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 July 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

Sustainable Tourism Round Table

- **COVID-19 & Tourism Recovery**
- **National Focus/Priorities for Tourism Development**
- **New Product Development Initiatives**

Presentation of Country Updates

- COVID-19 & Tourism Recovery
- National Focus/Priorities for Tourism Development
- New Product Development Initiatives

SPECIAL FEATURE:

SARGASSUM RESOURCES

The region continues to be impacted by Sargassum blooms which result in serious challenges for tourism and the wider economy in the Caribbean. In this issue access to information and resources will be provided to enhance Sargassum management.

SARGASSUM
- one of the largest ecological threats in the Caribbean.
REGIONAL & INTERNATIONAL PARTNER INITIATIVES

POST-MEETING DOCUMENTS

2nd Workshop on the Promotion of Safety and Security in the Tourism Industry held in November 2020

The Association of Caribbean States (ACS) having collaborated with the Inter-American Development Bank (IDB) on its 2nd Workshop on the Promotion of Safety and Security in the Tourism Industry held in November 2020, and in fulfillment of the Sustainable Development Goal Seventeen (SDG-17) - Partnerships for the Goals, the ACS is pleased to continue its collaboration and has produced a co-branded version of a Coronavirus Superhero Quiz to help raise public awareness on viral containment best practices. Moreover, messaging on vaccination through targeted questions has been included to help gauge public perception towards this risk mitigation tool.

The quiz takes approximately three (3) minutes and can be shared widely across your network of friends, colleagues and stakeholders. The links are available here:
English Quiz: https://form.typeform.com/to/wjywgp1I
Spanish Quiz: https://form.typeform.com/to/Xzc3UI8w
French Quiz: https://form.typeform.com/to/nSRsmoHJ

CARPHA Situation Report No. 171

Report by the Caribbean Public Health Agency (CARPHA)

Report No. 171 on the Coronavirus Pandemic in the Caribbean as at July 1, published by the Caribbean Public Health Agency (CARPHA) can be downloaded using this link: Situation Report No. 171 – July 1, 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

Caribbean Drought Bulletin

July 2021 | Volume V III | ISSUE 2

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

Caribbean Climate Outlook Newsletter

The CariCOF Climate Outlook for July to September 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, July to September 2021: This part of the wet/heat/hurricane season is forecast to bring an increase in wet days and wet spells, heatwaves and tropical cyclone activity in Belize and the Caribbean Islands. This results in an increase in disruptions of outdoor activities and rising water levels in soils, rivers and reservoirs. However, the potential for flash floods, long-term flooding and cascading impacts, as well as, for heat stress will increase from moderate in July to high in August and September. The Guianas will enter their dry season in August, implying that surface wetness should decrease and floods recede in affected areas, but the improvements may be slow in view of forecasted higher numbers of wet spells than usual.
The Sargassum Issue:
The abundance of Sargassum washing up on beaches in the Caribbean (called Sargassum beachings) has been an almost annual occurrence, ever since the first landings in 2011. In this regard, efforts to mitigate and adapt to climate change should consider approaches to managing and also benefiting from the use of Sargassum that increasingly inundates the shores of the region. Below are various resources to assist in Sargassum Management.

Information on Sargassum management is included in the CTO’s Caribbean Sustainable Tourism Policy and Development Framework: Chapter 7 Addressing Sargassum Beaching: Strategic Interventions & Best Practices Guidelines: http://ourtourism.onecaribbean.org/resources

Sargassum Resources
Video:
Responding to Sargassum Seaweed:
https://www.youtube.com/watch?v=wRkW9oz0GmQ&list=PL3bsw8CHyuIli2oX6FgYq9yDiu71kxi&index=9

Resources:
Caribbean Hotel and Tourism Association – Caribbean Alliance for Sustainable Tourism (CHTA-CAST): Sargassum A Resource Guide for the Caribbean:
https://drive.google.com/file/d/0B-Dghgqswuy_bZHM3Zm5WcUdzbms/view

University of the West Indies, Centre for Resource Management and Environmental Management (CERMES), Regional Activity Centre for Specially Protected Area and Wildlife (SPAW-RAC), Gulf and Caribbean Fisheries Institute: Sargassum Management Brief.

University of the West Indies, Centre for Resource Management and Environmental Management (CERMES) – Sargassum Tools & Guidance

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

Attached is the Sargassum Outlook for June 2021. 2021 is another major Sargassum year for many Caribbean nations and islands as well as for Florida Keys and the east coast of Florida. Total Sargassum amount continued to increase from May 2021 and is now approaching the historical record of June 2018.
Balancing Tourism Marketing and Security Needs

By Tourism & More, Inc.

