourism Day Forum' features expert panellists, remarks from the Chairman of the Caribbean Tourism Organization (CTO) Ministerial Council, the CTO Secretary General and the President of the Caribbean Hotel and Tourism Association (CHTA). Interventions will discuss challenges, opportunities and recommend strategies for the triple 'P' investment, to inform the future of Caribbean Tourism.

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PARTNERS

Caribbean Broadcasting Union (CBU)

<https://www.caribroadcastunion.org/>

Caribbean Hotel & Tourism Association (CHTA)

<https://caribbeanhotelandtourism.com>

Caribbean Tourism Organization (CTO)

<https://www.onecaribbean.org>

Hibiscus International

<https://www.hibiscusinternational.com/>

International Institute of Tourism Studies, The George Washington University

<https://business.gwu.edu/research/IITS>

Organization of American States (OAS)

<http://www.oas.org/en>

Organisation of Eastern Caribbean States (OECS)

<https://www.oecs.org/en/>

University of the West Indies (UWI)

<https://sta.uwi.edu>

#CWTD2023 #CaribbeanTourism #WorldTourismDay

<https://www.onecaribbean.org/events-calendar/caribbean-world-tourism-day-2023/>

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Chairperson

Dr. Sherma Roberts

Senior Lecturer in Tourism & Programme Coordinator, M.Sc. Tourism Programmes, The Sagikor Cave Hill School of Business & Management, University of the West Indies, Cave Hill Campus



9:00 a.m. – 9:05 a.m.

Opening Remarks

Hon. Kenneth Bryan, Minister of Tourism and Ports
Chairman, Caribbean Tourism Organization



9:05 a.m. – 9:10 a.m.

Remarks

Mrs. Nicola Madden-Greig, Group Director of Marketing & Sales, The Courtleigh Hospitality Group | President, Caribbean Hotel and Tourism Association



9:10 a.m. – 9:15 a.m.

United Nations World Tourism – Video Presentation

Mr. Zurab Pololikashvili, Secretary General, United Nations World Tourism Organization



9:15 a.m. – 9:25 a.m.

Feature Address

Mrs. Dona Regis-Prosper, Secretary General & CEO, Caribbean Tourism Organization

9:25 a.m. – 9:30 a.m.

Official Virtual Photo (Speakers, Partners and Panellists)

Overview of the day's proceedings by the Chairperson

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9:30 a.m. – 10:00 a.m.

Investing in People

People Centered Future Tourism - Education and Skills needed to service the industry, ensure global competitiveness and support long term sustainability.

Moderator: Ms. Sharon Banfield-Bovell, Director of Resource Mobilization & Development, Caribbean Tourism Organization



- **The Future of Jobs in Tourism:** Ms. Mariangels Fortuny, Head of Unit, Forestry, Agriculture, Construction & Tourism, International Labor Organization
- **Sustainability Skills and Greening of the Tourism Curriculum:** Dr. Acolla Cameron, Dean, Faculty of Social Sciences, University of the West Indies, St. Augustine Campus



Q and A and Audience Engagement (7 mins)

- **The Youth Voice on Tourism Careers Showcase:** Empowering the Future, Ms. Kenita Henville, Bachelors in Tourism Management, St. Vincent & the Grenadines



10:00 a.m. – 10:30 a.m.

Investing in the Planet

Green Transformation – The Path to Sustainability, Growth and Resilience in Caribbean Tourism ~ One Sea, One Voice, One Caribbean and One Planet for All.

Moderator: Christine Young, Managing Director, Green Caribe Consulting | Board Member, Caribbean Alliance for Sustainable Tourism (CAST)



- **Empowering Sustainability through Green Investments – The Role for the Tourism Sector,** Mrs. Maria Fowell, Senior Technical Specialist, Tourism, Organisation of Eastern Caribbean States (OECS) Commission
- **The Economic Case for Sustainability – Opportunities, Benefits and Best-practices in Environmental, Social and Corporate Governance (ESG) for Tourism & Hospitality,** Mrs. Nancy Foran, President & Founder, ESG Partners



Q and A and Audience Engagement (7 mins)

- **Sustainable Hotel Showcase** – Coulibri Ridge Eco Resort, Dominica
- **Sustainable Destination Showcase** – St. Lucia's Award as the Caribbean's Leading Nature Destination, Mrs. Lorine Charles-St. Jules CEO, Saint Lucia Tourism Authority



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10:30 a.m. – 11:00 a.m.

Investing in Prosperity

Partnerships for Equitable Prosperity – Fostering Inclusion, Fairness, Equality and greater Equity to augment social and economic growth, while meeting the needs of travellers seeking to Live, Work and Play Beyond Borders.

Moderator: Ms. Anne Brobyn, President/Founder, Hibiscus Tours International Ltd.



- **Diversity, Equity and Inclusion in Caribbean Tourism: Bridging the Gap**
Mr. Roni Weiss, Executive Director, Travel Unity
- **Introduction to the Indigenous Tourism Collaborative of the Americas (ITAC)**, Mr. Richard Campbell, Section Chief, Culture & Tourism Section, Organization of American States
- **ITAC Overview and e-Library**, Ms. Jana Prewitt, Advisor to the Indigenous Tourism Collaborative of The George Washington University, International Institute of Tourism Studies

Q and A and Audience Engagement (7 mins)

11:00 a.m. – 11:10 a.m.

