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 March 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

Digital Toolkit for Tourism Businesses

The Caribbean Tourism Organization and the George Washington University, through its Master of Tourism and MBA students, developed a Digital Toolkit for Tourism SMEs which provides guidance on how these businesses can utilize digital resources to help in their recovery planning.

A Tourism Research Dashboard Template which can be used for reporting has also been developed. The template includes a collection of relevant data sources for your reference. You can access both resources at the links below:

SME Digital Toolkit
Tourism Research Dashboard Template
Virtual Workshop: Digital Toolkit for Tourism Enterprise Recovery

When: Apr 12, 2021 10:00 AM Eastern Time (US and Canada)

Register in advance at the link below:
https://us02web.zoom.us/meeting/register/tZAtdeuggToiEtOp5NYLDVyQIfwIfUl1YZIQ
The Caribbean Tourism Organization presents

UP FRONT
A ONE-ON-ONE DISCUSSION ON COVID-19 LESSONS WITH

LT. GEN. RUSSEL HONORE

Retired Lieutenant General (USA)
Consultant
Building a Culture of Preparedness

WEDNESDAY 14 APR. 2021
11 a.m. Eastern Caribbean/New York
10 a.m. Jamaica/4 p.m. UK

WATCH LIVE ON FACEBOOK
www.facebook.com/CaribbeanTourismOrganization/

The Caribbean Tourism Organization presents

UP FRONT
A ONE-ON-ONE DISCUSSION ON COVID-19 LESSONS WITH

MICHAEL BAYLEY

President & CEO
Royal Caribbean International

WEDNESDAY 28 APR 2021
11 a.m. Eastern Caribbean/New York
10 a.m. Jamaica/4 p.m. UK

WATCH LIVE ON FACEBOOK
www.facebook.com/CaribbeanTourismOrganization/

https://www.facebook.com/CaribbeanTourismOrganization
CTO Foundation - Call for Applications

Apply for 2021 Scholarships/Study Grant

The deadline for submitting entries is **Friday, 7 May 2021 at 11:59 p.m. Pacific Time.** Late applications will not be accepted. All applications must be submitted online and will not be accepted via mail, email or fax.

Scholarship winners will be announced by the end of June, 2021.

To apply for a scholarship or study grant please use this link: [https://ctofoundation.org/](https://ctofoundation.org/)

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CTO Foundation - GoFundMe

The CTO Scholarship Foundation continues to support Caribbean nationals with a keen interest in pursuing studies in tourism, or tourism-related fields, hospitality and language training, who demonstrate high levels of academic achievement and leadership and who express a strong desire to make a valuable and meaningful contribution to Caribbean tourism.

As we aim to build back tourism successfully and sustainably across the Caribbean, after being severely impacted by the COVID-19 pandemic, we look to the future of our tourism industry and recognize the pertinent role that our current and future tourism leadership and workforce will play in revitalising, reshaping and re-energizing Caribbean tourism.

Kindly assist in this worthy endeavour to prepare our keenest minds to lead this charge in taking Caribbean Tourism forward. The link below will take you to the CTO Scholarship Foundation’s fundraising initiative and afford you the opportunity to help our Caribbean students to realise their dreams. Please feel free to share with family and friends.

[https://gofund.me/6df65df4](https://gofund.me/6df65df4)

For more information about the CTO Scholarship Foundation, please visit [http://ctofoundation.org/](http://ctofoundation.org/)
Who: All Private Sector Tourism-Related Businesses: Owners, Managers, Supervisors, Directors (Open to members and non-members)

Presenters: Presented by: CHTA and CARPHA

*Individuals attending this session will receive a Certificate of Participation. In order to receive this certificate, each individual will need to register, attend and check-in separately as certificates are provided based on the check-in list from the live session. Please do not register using the same email or attend using the same registration link.*

Live attendance and receipt of the Certificate of Participation is required by 10% of all the Hospitality Facility staff, including senior management, as part of the process to receive CARPHA’s Caribbean Travellers Health Assurance Stamp and WTTC Safe Travels Stamp as part of CHTA’s Health Safety Commitment - which includes Listing on CHTA’s Website & CaribbeanTravel.Com Consumer Website

Please note, this training was previously called “Tourism Health Safety 101 and THiS Overview”.

This training session, presented by CARPHA, addresses the following areas:
- What is COVID-19 and how it is transmitted
- General health prevention tips and proactive measures
- Overview of registration and use of the resources of the Tourism Health Information System (THiS) – a requirement to receiving CARPHA’s Healthier Safer Tourism Stamp

Reserve Your Spot Today, Max of 500 Participants

Registration details will be sent via email.
CARPHA Situation Report No. 145
– April 1, 2021

Situation Report No. 145 on the Coronavirus Pandemic in the Caribbean as at April 1, published by the Caribbean Public Health Agency (CARPHA) can be downloaded using this link: [Situation Report 145 - April 1, 2021.pdf (carpha.org)](https://carpha.org/What-We-Do/Public-Health/Novel-Coronavirus)

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](https://carpha.org/What-We-Do/Public-Health/Novel-Coronavirus)

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Caribbean Climate Outlook Newsletter

Caribbean Climate Outlook Newsletter - April to June 2021

For climate information specific to your country, please consult with your national meteorological service. CariCOF outlooks speak to recent and expected seasonal climate trends across the Caribbean in general.

The CariCOF Climate Outlooks for April to June 2021 are now available online on the [Caribbean Regional Climate Centre](https://caribbeanclimate.org/)'s website and can all be accessed [here](https://caribbeanclimate.org/)

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](https://caribbeanclimate.org/)).

