



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION



**WORLD
TOURISM
DAY 2021**

TOURISM FOR
INCLUSIVE GROWTH



Caribbean World Tourism Day 2021

Monday September 27, 2021 | 9am AST

World Tourism Day Conference 2021

The Future of Caribbean Tourism – Redefining the 3 S's



9:00am - 9:05am | Chairperson

Dr. Andrew Spencer, Deputy Executive Director/Senior Lecturer, Mona School of Business and Management, University of the West Indies (UWI), Mona Campus



9:05am - 9:15am | Welcome Remarks

Senator the Hon. Lisa Cummins, Minister of Tourism and International Transport of Barbados, and Chairman of the CTO Council of Tourism Ministers and Commissioners



9:15am - 9:25am | Remarks

Professor Sir Hilary Beckles, Vice-Chancellor, The University of the West Indies



9:20am - 9:25am | UNWTO Video Presentation

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



9:25am - 9:45am | Keynote Address

Mr. Bruce Poon Tip, Founder, G Adventures and Planeterra

Entrepreneur, Author and Philanthropist, Bruce Poon Tip is a visionary and global travel and tourism industry leader, who is best-known as the founder of G Adventures, the world's largest small group adventure travel company and pioneer of community tourism. With a vision that travel could be a force for social good and significant wealth distribution, Bruce also founded G Adventures' nonprofit partner, Planeterra. Planeterra harnesses the power of the tourism supply chain to channel travellers' dollars into underserved communities around the world.

Passionate about the power of travel to change the world for the better, this world renowned advocate for sustainable tourism is the recipient of several awards and three honorary doctorates. His pioneer work continues to inspire destinations, businesses, and aspiring entrepreneurs to rethink their approach to tourism, towards one that is more culturally sensitive, environmentally conscious and socially inclusive.

9:45am - 9:50am | Official Virtual Photo (Speakers and Panellists)

9:50am - 10:00am | Overview of the day's proceedings by Chairperson



Watch on Facebook Live: CTO, CHTA, UWI

Hosted in English with French and Spanish Interpretation Available!
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10:00am - 10:50am | Plenary Session 1

This session discusses the needs, strategies and new opportunities to engage local and/or marginalised communities and vulnerable groups in the tourism economy and increase their participation and benefits from tourism. There will be a distinct focus on Women, Micro Small and Medium Enterprises (MSME's), and the Informal Sector.



Moderator: Dr. Sherma Roberts, Senior Lecturer in Tourism & Programme Coordinator, M.Sc. Tourism Programmes, University of the West Indies (UWI), Cave Hill Campus



• **The Future of Tourism Education & Training**
Dr. Anne Crick, Director JMMB Group and Lead Consultant, A –Z Jamaica Information Ltd.



• **Future of Work in the New Normal: Outlook for the Caribbean Hospitality and Tourism Sector**
Mr. Lars Johansen, Deputy Director, International Labour Organization (ILO) Decent Work Team & Office for the Caribbean



• **The Future of Tourism Leaves No One Behind**
Mr. Miguel Guirao, Future Tourism Coordinator, United Nations Development Programme (UNDP), Barbados and the Eastern Caribbean



• **The Youth Perspective on the Future of Caribbean Tourism**
Mr. Carey Turnquest, Caribbean Hotel and Tourism Association (CHTA) Young Leader and Director of Food and Beverage, The Cove Atlantis and The Reef Atlantis

Q and A (15–20 minutes)

10:50am - 11:00am | Virtual Coffee Break and Entertainment



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11:00am - 11:50am | Plenary Session 2

Sustainability: The Future Colour of Money: This session explores the concepts of the Blue, Green and Orange Economies and discusses opportunities for the future of Caribbean Tourism, how they impact profitability and what regional best practices exist.



