

Sustainable Tourism Round Up

June 2022



Dear Tourism Colleague,

Welcome to the **June** edition of the **Sustainable Tourism Roundup for 2022**. This edition features 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



International Institute
of Tourism Studies

THE GEORGE WASHINGTON UNIVERSITY

Professional Certificate in Sustainable Tourism Destination Management (August 2022)

Courses originally scheduled for June 2022 will now be held in **August 2022**. There will be a *Program Introduction & Participant Info Session* on August 2, 2022. Please see below for new dates:

- [Introduction to Sustainable Tourism & Regenerative Travel](#) (August 8 - 14, 2022)
- [Destination Management](#) (August 15 - 21, 2022)
- [Destination Marketing](#) (August 22 - 28, 2022)

Additional details about the Professional Certificate in Sustainable Destination Management, please visit the programme website [here](#). To register for the courses, please click [here](#).



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

CHTA & CTO DISASTER MANAGEMENT LEARNING SESSIONS 2022 Hurricane Outlook and Readiness Plans

Session One: Friday, June 10, 2022 | 10 a.m. - 11:15 a.m. ET
Session Two: Thursday, June 30, 2022 | 10 a.m. - 11:15 a.m. ET

A two-part virtual learning series to help destinations and companies successfully weather the next weather-related crisis.

Watch the first session held on June 10, 2022 here: <https://youtu.be/Ks0HKcr1jW8>

Join us for Session 2 as we discuss...

Expediting Your Recovery:

- Key Elements of Successful Destination and Company Plans
- Engaging discussion with experts on areas critical to destination and company recovery.

Focus and presenters to include:

- Managing Your Communications and Public Relations – *Caribbean Media Exchange*
- Quickly Restoring, Rebuilding, Replenishing – *Tropical Shipping*
- Insuring for Recovery, Fast tracking Claims – *SmithOrloff and Associates*

Who Should Attend

- Representative for Ministries of Tourism, Tourism Boards and DMOs
- Owners and Operators of Caribbean Hotels and Tourism-Related Businesses
- Representatives for National Hotel and Tourism Associations
- Local Emergency Management Agency Reps

Date

Session 2: Thursday, June 30, 2022 10:00 a.m. to 11:15 a.m. Eastern Standard Time

REGISTER

<https://member.caribbeanhotelandtourism.com/link.asp?ymlink=648192278>

For more information please visit: <https://www.onecaribbean.org/disaster-management-webinars/>

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.

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.

It is recommended that industry stakeholders use the seasonal climate forecast information for the upcoming period (June - August 2022) presented in this Bulletin in tandem with weather forecasts (1-7 days). This suite of information can inform strategic and operational decisions related to the use of environmental resources, marketing, and enhancement of the visitor experience.

Please use this link to download the current bulletin and previous issues: [Climate Change – OneCaribbean.org](https://www.onecaribbean.org)

REGIONAL & INTERNATIONAL PARTNER INITIATIVES

CARPHA Situation Report No. 232 *Report by the Caribbean Public Health Agency (CARPHA)*



Situation Report No. 232 on the Coronavirus Pandemic in the Caribbean as at **June 6**, published by the Caribbean Public Health Agency (CARPHA) can be downloaded using this link: [Situation Report No. 232 – June 6, 2022.](#)

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 Climate Outlook Newsletter

The CariCOF Climate Outlook for **June to August 2022** 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](#), and The [Caribbean Climate Outlook Newsletter](#) (*PDF download of the Newsletter*).

Summary for the period **June to August 2022**: Wetter than normal seasonal rainfall is expected from Jamaica across to Puerto Rico and throughout the Guianas; flash flood potential will remain high across Guyana. However, normal to drier than normal seasonal rainfall is expected elsewhere, but an increase in very wet and extreme spells is expected predominantly along the Lesser Antilles. In general, nighttime temperatures are expected to be close to normal across the region with a slight increase in day time temperatures expected in Cayman Islands and Trinidad and Tobago. Incursions of Saharan dust should feature during this season as well as the potential formation of tropical storms.



Caribbean Sustainable Tourism Policy & Development Framework

Summary of the Seven Policy and Development Framework Areas

7

A FRAMEWORK FOR RISK RESILIENCE

Health, safety, security and disaster risk resilience have been identified by stakeholders across the region among the critical issues to be addressed for the sustainability of tourism. The end goal of this framework area, therefore, is to address the health, safety, security and disaster risk issues that impact the sustainability of tourism.

Addressing these issues has several policy implications regarding image, information management and the utilisation of early warning and other relevant surveillance systems. There is also a need for specific measures to improve levels of safety and security for tourism industry workers, tourism communities and visitors alike. Likewise, there are implications for improving resilience to natural and anthropogenic crisis and disasters.



It is important that health, safety, and security issues are managed in a transparent and proactive manner, in order to avoid negative media and travel advisories to countries in the region. In the context of health safety, this was further evidenced by the outbreak of the Novel Sars Coronavirus COV-2 (COVID-19) pandemic which resulted in halting economic activity worldwide and caused the abrupt closure of travel, tourism and hospitality businesses worldwide. Ensuring the industry's recovery and resurgence in the Caribbean, required public and private sector collaboration, to develop and implement new health safety protocols, relevant training and sensitization for tourism and hospitality workers, and the use of technology to enhance visitor information management, data analytics, monitoring and reporting.

