Dear Tourism Colleague,

The Caribbean Tourism Organization (CTO) looks forward with great anticipation to the continued recovery and resurgence of Caribbean Tourism, noting the strides being made by the international medical community and efforts by regional governments in developing relevant protocols and response strategies. This June edition of the Sustainable Tourism Roundup features information and updates relevant to sustainable tourism product development and various resources to support your ongoing efforts and initiatives in response to COVID-19. You are encouraged to take action where appropriate and to disseminate this information widely for the benefit of all tourism stakeholders.

**CTO INITIATIVES**

The Caribbean Tourism Organization is pleased to launch the *Multi-Hazard Risk Management Guide for the Caribbean Tourism Sector Online Course*, available for free for all CTO Member Countries.

**Registration** opened June 7th, 2021, for the first 100 participants and the Course will run for a period of three months from June – August 2021.

Please note below instructions to access and register via the online platform. We kindly ask users to sign up with only ONE email address. Should you encounter any difficulties please contact Sharon Coward at scoward@caribtourism.com.
REGISTER:

1. Type in the URL: [www.CTOTourismTraining.org](http://www.CTOTourismTraining.org)
2. Register – To create an account to access the Courses.
3. Once you have registered, you will receive a confirmation email.
4. Follow instructions in the email to verify registration, and follow the prompts to Login to the Online Training Platform.
5. Once logged in Click on the "Multi-Hazard Risk Management for the Caribbean Tourism Sector" Course.
6. Click Enroll me, and the Course displays.

Take advantage of this opportunity to enhance your knowledge and competencies in Disaster Risk Management and gain practical skills to mitigate, prepare for, respond to and recover from the range of natural and other hazards, which can affect the Caribbean tourism industry.

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How well do you know your Caribbean? Check this out

It’s the start of the 2021 Atlantic hurricane season and the @CaribbeanTourismOrganization urges that as you prepare for possible storms, remember to include #COVID-19 in your planning. Ahead of the start of the season, we organised a discussion on the #Caribbean’s preparedness, during which we heard from, among others, meteorologist Dr. Athena Masson, who shared information on what we should expect and how we should prepare and Dr. Lisa Indar of the Caribbean Public Health Agency on the COVID-19 situation and what the region’s tourism sector should do to help contain the virus in the event of a storm. We encourage you to take a look at the discussion [here](https://www.caribbean.org/x). And, this is also a good time to refresh your memory of Caribbean geography.
How well do you know the Caribbean, and did you ever imagine it's as vast as it is? Take a look at this graphic. You might be surprised.

Source: [https://www.distancefromto.net/](https://www.distancefromto.net/)
CARIBBEAN TOURISM CLIMATIC BULLETIN

June-July-August 2021 Vol 5 | Issue 2

This Bulletin is a joint effort between the Caribbean Tourism Organization (CTO), the Caribbean Hotel & Tourism Association (CHTA) and the Caribbean Institute for Meteorology and Hydrology (CIMH)

The purpose of this bulletin is to help tourism businesses and policymakers identify and prepare for favourable or inclement climate conditions in the Caribbean and source markets, before they occur. It is recommended that industry stakeholders use the seasonal climate forecast information for the upcoming period (June - August 2021) presented in this Bulletin in tandem with weather forecasts (1-7 days). This suite of information can inform strategic and operational decisions related to the use of environmental resources, marketing, and enhancement of the visitor experience.

Download the full bulletin here.

CARPHA Situation Report No. 164
– June 7, 2021
Report by the Caribbean Public Health Agency (CARPHA)

Situation Report No. 164 on the Coronavirus Pandemic in the Caribbean as at June 7, published by the Caribbean Public Health Agency (CARPHA) can be downloaded using this link: Situation Report No. 164 – June 7, 2021

CARPHA in its role as the regional public health agency for the Caribbean has produced various information resources and tools. Please visit the CARPHA website for updates and toolkits including Technical Guidance Documents, Prevention Measures and Travel Advisories, via the following website: https://carpha.org/What-We-Do/Public-Health/Novel-Coronavirus
The CariCOF Climate Outlook for June to August 2021 is now available online on the Caribbean Regional Climate Centre’s website and can be accessed here.

The latest climate outlook products include the Temperature and Precipitation Outlook Maps, the Drought Outlook, the Wet Days & Wet Spells Outlook, the Experimental Dry Spell Outlook, and The Caribbean Climate Outlook Newsletter (PDF download of the Newsletter here).

Summary for the upcoming 3-month period, June to August 2021: The early wet season is forecast to bring an increase in wet days and wet spells. This results in a decrease in dryness, wild fire potential and dust levels, as well as an increase in water levels in soils, rivers and reservoirs. However, the potential for flash floods, long-term flooding and cascading impacts will increase from moderate to high by August in the islands, while it will decrease from high to moderate in the Guianas. Heat discomfort, brought about by high temperatures peaking during recurrent heat waves and increasing humidity in the air, will likewise increase towards August. A similar increasing trend in tropical cyclone activity is expected, with a busy Atlantic Hurricane Season on forecast.

Caribbean Drought Bulletin
Caribbean Drought & Precipitation Monitoring Network (CDPMN)

CARIBBEAN DROUGHT BULLETIN
June 2021| Volume V II | ISSUE 1

Please see the latest drought outlook from the Caribbean Institute for Metrology and Hydrology (CIMH) covering the 3-month period, February – April 2021. We encourage you to pay keen attention/ take the appropriate actions if and where necessary. Click HERE to access the latest drought bulletin.

