

Sustainable Tourism Round Up

August 2023



Dear Tourism Colleague,

As customary we are pleased to provide you with information and updates from CTO and its tourism development partners relevant to sustainable tourism product development.

You are encouraged to take action where appropriate and to disseminate this information widely, for the benefit of all tourism stakeholders.

CTO INITIATIVES



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON, DC

Professional Certificate in Sustainable Tourism Destinations Management Course (September 26, 2023 – October 22, 2023)

The Caribbean Tourism Organisation is pleased to offer the Professional Certificate in Sustainable Tourism Destination Management program to its members in partnership with The George Washington University. CTO members will receive a US\$50 discount off the standard course fees when the discount **code CTO-50** is applied on the registration payment page. The standard registration fee US\$495, early bird fee US\$480.

Discounts are being offered to individuals registering for multiple courses. Currently there are no scholarships available for this programme.

You can find additional details about the course and register at the following link: <https://cvent.me/93XALk>

10th Tourism Human Resources Conference - 30 October - 1 November 2023

The Caribbean Tourism Organization (CTO), in collaboration with the Ministry of Tourism in Nevis, will be hosting the **10th Tourism Human Resources Conference** from **30 October – 1 November 2023** in **Nevis**.



The theme of the Conference is ***Navigating the Next Phase of Caribbean Tourism - 'Talent and Technology - 2024 and beyond'*** and will provide insights on how human resource development can be optimally leveraged to support the growth, development, innovation and competitiveness of the Caribbean tourism sector. It is anticipated that the information which will be shared and the discussions which will take place will lead to the development of strategies for effective tourism workforce planning for the tourism industry and a forward thinking and visionary approach to meeting future industry needs in the region.

Click on the link below for more information on the conference:

[Tourism HR Conference 2023 – OneCaribbean.org](https://www.onecaribbean.org/tourism-hr-conference-2023)

REGIONAL & INTERNATIONAL PARTNER INITIATIVES



**Clean energy for
EU islands**
#CE4EUislands



Call for application of
interest for 30
renewable islands for
2030
Submit by 06
September

APPLY NOW

The image shows a circular inset of a rocky coastline with a natural rock archway over a turquoise sea. A yellow button with the text "APPLY NOW" is positioned below the text.

The EU islands' initiative will foster renewable energy development among 30 islands and archipelagos by 2030. The aim is to support them for over 3 years in [achieving energy independence through 100% renewable sources](#). The knowledge gained will be shared with follower islands to aid their decarbonisation journey. The Clean energy for EU islands secretariat will provide technical and organisational assistance, focusing on intensive support for the 30 pioneering islands.

Please use this [link](#) for further information and application.



Introduction to AI for IT and Non-IT Professionals



COMMONWEALTH of LEARNING | VUSSC

Introduction to AI for IT and Non-IT Professionals

JOIN FOR FREE!
Course dates: 28 August – 9 October 2023

The banner features a hand pointing towards a stylized lightbulb that is also a pen nib. The background is a gradient of blue and green.

This free, six-week course is offered by the Virtual University for Small States of the Commonwealth (VUSSC). The course is designed to provide an introduction to the basic concepts of Artificial Intelligence (AI), will shed some light on how AI works in business, industry and society.

Please click on the link below for more information :

<https://bit.ly/ai5-reg>



Caribbean Climate Outlook Newsletter - August to October 2023

For climate information specific to your country, please consult with your national meteorological service. *CariCOF outlooks speak to recent and expected seasonal climate trends across the Caribbean in general.*

Please click on the [link to download](#) the latest Drought bulletin.

Please use this [link](#) to **download** the current Climate Outlook information.

CARPHA Tourism & Health Programme



CARPHA in its role as the regional public health agency for the Caribbean has produced various information resources and tools in collaboration with CTO and CHTA to support Tourism Health Safety.

Key resources include the following:

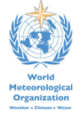
1. Real time, web based Tourism Health Information Monitoring and Reporting System -THiS: <https://this.carpha.org>
2. Regional Guidelines as well as Hospitality Health Safety and Environmental (HSE) Standards
3. CARPHA/CTO/CHTA “Healthier Safer Tourism Recognition award
4. Caribbean Travelers Health app

Please visit the CARPHA website for further information: <https://carpha.org/THP/Background>

Caribbean Climate Outlook - 2023



Caribbean Regional Climate Center



The Caribbean Drought and Precipitation Monitoring Network is led by the Caribbean Institute for Meteorology and Hydrology (CIMH), the World Meteorological Organization’s Regional Climate Centre (RCC) for the Caribbean. The Network was launched in January 2009 under the Caribbean Water Initiative (CARWIN) to support equitable and sustainable Integrated Water Resources Management.

Sargassum Outlook

University of South Florida Optical Oceanography Lab



Outlook of 2023 Sargassum blooms in the Caribbean Sea and Gulf of Mexico*
June 30, 2023, by University of South Florida Optical Oceanography Lab
(bbarnes4@usf.edu, yuyuan@usf.edu, huc@usf.edu)



Please use this [link to download](#) the latest Sargassum Outlook Bulletin for 2023, produced by the USF and NASA.

Sargassum Sub-regional Outlook

SARGASSUM

SUB-REGIONAL OUTLOOK BULLETIN



JULY 2023 | VOL 2 | ISSUE 11



Please use this [link](#) to **download** the latest 2023 edition of the Sargassum outlook Bulletin, produced by UWI CREMES and partners.