As reported by the UNWTO^{ix}, when natural disasters, health scares and security concerns emerge, destinations often suffer sharp, rapid declines in tourist arrivals and receipts. Even with the ability to bounce back quicker than other economic sectors, the impacting downturn in tourism can have long-lasting effects. These effects can be very pronounced in the region since it is often the lowest paid and most vulnerable segments – of both the tourism sector and the population at large – that are hardest hit by the impact of the downturn.

Other linked but also relevant new and emerging issues that call for policy action within this framework include sexual harassment and abuse within the tourism and hospitality industries including targeted to tourists and vulnerable groups.

This feature was taken from:
Executive Summary of the CTO's
Caribbean Sustainable Tourism Policy and Development Framework
<http://ourtourism.onecaribbean.org/resources>

Good Customer Service is Always in Season

By Tourism & More, Inc.

After the downturns experienced by the tourism industry due to the Covid -19 pandemics, the rising costs of almost everything due to inflation, the increased cost of travel, and supply side shortages, customer service is more important than ever. To make matters even more challenging there is around the world a shortage of frontline qualified workers, and this worker shortage make good customer service harder than ever to deliver.

To a great extent, travel and tourism industry customers judge the industry by the people who work in the industry and by the level of customer service offered. Often we cannot do much about the cost of fuel, but smiles are a free and renewable commodity. Customer service might be the best form of marketing and often it is not only the most effective but the least costly. It takes a minimal of effort to be nice, to let customers know you care and to provide a bit of extra information that turns a mundane travel experience into a great one.

To make sure that we all give that type of customer service, here are a few reminders for anyone who works with the public.

-Create a safe, courteous, good image and efficient environment and place your priorities in that specific order. Make good health and physical safety your number one concerns. If your guests are not safe none of the rest really matters. When dealing with issues of safety/security think through where you place desks, how good your signage is, and if your employees are well versed in all safety and security procedures.

- No matter what, and no matter how an employee is feeling put courtesy first. Never forget to say thank you and to go out of your way to turn any negative experience into a positive one. From the perspective of the hospitality industry every one of our guests should be a VIP. If you do not know the answer to a question, never create an answer, instead find out the correct one and get back to your guest. Remember there is no problem at your locale that does not impact you and that you do not own.

- Appearance matters. Places that are dirty and poorly kept lead to a general let down of standards and finally be efficient. Not only do you want the attraction, hotel or restaurant to appear clean and tidy, but also the same should hold for all employees. How we speak, the tones of our voices and our body language all add to the appearance of the locale.

-Be efficient and effective. No one wants to wait while you chat on the telephone, get the job done in a timely and efficient manner. Develop standards for how long a procedure ought to

take and then develop a plan to make the waiting fun. For example, if long lines plague your locale, what can you do to entertain people while they wait in line? Think through your interior and outside spaces, are you using your tourism geography to your best advantage?

-Study the "guestology" of your visitors. Guestology is the science of knowing whom you are serving and what those people need. Guests in their 20s are different than guests in their 50s. People from specific ethnic and religious groups often have special needs, if your guests come from places where other languages are spoken, do not make them suffer, provide information in their language.

-Teamwork is essential to good customer service. Visitors often judge an attraction, hotel, or restaurant, not by the best service but by the worst service. If a fellow employee needs your help, do not wait to be asked, do it now. Guests do not care who is in charge of what, they only want their needs met in a courteous and efficient manner.

-Work hard at creating a pleasant environment for both employees and guests. If you see trash, teach everyone on the team to pick it up, no matter how hard your day has been take the time to smile and radiate human warmth.

-Set personal standards. All employees should dress in the accepted professional style of the locale. Poorly dressed and groomed employees give the impression that they do not care, and people who do not care do not provide good customer service. In most cases it is most likely best to avoid displaying tattoos, unique body piecing, or the wearing of too much cologne/perfume. Remember that when working with the public, you want the emphasis to be on the customer/guest and not on you.

-Keep employees' personal religious beliefs out of the workplace. No matter how committed you are to your faith, when in a professional situation it is best to avoid discussing political and religious issues with our guests and our fellow employees. All too many people do not tolerate opposing views and what may have started as a mere intellectual discussion often can turn into a cultural/religious dispute. Under no circumstances should we ever be disrespectful of another person's religion, culture, race, gender, or nationality.

-Become guest-centric. Remember that nothing that you do is as important as satisfying your guest. Guests should not have to wait, paperwork can wait. Treat people in the following order, those who are in your presence first, then those on the telephone and finally those who are communicating with you via email. Never interrupt a guest to take a phone call.

As we continue to learn more about customer service we are coming to understand that a tourism entity's success depends on more than a good location and luck, that good service means repeat business and adds greatly to the bottom line.

Compliments,

**Caribbean Tourism Organization (CTO)
Resource Mobilization and Development Department**

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