Summary for the upcoming 3-month period, April to June 2021: "A likely fading La Niña event is forecast to possibly increase rainfall amounts in the Bahamas, the Cayman Islands and the Guianas during the transition into the wet season. Recurrent very wet spells and the chance of at least one extreme wet spell in the period means a moderate to high potential for flooding, flash floods and related hazards, particularly in the Guianas. By contrast, the onset of the wet season might be delayed by up to one month. Where ongoing, short term drought may persist in the Greater and Lesser Antilles from Hispaniola eastwards. In addition, frequent dry spells are expected in Belize and the islands, and may spark some heatwaves in Belize and Trinidad and, as of May, elsewhere."

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Caribbean Drought Bulletin

Caribbean Institute for Metrology and Hydrology (CIMH) covering the 3-month period, December 2020 to February 2021. We encourage you to pay keen attention/take the appropriate actions if and where necessary. Click HERE to access the latest drought bulletin.

Sargassum Sub-Regional Outlook Bulletin

The Sargassum Sub-Regional Outlook Bulletin for March 2021 which covers the period March – May 2021 can be downloaded using the following link:

Sargassum Sub-regional Outlook Bulletin: VOL I | ISSUE 9 (mailchi.mp)

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

Attached is the March 2021 update for sargassum blooms in the Caribbean and Gulf of Mexico.
Developing Employee Loyalty in the Hope that Tourism Will Soon Return to Normal

By Tourism & More, Inc.

One of the things that the tourism and travel industry learned from the Covid-10 Pandemic is that the importance of good and loyal employees. Everyone seems to want loyal employees, yet few tourism businesses seem to know how to win this loyalty. In fact, tourism is known for high employee turnover, low pay, and often capricious management. It is a mistake to overlook the fact that employee-employer relations often impact the tourism experience and may become a major form of positive or negative marketing. In fact good management inspires loyalty and often results in the type of customer service that produces repeat (loyal) customers. To help you create this employee loyalty Tourism Tidbits offers you some suggestions as to ways to increase your employees’ loyalty and provide a better customer service experience.

-In an industry, such as tourism, where people plan on staying a few years, the employee experience is almost or as important as the customer experience. Some of the principal reasons that tourism employees often complain about their jobs are lack of clearly defined goals, lack of challenging work and lack of fair compensation. These are three areas in which tourism management has to ask itself profound questions. Employees cannot do their job if the job description changes daily. In a like manner dead-end positions without any chance for advancement tend to lead to a refusal to do one’s job well. In a dynamic business such as tourism treat your employees as if they were your guests.

-Make sure that employees know that you are part of a single team. Often tourism management has been accused (and sometimes fairly) in compensating itself first and only worrying about employees afterward. Good employers understand that salary increases are much more important to those at the bottom of the ladder than to those at the top. Make sure that you lead your employees by example and not merely through words.

-Set out what you expect from your employees. Do not assume anything. Employers have a right to expect that propriety information stays private, that personal issues should not impact job performance, and that employees will listen before acting. Employers also have not only a right but also a duty to stop idle gossiping at a job, to enforce laws protecting other employees from a hostile workplace and issues of sexual, ethnic, and religious discrimination.

-Help employees to understand what type of customer service you want them to provide by treating them as customers. Tourists tend to define good customer service as providing reliability, responsiveness and value for time (money). Think how you can translate these basic ideals into the workplace environment. How reliable are you, do you fulfill promises or simply utter them? Are you responsive to special needs or merely quote company regulations, and do your employees enjoy (receive value) from their jobs or are they merely putting in time so as to receive a paycheck?

-Employees work best when they are rewarded for a job well done. Positive strokes often accomplish a great deal more than negativity. Be specific when complimenting your employees and remember that small rewards given frequently often do more than one big reward given only once or twice a year.

-The number one tourism complaint is that visitors feel they are not treated as individuals. How often have tourism managers reminded staff to treat each person as an individual? The best customer service training that you can give your employees is to treat them in the way that you want them to treat your guests. Show empathy to employees and react when a crisis
occurs. When speaking to employees use their names and let them know that they are an important part of the business’ structure.

-When loyalty is lost work at regaining it. That means that do not be afraid to apologize when you make a mistake and focus on fixing a problem rather than assigning blame for the problem. If possible, do something extra for the hurt employee as a demonstration of contrition.

-Recognize that most people have trouble with change. While most employees will criticize management for its refusal to change, most people are fearful of change. Often the first thought that goes through our minds is “what will I/we lose due to this change?” Remember that a loss may not be monetary but may also be loss of prestige or loss of respect. Remember that when introducing change there are limits to how much change an individual or group can accept. Lastly unless there is a reason to maintain the change, most people will revert back to the old ways, even when they say that they prefer the new.

-Remember that without a sense of personal loyalty to the group and to the person implementing the change your employees may not have the needed desire to “risk” the change. Often, we can overcome a lack of personal loyalty by diagnosing a problem and then offering a solution. For example, if your employees do not know what to do or why they are doing it, provide them with an overall picture of the value of the change given at the employees’ level. If on the other hand employees are demonstrating that they simply do not know what to do, then provide additional training or education.

-You do need to be understanding or a personal problem, but employers are not psychologists and do not need to become psychologists. Each employer needs to set standards as to how many personal problems are acceptable in the workplace environment. In a service industry such as tourism, customers have a right to expect a smile, friendliness and good customer service no matter what the employee’s personal problems may be. Set standards and then enforce these standards as fairly as possible.

- Learn to read body language. When speaking with an employee be aware of his or her body language. For example, if your employee is turning his/her head away from you are they telling you that they disagree with you or your policy and no matter what do not plan on implementing it? If the person turns his/her shoulders away, are you losing his/her attention and need to regain it by asking personal questions? Note that folded arms may indicate that your employee does not believe you and that wandering eyes may indicate a loss of interest in what you are saying.

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,

Caribbean Tourism Organization (CTO)
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