Moderator: Mrs. Maria Fowell, Senior Technical Specialist –Tourism, Organisation of Eastern Caribbean States (OECS) Commission



• **Greening of the Caribbean Tourism Sector and the Bottom Line**

Ms. Marci Eggers, Deputy Director, Caribbean Division, The Nature Conservancy



• **Tourism and The Orange Economy**

Dr. Joanne Tull, Lecturer and Academic Co-ordinator, Carnival Studies Unit, Department of Creative and Festival Arts, University of the West Indies



• **Tourism and Blue Economy Linkages**

Mr. Aljoscha Wothke, Executive Director, Environmental Resource Institute of Charlotteville, Tobago



• **Public Private Partnerships for Sustainable Tourism Development**

Mrs. Diannille Taylor Williams, Assistant Secretary, Ministry of Tourism, Transport and Ports, St. Kitts & Nevis

Q and A (15–20 minutes)



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11:50am - 12:40pm | Plenary Session 3

Smart Destinations and Businesses: This session focuses on digitalisation and technology adoption in tourism systems, product and service delivery at the macro and micro levels. Discussions will provide insight on the role of technology in destination resilience, business competitiveness and the safe re-opening of the Caribbean tourism sector. Key discussion points are the promotion of contact-less tourism experiences, leveraging technology for seamless visitor engagement, information flows, risk management, business continuity planning and effective health and safety management.



Moderator: Mr. Frank Comito, Special Advisor and Former CEO/Director General, Caribbean Hotel and Tourism Association (CHTA)



• **Tourism Resilience and the Role of Technology**
Professor Lloyd Waller, Executive Director, Global Tourism Resilience and Crisis Management Centre



• **The Destination Experience in the Digital Era - Technology Adoption in Service and Product Delivery**
Ms. Christine Campagnard, Business Intelligence Manager, Curaçao Tourist Board



• **Digitilisation and Technological Innovations across the Tourism Value Chain**
Mr. Alvaro Carrillo, General Director, Instituto Tecnológico Hotelero (ITH), Spain



• **Tourism and Health: New Technologies and Best practices in the thrust to Recovery**
Dr. Lisa Indar, Director, Surveillance, Disease Prevention and Control Division, Caribbean Public Health Agency (CARPHA)

Q and A (15-20 minutes)

12:40pm – 1:00pm | Summary Proceedings of Morning Session



Event Communique - Partners Commitment to the Sustainability, Inclusive Growth, Competitiveness and Resilience of Caribbean Tourism
Mr. Neil Walters, Secretary General and CEO (Ag), Caribbean Tourism Organization



Summary and Wrap-up of Morning Session
Dr. Andrew Spencer, University of the West Indies, Chairperson

• Videos

1:00pm -2:00pm | Virtual Lunch Break



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2:00pm – 3:00pm | New Frontiers for Caribbean Tourism

This panel discussion is a Ted-talk styled conversation intended to visualise the most desirable evolution of tourism in the Greater Caribbean Region. The session brings together practicing professionals from the public and private sector to share perspectives, ideas and insights specific to their tourism value chain. With consideration for an industry that is socially inclusive, sustainable and smart, representatives will also discuss agency roles and strategies for reshaping tourism in the region.



Moderator: Mr. Kennedy Pemberton, Adviser, Directorate for Trade and Sustainable Development, Association of Caribbean States (ACS)

Tourism Operators Perspectives



• **Tour Operator Insights**

Mr. Maynor G. Larrieu, Associate Market Manager, Expedia Group Lodging Partner Services, Expedia Inc.



• **Air Traffic Perspectives**

Mr. Alejandro Restrepo Marino, Manager, Security & Facilitation The Americas, International Air Transport Association (IATA)

Tourism Development Partners Perspectives



• **Public Sector Development Coordination**

Mr. Neil Walters, Acting Secretary General and CEO, Caribbean Tourism Organization (CTO)



• **Industry Advocacy and Coordination**

Mrs. Vanessa Ledesma-Berrios, Acting CEO & Director General, Caribbean Hotel and Tourism Association (CHTA)



• **Donor Agency and Development Partner Insights**

Ms. Denise Levy, Environmental Specialist, Inter-American Development Bank (IDB)

Moderated panel discussion followed by extended Q and A



3:00pm – 3:30pm | Closing Remarks

Dr. Acolla Cameron,

Dean, Faculty of Social Sciences –
University of the West Indies, St. Augustine Campus

• **Entertainment**

Mr. Obadele Allick, Pan Soloist, Arranger and Educator,
Trinidad and Tobago



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