Last summer the tourism industry not only experienced a major marketing paradigm shift, but it found itself in the midst of the worst crisis in its history. Even as late as the last decade of the twentieth century it was not uncommon to hear tourism officials voice their concerns that they feared too much, or too visible, tourism security practices would lead tovisitor fear and a lowering of profits. Then Covid-19 became a reality, and every form of security became important. The twenty-first century first year of its third decade changed all the assumptions of the past.

In an ever more dangerous world, visitors and tourists demanded to know what security and health precautions were being taken, how their safety was being considered, and to whom to turn in case of an emergency.

Modern tourism authorities recognize that there is a fundamental paradigm shift underway in the travel industry and that old assumptions will no longer hold. Due to government imposed multiple shutdowns and the need to work from home, living with the business assumptions of only a few years ago is very dangerous and might make the difference between a business’ survival and failure.

Those entities and organizations in the travel and tourism industry that embrace and emphasize security will have a good chance of surviving and this includes parts of the industry, such as national parks, that are interconnected with government. The venues that provide good security mixed with good customer service have a better chance of resilience and survival. While no one can produce absolute security, nor do we know which challenges lie ahead, the techniques found below might help you to become a smaller target and recover faster. They can help to you to use security, safety and health as a marketing tools. The key is to begin with achievable successes and use those successes to build momentum.

• Security and safety, and public health may have different meanings to scholars and in the US government, but in the world of travel they are one and the same. In the post-Covid era it is important that we recognize that poisonous water, poor sanitation, and gunfire have the same results: the destruction of your tourism business. It is essential that the travel and tourism industry understand the relationship between risk management and security. They are two sides of the same coin. Places that receive a great deal of negative publicity, fairly or unfairly, will have to work to change the perception if they hope to survive.

• Beautification and security go hand and hand. When the environment is safe, the visitor also feels safe. Tourism security professionals know that good security begins with a perception of safety. By cleaning your streets, planting flowers, trees and mini gardens around your city, you are not only lessening the chances that a crime will occur but also increasing a visitor’s desire to spend time in your community. Make sure that when you landscape an area to do it according to the principles of CPTED (crime prevention through environmental design)

• Be careful of whom you chose to invite into your community to give advice. Tourism security specialists must know both tourism and security. There are many universities that give courses in tourism but few that understand the relationships between tourism surety and tourism. Invite people who can help a community not merely solve a problem but promote a vision. Tourism security can only be a marketing tool if it is part of a community’s total vision. That means that the vision must be accepted by the local attractions, politicians, police departments, first responders, hotels management, restaurant owners, and tourism authorities.
- Never create false senses of security, safety when it comes to visitor’s health. Never promise what you cannot fulfill. Marketing disasters occur when reality does not match expectations. Train and prepare your community to be safe and secure. Good security is not a matter of gas masks, but simple logic. Check to make sure your signage is accurate, review traffic patterns, and provide up-to-date tourism information and emergency numbers.

- Develop cooperative efforts with your local police and fire departments, first aid providers, medical personnel and hospitals. Make sure that your first responders, both public and for-profit are aware of how important tourism security is to tourism. For example, most police officers have never been trained in good tourism security. It is essential to have a person work with your local police, private security, ambulance units, and first aid units who can “translate” between tourism and security issues. Most tourism officials do not realize that police and fire departments follow strict Weberian bureaucratic procedures. If your police department’s senior administration does not support a tourism security policy and the training of officers, then there is a low probability of police cooperation. Help your chief to understand that tourism security is good business not only for the community but also for his/her department. For example, too many police departments still believe that their task is to earn money for their communities through the giving of traffic tickets. Have your city government explain to your police department that such policies are not only out of date but counterproductive.

- Offer seminars for your tourism security and safety partners. First responder departments will be much more willing to aid in tourism security if they too see the benefits. Show them how the profits from tourism can help to purchase new equipment, fund a new position or aid their budget.

- Encourage tourism security professionals and security partners to attend both in-person and on-line state and regional tourism conferences. The oldest and most famous tourism security conference is held each year in Las Vegas. Right now many of these in-person conferences are just coming back to life after a year’s absence due to the pandemic. Every major CVB should have a representative at a tourism security conference along with at least one member of its law enforcement agency.

- Know what is unsafe in your community and work with local governments to improve these security concerns. How safe is your local airport? Are hotel and restaurant workers’ backgrounds investigated? How often do we check for updated health regulations? How often do taxi drivers over charge or not clear their vehicles? Do tour companies provide their customers with what they promise? How often are credit card numbers stolen as part of an identity theft scam? What cyber security problems exist or might exist?
Know who is studying at your local university, especially in engineering courses and who is using his or her academic career as a background for spying. University students act sociologically as if they are long term visitors. Many university host foreign students, about whom they know very little. Are university students a positive or negative for your community? Are foreign students there only for the sake of academic learning or are they also on undercover reconnaissance missions? Tourism professionals should be working with university administrators and security specialists never to go beyond the law, but also to have a good idea about who is in their community and for what reasons.

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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