

# Sustainable Tourism Round Up

June 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**

### **Crisis Communications & Best Practices for Hazards Response and Recovery**

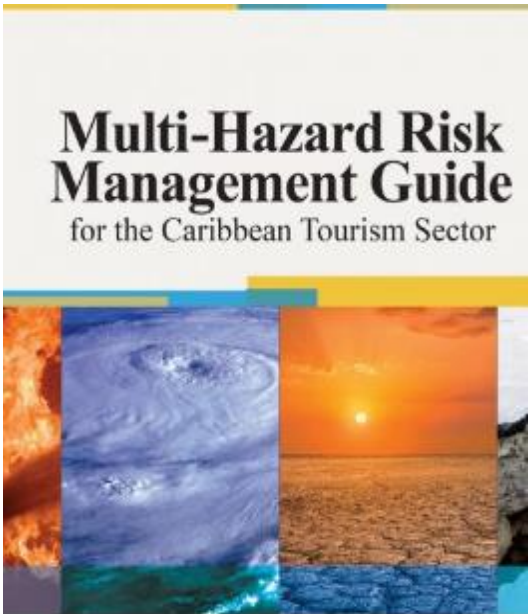


**Register now using the link below:**

[https://us02web.zoom.us/webinar/register/WN\\_wBOfwdbWRRGu272I-x80HA](https://us02web.zoom.us/webinar/register/WN_wBOfwdbWRRGu272I-x80HA)

After registering, you will receive a confirmation email with relevant information for joining the webinar.

## Multi-Hazard Risk Management Guide for the Caribbean Tourism Sector - Online Course



The CTO is pleased to offer this 'free' course to our members, which informs on tourism sector mitigation, preparedness, response and recovery to various types of hazards.

The aim is to enhance Tourism Sector resilience to multiple hazards that could impact the Caribbean region.

We encourage our member countries to enroll in the Course and share with your various tourism related stakeholders.

Please use this [link](#) to visit Caribbean Tourism Institute website to register for the course.

The Multi-Hazard Risk Management Guide Manual can also be downloaded via the CTO Education and Awareness website: [ourtourism.onecaribbean.org](http://ourtourism.onecaribbean.org).

## 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 **June to August 2023** 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.

It is recommended that industry stakeholders use the seasonal climate forecast information for the upcoming June – August 2023 period, in tandem with **National 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.

## REGIONAL & INTERNATIONAL PARTNER INITIATIVES

### Pan American Development Foundation & Total Impact Capital

#### EASTERN CARIBBEAN BUSINESS RESILIENCE CHALLENGE



Eastern Caribbean Business Resilience Challenge provides project funding and other resources for organizations and businesses. Please use this [link](#) to download an application. Deadline for application **June 30, 2023**.

This Challenge is part of USAID's Caribbean Corporate Investment for Resilience Initiative (CCIR). The CCIR Blended Finance Mechanism is being managed on behalf of the USAID Bureau of Humanitarian Assistance by PM Consulting Group in Collaboration with, Pan American Development Foundation and Total Impact Capital.

### World Bank Publication



The Destination Management Handbook has been prepared by the World Bank Group to highlight the challenges and opportunities that destination managers face at all stages.

Please use this [link](#) to download the Destination Management Handbook.

#### DESTINATION MANAGEMENT HANDBOOK

A Guide to the Planning and Implementation of Destination Management



# CARPHA Situation Report No. 265

Report by the Caribbean Public Health Agency (CARPHA)



Situation Report No. 265 on the Coronavirus Pandemic in the Caribbean as at June 5, published by the Caribbean Public Health Agency (CARPHA) can be downloaded using this link: [Situation Report No. 265 – June 5, 2023](#).

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 June 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 – June 2023

University of South Florida Optical Oceanography Lab



Outlook of 2023 Sargassum blooms in the Caribbean Sea and Gulf of Mexico\*  
March 1, 2023, by University of South Florida Optical Oceanography Lab  
([bbarnes4@usf.edu](mailto:bbarnes4@usf.edu), [yuyuan@usf.edu](mailto:yuyuan@usf.edu), [huc@usf.edu](mailto:huc@usf.edu))