Sargassum Outlook – May 2021
By University of South Florida Optical Oceanography Lab

Total Sargassum amount across the tropical Atlantic continued to increase from April in all regions. 2021 will be another major Sargassum year for many Caribbean islands Attached is the May 2021 update for sargassum blooms in the Caribbean and Gulf of Mexico.
Sargassum influx events will be moderate to severe over the next three (3) months (May – July 2021)

Download the full bulletin [HERE](#)

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**Hinterland Flooding, Guyana – Situation Report No. 1 – 10 June 2021**

Download the full CDEMA Situation Report No. 1 [here](#).
Volcanic activity remains low at La Soufrière, St. Vincent & the Grenadines. Download the full CDEMA Situation Report No. 31 [here](#).

With the rebirth of travel, using site beautification to enhance your marketing and your security protocols is more important than ever

*By Tourism & More, Inc.*

This June people from around the world will be seeking news ways to break away from the consistent quarantines and lockdowns and once again experience the beauty of travel. In this world of wanting to break free a locale’s physical appearance will be more important than ever. Communities that hope to use travel and tourism as economic development tools might do well to consider some of the following points and then work at not only greening their communities but also their bottom lines.

Tourism beautification is not only about planting flowers and doing creative landscaping. Beautification is a prerequisite for economic development. Cities that fail to understand this essential point pay dearly by having to compensate for their lack of beauty by trying to bring in new businesses and tax-paying citizens through expensive economic incentive packages that almost never succeed. On the other hand, cities that have taken the time to beautify themselves often have people seeking to locate in their community.

It is also about the way that we beautify our insides, the treatment that we afford our customer and the way that we treat the other members of our community. To help you deal with beautification projects here are some pointers to consider.

Beautification helps a tourism entity grow by attracting more visitors, providing positive word of mouth publicity, creating an inviting environment that tends to lift the spirits of service personnel, and creates community pride often resulting in the lowering of crime rates.
-Look at your community the way others may see it. All too often we become so accustomed to run down appearances, dirt, or lack of green spaces that we simply come to accept these eyesores as part of our urban or rural landscaping. Take the time to view your area through the eyes of a visitor. Are there dumpsites in clear view? How well are lawns kept? Is garbage dealt with in a clean and efficient manner? Then ask yourself, would you want to visit this community?

-Entrances and exits are essential. Visitors’ opinions are formed by first and last impressions. Are your entrances and exits pretty or filled with billboards or other eyesores? These portals to your community provide visitors with an unconscious message. Clean entranceways and exits indicate that the person is entering a community that cares, ugly entranceways and exits indicate that this is a community that is seeking merely the visitors’ money. Take the time to visit your entrances and exits and then ask yourself with what impression do they leave you?

-Involve the whole community/locale in beautification projects. Too many places have come to believe that beautification is the other person’s business. While governments must provide funding for major projects such as sidewalks or road reconstruction, there are a whole host of projects that local citizens can accomplish without government assistance. Among these are planting of gardens, cleaning of front yards, developing interesting street corners, creatively painting walls, and/or planting bushes to hide dumpsites.

-Choose one or two projects that are likely to succeed. Nothing succeeds like success, and beautification projects reflect as much about a community’s insides as outer appearances. If a community does not like itself, that will be manifested by the way it looks to visitors and possible business developers. Before beginning a beautification project, set do-able goals and then make sure that as many people as possible are enthusiastic about the project and reject negative thought. Beautiful places begin with community harmony.

-Make sure that your beautification projects fit your climate and terrain. A major mistake in beautification projects is trying to be what a locale is not. If you have a desert climate, then plant with water concerns in mind. If you have a cold climate, then seek ways to deal with not only a harsh winter climate but also in a manner to present a cheerful face during the gray winter months.

-Think of beautification as part of an economic development package. Remember that tax incentives can only do so much. No matter how much money a community offers in tax abatements quality of life issues will always have a major impact on where people choose to live and locate their businesses. Tourism demands that a community offer a clean and healthy environment, with good restaurants and places of lodging, fun things to do and good customer service. The way your community appears has a lot to do with the choices that business executives make regarding site selections.

-Involve local police and security professionals in the planning of your community’s beautification projects. The New York City experience ought to prove to everyone in tourism that there is a connection between quality-of-life issues and crime. The basic principle is that as communities seek ways to beautify themselves, crime decreases, and money used to fight crime can be redirected to quality-of-life issues. Policing tends to be reactive by nature; beautification projects are proactive. While pretty flowers beds and tree-lined boulevards will not prevent all crimes, the elimination of garbage along streets, unkempt lawns and shoddy structures does a great deal to lower crime rates.
-Never plan a beautification project without consulting with local law enforcement and security professionals. As important as beautification is to a community, there are correct and incorrect ways to accomplish it. CPTED is an acronym that stands for Crime Prevention through Environmental Design. Before beginning a beautification project always make sure that a CPTED specialist reviews the project.

-Not everything has to be done in one year. Beautification is reflected slow steady progress rather than rapid change. Do not try to accomplish more than the community is capable of within a short time frame. Better one successful project than a series of half-hearted failures. Remember that you are planting not only flower seeds but also the seeds of change and positive growth.

The goal of "Tourism Tidbits" is to provide travel professionals with a monthly, easy-to-read overview of creative ideas. With proper referencing, we invite you to quote or reproduce "Tourism Tidbits" and to pass it along to a friend. For more information, please contact Dr. Peter Tarlow at ptarlow@tourismandmore.com or visit www.tourismandmore.com

Compliments,

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