These information bulletins provide a general outlook of current Sargassum bloom conditions and future bloom probability for the Caribbean Sea.

Tourism TidBits

The importance of food and food safety for the travel and tourism industry

As we learned during the Covid-19 pandemic health is an important part of tourism security. Likewise, food safety must be an essential component for a sustainable tourism industry. We only have to review some of the problems that the cruise industry has experienced in the past to know that the quality of our food and water, and the way we safeguard it, are essential elements of successful tourism and travel.

The issue of food safety is especially important during the summer months when travel is at its peak many people tend to hold informal picnics, bar-b-cues and/or beach parties. Millions of people around the world associate these hot weather informal summer gatherings with their vacation experience or with good and healthy fun. It takes, however, only one instance of spoiled food or inadvertent food poisoning to ruin a person's vacation or a locale's reputation.

Food impacts our travel and vacation experience, and it has the ability to make our visitors either happy or angry. For example, we might hypothesize that one of the many reasons that air travel is now often called "flightmeres" is among other reasons the poor quality (or absence of) airline meals. In the post-Covid world of tourism travelers have also had to face inflated food prices and these high prices impact not restaurants costs but the total cost of a summer vacation. Overpriced food not only raises the total cost of a summer vacation but impacts the way that visitors view the locale and their desire to return to that location. When we combine the expensive food with an issue of food safety or hygiene then no amount of marketing, at least in the short term, can repair a tourism locale's overall reputation.

-Meet with restaurateurs regarding the safety of salad bars and buffets. The first act of food terrorism in modern history took place in the 1980s in the State of Oregon. Too many people in the tourism and travel industry have not begun to think through this potential problem.

Work with local fairs and events. Most rural events and festivals serve food, yet rarely consider issues of risk management. In most cases, the food problems that take place at a festival can be avoided with some extra planning and a bit of caution. Tourism professionals need to ask themselves if the event/festival manager has taken a course in food safety, how much attention has been paid to risk management issues, and what policies and procedures would go into effect in the event of a problem.

-Work with local health boards. A tourism industry can be destroyed by the public's perception that eating there is unsafe. Currently food trucks are very popular around the world. Be sure that these trucks meet international food safety standards. Check to see that drinking water and drinking fountains are safe. Whenever you see a health violation, report it to both the owner and to the proper authorities. Remember it takes very little to destroy a tourism industry.

-If you are a tourism officer, a hotel concierge, or give visitors advice as to where to eat, be up-to-date. Restaurants often come and go at a rapid rate and change of ownership is common in the restaurant business. Be accurate and up-to-date with your information. Be able to advise people not only by their likes but also by price range.

-Create multi-lingual menus. In places where there are visitors from many places, create multi-language menus. If there are no translators around, speak with your local community college or high school foreign language teachers.

-Train waiters and waitresses to be culturally and medically sensitive. If a person asks for no pork, do not bring a salad with bacon bits. Teach your staff never to state: "it is just a little bit". Waiters and waitresses should be familiar with the content of menus and if that is impossible, then train them to ask rather than create an answer. In a world with cultural, religious, health, and allergic restrictions, such a policy is essential.

Be aware of medical issues and make sure that all food service people are healthy. For example, if a visitor is allergic to peanuts then be sure to inform a patron that peanut oil was used in the preparation of a particular food item. In the same manner, be careful of shellfish for those who are allergic and never challenge a patron who states that s/he cannot eat a particular food. Also, many food servers are afraid of losing a day's wages if they are sick. Provide enough sick-days so that a cook or waiters/waitresses do not handle food when sick.

-Educate tourism professionals on what is and what is not available. The public often seeks places that are out of the way or unique. Often, out of the way restaurants have special schedules and are hard to find. These moments are customer service moments. Taking the time to call for the visitor, giving directions or helping the person in some other special way, will become part of the dining experience.

-Emphasize your community's special foods or dishes. To make a food-impact, all you have to do is to develop one local dish and then get it publicized. In a like manner, ambience can add a great deal to the dining experience. In reality the type of ambience or décor is less important than the fact that it meets the public's expectations. For example, several lower New York City lower East Side restaurants have created an image of brashness bordering on rudeness that seems to fit expectations and has become its own sort of tourist attraction. The public will do the rest.

-From the perspective of tourism, the age of the rapid franchise might have hit its hay day. Tourism is about new experiences, and too many fast-food restaurants have not found a way to mix efficiency with the local cuisine. Many of them have not only cut back on service personnel and also present a less hygienic look. Travelers simply do not want to eat what they can have at home. To add to this problem, too many fast-food restaurants are simply less and less efficient. As the fast-food industry tried to expand its menu, it lost its most precious resource: time savings. To lessen this problem, work with your fast-food outlets. Help them to theme their restaurants, to drop specific items from the menu and to add others.

-Remember the last and first impression of a locale are almost always the most important. What is true of landscaping is also true of "urbanscaping" and "restaurantscaping". The types of food that is

offered to incoming and departing visitors helps to set the entire trip's mind-set. These then are the establishments that ought to receive the tourism and travel industry's top culinary priority.



Tourism Tidbits is produced by Dr. Peter E. Tarlow, President of T&M, a founder of the Texas chapter of TTRA and a popular author and speaker on tourism. Tarlow is a specialist in the areas of sociology of tourism, economic development, tourism safety and security: ptarlow@tourismandmore.com

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