

Sustainable Tourism Bulletin

January 2024



Dear Tourism Colleague,

We are thrilled to share the January edition of the Sustainable Tourism Bulletin, as we usher in a new year with lots of events and new initiatives planned. It promises to be an exciting year ahead for Caribbean tourism, and we extend best wishes for a fulfilling and productive 2024!

Stay informed and engaged by keeping an eye out for the monthly Sustainable Tourism Bulletin, packed with essential information and updates from CTO and development partners.

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

CTO Celebrates 35 years, Announces 2024 Theme

CTO's Secretary-General Mrs. Dona Regis-Prosper has announced the theme for this year, "**Connecting the Globe, Celebrating Diversity**". She welcomed 2024 by recognizing January as the organization's 35th anniversary, inviting regional tourism stakeholders to join the CTO in a yearlong journey of celebrating the rich tapestry of cultures, landscapes and experiences that define the Caribbean. Introducing

For further information about CTO 2024 Events please click on the video link below:



<https://www.youtube.com/watch?v=Pisa5-36MpQ>

CTO INITIATIVES

GRENADA...STC-2024! SAVE THE DATE!!



22ND-24TH APRIL 2024

CARIBBEAN SUSTAINABLE TOURISM CONFERENCE



**The 5 P's for a Legacy of Caribbean Tourism Sustainability;
People, Planet, Prosperity, Purpose, Partnership**

www.caribbeanstc.com

We are pleased to announce the return of the CTO's **Caribbean Sustainable Tourism Conference!**

The **Sustainable Tourism Conference (STC)** will be held in the picturesque capital of St. George's Grenada from **April 22-24, 2024**.

The STC features (3) three days of interactive engagements with presentations by subject-matter experts, moderated panel discussions, Q & A segments, thematic break-out sessions, master classes and experiential field visits (study tours). The event culminates with the presentation ceremony for CTO's Sustainable Tourism Awards. Post conference tours are optional additions for conference delegates wishing to fully experience the destination.

Please click on the [Link](#) for further information.



SEE YOU IN GRENADA!!!



Public-Private-Community (PPC) Partnerships for Inclusive and Sustainable Tourism in Small Island Developing States

Call for Tourism Case Studies

Deadline: February 10th, 2024

The CTO is collaborating with regional and international partners to commission a study on best practices to identify successful models of **Public-Private-Community Partnerships (PPCP)**, that contribute to sustainable and inclusive tourism.

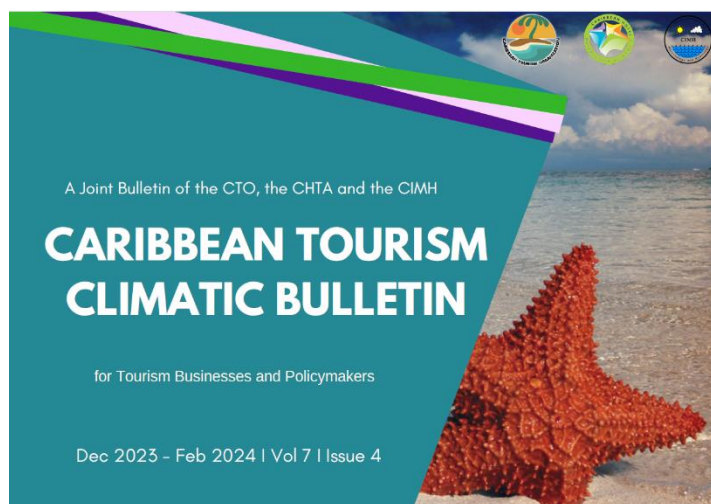
This research will be featured in the [Global Business Forum 2024](#) being held as part of the [Fourth International Conference on Small Island Developing States \(SIDS\)](#) in Antigua & Barbuda from May 25-30, 2024, which will adopt a new 10-year Programme of Action (PoA) for sustainable development in SIDS.

With the aim of identifying successful efforts and initiatives made in our region, we are kindly requesting your assistance to complete this brief online questionnaire, and would appreciate your support to disseminate to relevant individuals, businesses and organizations that you may be aware of, in your professional network.

For further information and to submit your case study, please click on this [link](#).

Caribbean Tourism Climatic Bulletin

A Joint Bulletin by the Caribbean Tourism Organization, the Caribbean Hotel & Tourism Association and the Caribbean Institute for Meteorology and Hydrology.



We are pleased to share the **December 2023 to February 2024** edition of the Tourism Climatic Bulletin. 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.

Notably, it is the peak of winter in the region's main source markets while we enter the historically dry season in the Caribbean.

Please use this [link](#) to download the current bulletin.

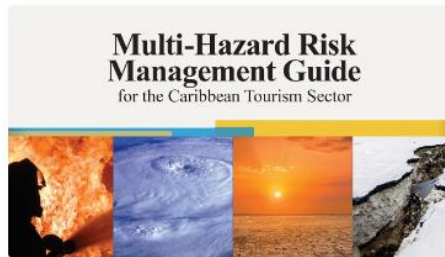
Caribbean Tourism Institute



The [Caribbean Tourism Institute](#) contains over 100 Courses to contribute to personal and professional development. Consider enrolling in one of the Three Courses that are available at **no cost** to CTO members:



Caribbean Sustainable Tourism Policy and Development Framework



Multi-Hazard Risk Management Guide for the Caribbean Tourism Sector



Community Based Tourism Program

Please use this [Link](#) to view and Register for Courses available via the **Caribbean Tourism Institute**.

