

Sustainable Tourism Round Up

July 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

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**.



Save the Date

10th Tourism Human Resources Conference

Navigating the Next Phase
of Caribbean Tourism
Talent & Technology 2024 and Beyond

October 30 – November 1, 2023
Nevis

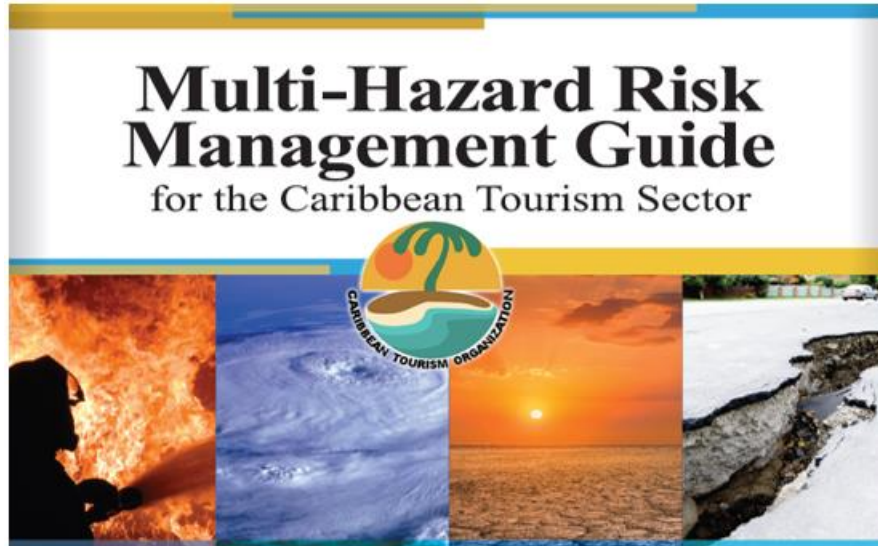


The theme of the Conference is ***Navigating the Next Phase of Caribbean Tourism - 'Talent and Technology - 2024 and beyond'*** and will provide insights on how human resource development can be optimally leveraged to support the growth, development, innovation and competitiveness of the Caribbean tourism 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)

Multi Hazard Risk Management Guide for the Caribbean Tourism Sector



The **Multi-Hazard Risk Management Guide for the Caribbean Tourism Sector** has been designed as a practical tool, addressing a range of natural and other hazards that can affect the Caribbean tourism industry. The Guide incorporates climate and disaster risk mitigation and adaptation strategies providing structured guidance and templates to function as a Tourism Sector Road-map, addressing all phases of the Disaster Management cycle: (i) mitigation; (ii) preparedness; (iii) response; and (iv) recovery including business continuity.

Please use this [link](#) to download a copy of the Guide, which is available in Dutch, English and French.

We encourage you to utilise this very valuable resource as part of your hurricane preparedness activities.

Caribbean Tourism Institute



The CTO has also produced an Online Course adapted from the **Multi-Hazard Risk Management Guide for the Caribbean Tourism Sector**, which is available for Free via CTO's online training portal, the Caribbean Tourism Institute.

This free course informs on tourism sector mitigation, preparedness, response and recovery, to enhance Tourism Sector resilience to multiple hazards that could impact the Caribbean region.

Please use this [link](#) to register and enroll in the Free **Multi-Hazard Risk Management Online Course**.

This [link](#) provides access to the Course in **French**.

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 Drought July 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.

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

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



MAY 2023 | VOL 2 | ISSUE 10



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

Handling Stress for Travel and Tourism Professionals

One of the ways that the travel and tourism industry promotes its leisure market is that vacations are a time to de-stress. Unfortunately, all too often travel, both for business and leisure, seems to promote stress rather than de-stressing us.

Anyone who has ever traveled understands why the travel in English is derived from the French word, travail, meaning hard work. Travel, especially in high season, is work. In today's complicated world we deal with over bookings and airline cancellations, power outages and weather conditions, and in the twenty-first century, security and pandemic concerns have added extra stress to the travel experience. Many of our best customers suffer from what can be called travel stress and anyone who has been on a vacation also knows that we deal with the "stressful search for pleasure." Travel professionals are often able to handle their clients' stressful situations. On the other hand, few people consider that tourism professionals and especially front-line personnel often suffer and how easily this stress can turn into forms of aggressive (and destructive) employee behavior.

This month's edition of the *Tourism Tidbits* presents several ideas on how tourism professionals can lower their stress levels, improve service, and how we can all recognize aggressive or destructive behavior.