Investing in Social and Cultural Capital for Prosperity: Video Showcase

- **Introductory Remarks** – Ms. Sonia Gill, Secretary General, Caribbean Broadcasting Union (CBU)
- **Launch of CBU-UNDRR-WBU 'Tourism Tomorrow' Sustainable Tourism Series (Caribbean Episode)**



11:10 a.m. – 11:30 a.m.

Summary Proceedings

- **Event Communique & Summary of Outcomes**, Dr. Sherma Roberts, Chairperson
- **Vote of Thanks**, Mrs. Tenisha Brown-Williams, Assistant Lecturer, Faculty of Social Sciences, University of the West Indies, St. Augustine Campus



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FEATURED SPEAKER



Dona Regis-Prosper

Secretary-General and Chief Executive Officer of the Caribbean Tourism Organization (CTO).

With a distinguished career spanning more than 22 years, Regis-Prosper is the first female leader of the intergovernmental organization, which serves as the Caribbean's tourism development agency.

Hailing from St. Lucia, Regis-Prosper is an exceptionally dynamic and transformative leader who has cultivated and nurtured a robust network of professionals spanning both the public and private sectors. Her collaborative efforts extend to working closely with regional government officials, tourism stakeholders, and industry experts worldwide.

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Her professional journey includes pivotal roles such as Director of Marketing and Product Development at the St. Lucia Air and Seaports Authority; Director of Business Development for Margaritaville Caribbean Group in Jamaica; CEO of the Tortola Pier Park in the British Virgin Islands; and General Manager of the Antigua Cruise Port.

She holds a Master of Business Administration from Durham University Business School and is a Certified Professional Marketer. Her expertise ranges from management, business development, strategy, marketing and communications to customer service and cruise port management.

As the leader of the CTO, she serves as the organization's chief spokesperson and bears the responsibility of translating its vision into reality, guided by the strategic direction set forth by the Council of Ministers and Commissioners of Tourism and the Board of Directors.

Her purview extends to ensuring the success of the CTO's strategic planning, business development, policy formulation and implementation initiatives, and the development and execution of innovative strategies to enhance the competitiveness of the Caribbean tourism product on national, regional, and international stages.

Regis-Prosper is married and lives in Barbados.



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COMMUNIQUE

JOINT COMMUNIQUE ISSUED AT THE CONCLUSION OF THE VIRTUAL FORUM HELD IN OBSERVANCE OF WORLD TOURISM DAY 2023

The United Nations World Tourism Organization (UNWTO), has identified the Theme for World Tourism Day 2023 as Tourism and Green Investments: Investing in People, the Planet and Prosperity. The collaborating agencies, with a shared vision for the future sustainability, responsible growth and resilience of Caribbean tourism, note the role and responsibility of the tourism sector in contributing to the wider regional development agenda as follows:

Investing in People:

- Education and skills development are essential for creating a skilled workforce capable of meeting the demands of the tourism industry. This includes traditional hospitality skills as well as skills related to sustainability and technology.
- Embracing 'green' skills is crucial for promoting responsible and sustainable tourism. This involves training individuals in environmentally friendly practices, such as resource conservation and waste reduction.
- Leveraging digital technologies is essential in the modern tourism landscape. This includes using technology for marketing, booking, and enhancing the overall visitor experience.
- Promoting green jobs and environmentally friendly practices not only benefits the planet but also contributes to economic growth and job creation.

Investing in the Planet:

- Green transformation in the tourism sector requires reducing the sector's environmental footprint. This can be achieved through policies and initiatives that promote eco-friendly business practices and responsible growth.

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- Sustainability and resilience are key principles that should guide the development of the tourism sector. This involves minimizing negative environmental impacts, utilizing disaster risk management and contingency planning strategies, and investing in renewable energy resources, as well as energy and water-saving technologies.
- Policies and initiatives that promote environmental, social and corporate governance (ESG) are crucial for responsible growth and resilience in the tourism sector.
- Encouraging sustainable practices showcases a commitment to responsible environmental management. Prioritizing environmentally conscious development aligns with principles of sustainable tourism, benefiting both the environment and the industry.

Investing in Prosperity:

- Encouraging public-private sector and community partnerships emphasizes the need for a collaborative approach to achieve equitable prosperity. Collaboration between government, businesses, and local communities can help ensure that the benefits of tourism are shared more widely.
- Inclusion, fairness, equality, and equity are fundamental values to uphold in tourism development. This means creating opportunities for marginalized groups, including indigenous and rural communities, to participate in and benefit from tourism.
- Prioritizing equitable access to tourism markets, employment, and entrepreneurship opportunities is paramount to social and economic growth.
- Diversifying the tourism product offerings can enhance economic resilience.

By offering a range of experiences, including linked to community-based, rural and indigenous tourism, the Caribbean can attract a broader spectrum of tourists, reducing vulnerability to economic fluctuations.

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Balancing the investments in people, the planet, and prosperity, underpin the sector's future growth, long-term sustainability, resilience and productivity. This will allow the Caribbean tourism sector to not only thrive economically but also contribute positively to the environment and the well-being of its people.

The participating Agencies, as joint hosts of the Caribbean's World Tourism Day Forum include the Caribbean Tourism Organization, Caribbean Hotel and Tourism Association, The University of the West Indies, Organization of American States, Organization of Eastern Caribbean States Commission, Caribbean Broadcasting Union, and CTO Allied Members The International Institute of Tourism Studies of the George Washington University and Hibiscus Tours International.

We stand with the UNWTO in its call for the new and innovative solutions and investments, which are required to navigate the challenges and opportunities presented by the evolving global tourism landscape.