The Multi-Hazard Risk Management and Sustainable Tourism Course are also available in [French](#).

REGIONAL & INTERNATIONAL PARTNER INITIATIVES



Are you a young Caribbean professional facing the impacts of climate change through your work? Do you have a leading role in creating a just transition or amplifying the voices of vulnerable or marginalised groups within the Caribbean?

Island Innovation is excited to announce the 2024 launch of the **Caribbean Climate Justice Leaders Academy**, funded by the **Open Society Foundations**!

Please click on the [link](#) for more information.

Caribbean Climate Outlook - 2024



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.

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 Caribbean Travelers Health app

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

Sargassum Outlook

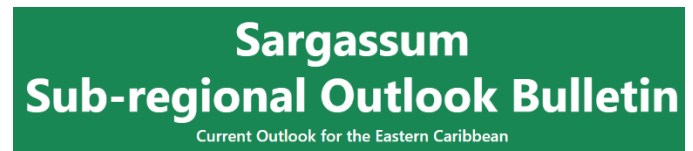


Outlook of 2023 Sargassum blooms in the Caribbean Sea and Gulf of Mexico*
December 5, 2023, by University of South Florida Optical Oceanography Lab
(bbarnes4@usf.edu, yuyuan@usf.edu, huc@usf.edu)



Please use this [link](#) to download the latest Sargassum Outlook Bulletin for 2024, produced by the USF and NASA.

Sargassum Sub-regional Outlook



This bulletin is brought to you by the Sargassum Team at The Centre for Resource Management and Environmental Studies (CERES) at the Cave Hill Campus of The University of the West Indies, Barbados.

Please use this [link](#) to download the latest 2024 edition of the Sargassum outlook Bulletin, produced by UWI CERES and partners.



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

Tourism TidBits

Making your tourism business secure.

The tourist high season is here and despite the goodwill felt particularly during holidays, it is important to maintain sound safety and security protocols. There may be an increased need to hire temporary and seasonal staff. This month's issue is meant to serve as a reminder of some of the basics in making businesses secure. As in past months Tourism Tidbits reminds you that it is not written by professional lawyers and as such it does NOT pretend to offer legal advice. Tourism Tidbits merely offers these suggestions as recommended actions and points of discussion to raise with legal and HR staff.

-Before hiring someone know what your rights and duties as an employer are. Speak with your legal professionals as to if you need a waiver to access driver license records, how to do a credit check, and what type of drug screening can be required. You are not expected to be a legal expert in these areas, but it behooves you to review policies and applications with a qualified legal expert prior to beginning the [hiring/contracting](#) process.

-Check with your legal staff for information on what type of background investigation you should do and what liability releases you will need in order to conduct this investigation. Tourism entities get sued too including by employees. What are you liable to/for and what not? As many workers may have lived in more than one location, you may need to check employment records in other states/nations. Check with your legal staff to see if you can request previous employment information and know the laws of the locale in which the previous employment occurred. That way, if a former employer states that it is against the law to release previous employment information and it is not, you will be able to counter with facts rather than with suppositions.

-Do a full-interview. Interviews can tell you a lot about a person. Make sure to interview the perspective employee in a place that is quiet and in which you can give your full attention. If you are interviewing a person of the opposite sex, be sure to have two people in the room and one of these people should be the same sex as the applicant. If desired and/or deemed necessary, ask your attorney if you

can tape interviews and if you need to inform the applicant that he/she is being taped. Always begin an interview with some "small talk/chit chat". This warm-up period will put the interviewee at ease and give you time to judge body language. When interviewing use a combination of closed- and open-ended questions. Closed questions can be answered with a yes-no while open ended questions require explanations. Many interviewers prefer to alternate the type of question they ask. Closed answered questions should be answered in a strong and firm manner; open-ended questions should demonstrate the person's pensive side.

-Do a physical security assessment of your premises with your security firm or ask your local police department to do one with/for you. Conduct a full security assessments of the business premises. This should entail examining the building's parameter, advice to landscaping errors and checking lighting and door locks. Have a specific list of questions ready for the officer who conducts the security assessment. For example, ask the officer where he/she believes your building is most vulnerable. Go over schedules with the officer. When are people in the building and when is the building vacant? How many people are in the building at any one time? Do employees have access to a panic button?

-Know in which areas are you most vulnerable to employee theft? If there is cash on the premises, how much is kept on hand and what controls do you have in place to safeguard the funds? Are there administrative areas (bookkeeping, accounting) that are open to fraud? Make sure that you go over your accounting procedures with more than one specialist. In issues of money make sure that there are double checks for how money is spent and what happens to incoming money. Remember that [the](#) tourism and travel industries are highly vulnerable to identity theft. Make sure that all documents are carefully disposed, shredded or stored. Back up all computer files daily and keep a second back-up off site. It is also a good idea to have a hard copy of anything that has to do with finances.

-Review with your board and with your local police department if you need to hire private security. If the answer is yes, then make a list of the companies in your area. Whom else have they served? Do they understand the relationship between security, tourism, and customer service? Are their policies flexible? Remember that security needs change as the times change. No security policy or procedure should ever be written in stone.

-Make sure that all policies and procedures are written and known. You may want all employees to sign a form stating that they have read the disciplinary and termination procedures and understand them. These procedures should be reviewed by your legal/HR teams. Employees should be aware of their rights and obligations and in like manner they should know what management's rights and obligations are. Under no circumstances should workplace bullying, harassment, discrimination and in particular violence be tolerated.

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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