-Remember, a job is only a job! Often travel professionals become so committed to their job they forget that in the end it is only a job. That does not mean that we should not provide the best customer service possible, but at the same time never forget that travel professionals are only human and cannot solve all problems. Do your best, maintain a smile, and do not be afraid to apologize, but also remember that if you are over-stressed you do no one any good.

-Learn to communicate with colleagues and ask questions. Often people believe that they are helping by not asking too many questions and thus protecting another's privacy. Although everyone has the right not to talk, it can be very helpful to speak with co-workers in a positive tone. Provide constructive feedback, find ways to ask if there is anything that you can do, use sentences that do not seek "yes-no" answers, but instead permit the person to express him/herself in the manner in which he/she feels most comfortable.

-Encourage everyone who works in the travel and tourism industry to have outside resources. No person who works in travel and tourism or tourism office should be without a way to communicate with psychologists, law enforcement, risk management teams, and medical personnel. Crises can occur at any time. Have a list of people who can help prior to a crisis, so that during a crisis you can act rather than first trying to find the right person to solve the problem. Remember crises often come without warning. Prepare before a crisis strikes.

-Remember that stress attacks that lead to counter-productive behavior are often unpredictable. It is almost impossible to predict when stress will occur within a given situation, how it may manifest itself, what the magnitude of the reaction to the stress may be or the type of emergency that it may produce. It is for this reason that the more we know about our co-workers and ourselves the better the probability that we will be able to handle a crisis when it occurs.

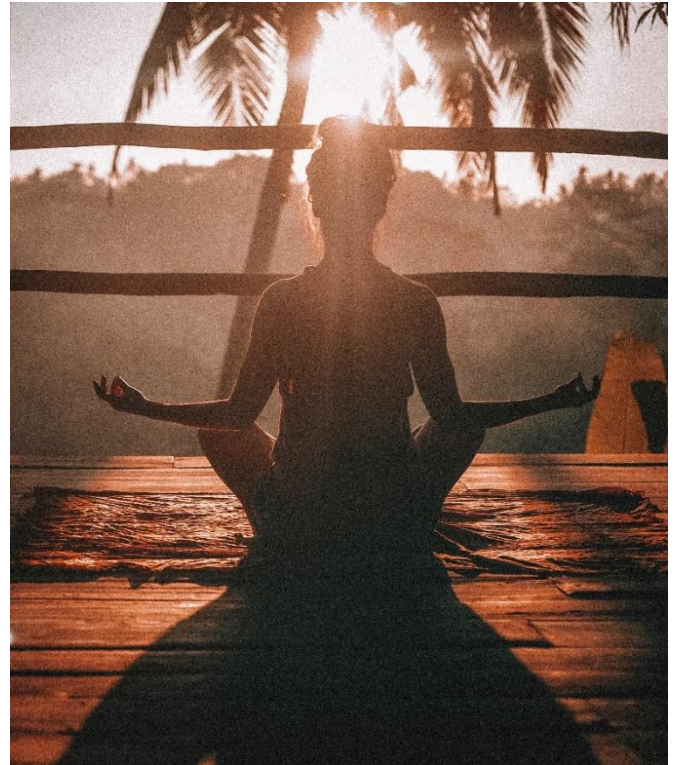
-Be aware when post-trauma stress can occur more than once. Most people are sensitive to another person's crisis during the initial stage of that crisis. However, crises have a way of repeating themselves. We often forget that stress can occur on the anniversary of a tragedy, divorce or at holiday times. Often this stress is transformed into aggressive behavior against co-workers or even the public.

-Take some time for yourself. Although tourism officials are in the relaxation business, few tourism officials take vacations or find the time to relax. We all need a time to unwind and regain our bearings; this is especially true in jobs that are people oriented and where customer service is considered a high priority. Maslow's famous hierarchy of human needs applies to you too. The need for security, safety and protection, the desire for structure and the importance of freedom from fear and chaos impact the lives of everyone, including tourism professionals.



-Do not be afraid to ask for help. Often we not only cover up personal crises, but due to tourism professionals' training of putting the other person's needs first, we fail to admit these crises even to ourselves. People react in different ways, and often a divorce, loss or a close relative or friend, or financial crisis can transform itself into stress and then into aggressive behavior. Oddly, people are sometimes most aggressive toward those who care about them most or who have been most helpful to them in the past. This aggression then produces a cycle of stress that can destroy a workplace's esprit de corps.

-If a co-worker does become violent remember first and foremost to stay calm and protect your guests and other employees. Never forget that violence can destroy a tourism community, thus, try to isolate the violent individual as quickly as possible and keep in mind that each situation has its unique qualities and challenges. Last but not least, if at all possible, have a professional be the person to disarm a stressed person who is participating in aggressive behavior.



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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