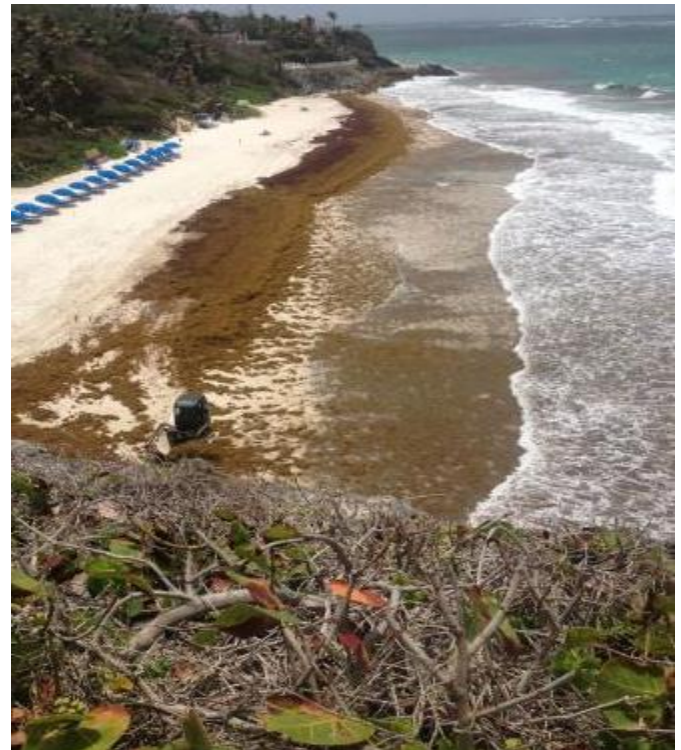


Please use this [link to download](#) the Sargassum Outlook for June 2023, produced by the USF and NASA. The information bulletin is meant to provide a general outlook of current bloom condition and future bloom probability for the Caribbean Sea.

## Sargassum Sub-regional Outlook



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



## Tourism TidBits

*The goal of Tourism Tidbits is to provide travel professionals with a monthly easy to read overview of creative ideas.*

**-Failures occur when tourism leadership fails to provide people, both employees and clients, with a meaningful experience.** Employees do a better job when they believe in the product and when they understand the direction in which their manager is leading them. That policy does not mean however that every decision needs a group decision. In the end, the tourism businesses are more similar to families than to democracies, and that means that leadership needs to maintain a careful balance between listening and teaching and making the final decisions.

**-Businesses that lack passion tend to fail.** In the end travel and tourism is a people's industry. Currently the airline industry seems to have forgotten this basic concept. If its employees or owners do not see their work as a vocation rather than simply a job, then they produce a lack of passion and commitment that destroys customer loyalty and in the end destroys the business. Tourism professionals must have a sense of joie de vivre, look forward to coming to work and see their jobs not as a means to receive a salary but as a calling. Introverted people and/or those who do not like people should simply not be on the front lines of the tourism/travel industry.

**- A lack of security can result in a tourism community, nation's or attraction's failure.** The 21st century is one in which good marketing will include good security and safety as a part of customer service. Those places that seek profit over tourism surety (safety and security) will in the end self-destruct. Tourism surety is no longer a luxury but rather it ought to be a part of every tourism entity's basic marketing plan. Currently there are too many places around the world that have chosen to overlook tourism wellbeing and in the end have done great damage to their tourism industry.

**-Failures often take place when there are no core questions for improvement.** Every part of the tourism industry needs to ask itself, what its mission is, how it differs from the competition, how it can improve, where its weakness are, and how it measures success. Many tourism products that fail, be they in the lodging industry or in the attractions industry, simply fail to ask these essential questions.

**- Know when to consider a complete overhaul of the system and not merely a minor change.** Often these cosmetic changes are symbolized by scapegoating the head of a CVB or tourism office rather than in-depth problem analysis. Additionally, another reason for tourism business failure is that often the people who are supposed to be making the change do not believe in the change. Thus, either the new program is never fully understood by employees or after a short amount of time employees figure out a way to return to their old ways though expressed in new terms.

**-A failure to understand the role of proper data and how to interpret it can be fatal.** Businesses that do poor research allow themselves to be caught from behind, taken over by more in-tune competitor or simply become irrelevant to the marketplace. Often tourism officials are so enamored by data that they over-collect data. An overabundance of data can just as bad a too little data. Too much data can cause data fog where the important information is covered over by the irrelevant. Failure to integrate analysis into the workplace means that data collection can become counterproductive. Data not used or clearly defined can lead to paralysis by over analysis with no clear policies or marketing plan.

**-When a tourism business lacks core values it has a higher probability of failure.** Among these may be the business' or business' leadership's ability to express itself to its constituency, lack of vision, lack of leadership, poor measurement techniques, poor marketing, and the recycling of old ideas rather than creatively developing new ideas.

**-Rapid staff changeovers and staff dissatisfaction can cause tourism paralysis.**- Many tourism industries see their positions as entry-level positions. The positive aspect of an entry-level position is that it provides for a continuous infusion of new blood into the tourism organization. Nevertheless, the lack of continuity means that employees are constantly at the beginning of the learning curve and that the tourism business may lack a sense of a collective memory. Furthermore, as employees mature, the lack of professional mobility means that the best and brightest talent moves on to other industries creating an internal brain drain.

-Failure and bankruptcies often occur due to lack of quality of service and product. This is a common error in periods of economic stagnation or inflation. All too often tourism providers go for the immediate profit rather than consistency. Once customers get used to a certain standard, it is hard to cut back on service, quantities, or quality. For example, a restaurant that provides irregular service will have a high probability of losing its clientele. In a like manner, the airline industry has produced a great amount of resentment by lowering its standard of service and reducing its in-flight amenities.



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**Compliments,**

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