

Sustainable Tourism Round Up

March 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

2022 Sustainable Tourism Awards Winners

Excellence in Sustainable Tourism Award

- **Winner: Jade Mountain Resort**, Saint Lucia
- 1st Runner Up: Rastafari Indigenous Village, Jamaica
- 2nd Runner Up: Rosalie Bay Eco Resort & Spa, Dominica & Citrus Creek Plantation, Dominica

Destination Stewardship & Resilience Award

- **Winner: The Bahamas Ministry of Tourism, Investments and Aviation** - Bahamas Destination Stewardship Councils Initiative
- 1st Runner Up: Jamaica Tourist Board
- 2nd Runner Up: Saint Lucia Tourism Authority

Community-Based Tourism Award

- **Winner: WhyFARM**, Trinidad and Tobago
- 1st Runner Up: Soufriere Regional Development Foundation (SRDF), Saint Lucia
- 2nd Runner Up: Mango Garden Cottages, Dominica

Tourism Education and Training Award

- **Winner: United Nations Development Programme Barbados and the Eastern Caribbean** - Business Adaptation Programme of the UNDP Future Tourism Project and **Wild Dominique**, Dominica
- 1st Runner Up: Jamaica Tourism Product Development Company (TPDCo) – Community Ambassadors Tourism Training (CATT)
- 2nd Runner Up: Guyana Tourism Authority

Tourism Health & Safety Award

- **Honourable Mention:** Native Radiance (Spa & Wellness Facility), St. Kitts & Nevis

Congratulations to all of the winners and runners-up in the respective categories. For more information on the winners and runners-up please use this link: [Awards & Competition Winners | OneCaribbean.org](https://www.onecaribbean.org/awards-competition-winners)

2023 Sustainable Tourism Work Plan

Please see below an overview of the 2023 Sustainable Tourism Work programme highlighting the main projects and activities that would be undertaken during the year.

a. Climate Smart Sustainable Tourism Programme

CDB Project Proposal: **Sustainable Tourism and Resilience (STAR) Project**

i. Technical Assistance & Capacity Building

- Tourism–Climate Action Plan (Glasgow Declaration Commitment)
- Tourism Resilience Planning- member countries would be outreached to identify priorities

ii. Support for Implementation of Tools

- Caribbean Sustainable Tourism Policy and Development Framework
- Multi Hazard Risk Management Guide for Caribbean Tourism

b. Community-Based Tourism (CBT) Programme

a. Support training & Capacity Building

- National workshops for CBT Enterprises and Business support organizations (upon countries request)

b. CBT Cluster Project (ongoing in The Bahamas, Belize and Dominica)

c. Tools available for Market/Product Development

- Tourism Assets Inventory
- Destination Profile & Diagnostic Tool
- Enterprise Handbook
- CTB online Course

c. Tourism Health & Wellness Programme

i. Regional Tourism Health Capacity Enhancement & Digitization Project

- Development of communication collaterals to promote the Healthier-Safer Tourism (HST) Stamp and Tools produced by CARPHA
- Integration of Regional Visitor Information Management Systems

ii. Tourism Health and Wellness Webinar scheduled for **12 April, 2023**

d. Sustainable Tourism Resources

- Tourism Education & Awareness Hub: www.ourtourism.onecaribbean.org
- CTO-CHTA-CIMH Tourism Climatic Bulletin
- Sustainable Tourism Round Up

e. Upcoming Initiatives

- Caribbean Sustainable Tourism Conference
- Caribbean Community Tourism Network Forum
- Hurricane Preparedness Workshop
- World Tourism Day Forum



Professional Certificate in Sustainable Destination Management (3-17 April 2023) Visitor Management Strategies for Destinations Course (3-15 May 2023)

Professional Certificate in Sustainable Destination Management (3-17 April 2023)

The Professional Certificate will be offered in two cohorts and the dates for the first three courses are outlined below:

- **702 Destination Management (April 3 - 9, 2023)**
- **701 Sustainable Tourism & Regenerative Travel (April 10 - 16, 2023)**
- **703 Destination Marketing (April 17 - 23, 2023)**

CTO members receive a US\$50 discount on each course, or course bundle, when the discount code **CTO-50** is used at registration. Each course costs US\$495.

Please note that you also receive an additional discount per individual when courses are bundled.

Students receive a GW certificate of completion for each course and a professional development certificate upon completion of all six (6) courses required for the award of the Professional Certificate.

You can find additional details about the Professional Certificate and register for the courses listed above at the following link - <https://web.cvent.com/event/1a851085-893f-4cc0-b8ba-cd9b15034c43/summary>

Visitor Management Strategies for Destinations (3-15 May 2023)

The Visitor Management Strategies for Destinations course is scheduled to start on May 4, 2023.

CTO members receive a US\$50 discount on this course when the discount code **CTO-50** is used at registration. The course costs US\$495; the early bird discounted price is US\$480 (the early bird special ends on April 5, 2023).

This course can also be bundled with others being offered in the Professional Certificate programme.

You can find additional details about the course and register at the following link:
<https://web.cvent.com/event/29582aea-588f-44e7-b00b-6d2a1bf8a4c4/summary>

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 (**March – May 2023**) 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.

REGIONAL & INTERNATIONAL PARTNER INITIATIVES

UNESCO Transcultura Call: Online Incubator and Accelerator for Young Caribbean Women Entrepreneurs



UNESCO Transcultura launches an incubator and accelerator programme for women entrepreneurs in the Caribbean cultural and creative industries

Transcultura: Integrating Cuba, the Caribbean and the European Union through Culture and Creativity, implemented by UNESCO and funded by the European Union, has launched a call for applications to sponsor the participation of up to 34 Caribbean women entrepreneurs in the field of cultural and creative industries in an online incubator and accelerator programme.

The course will last approximately three weeks and will be delivered via Zoom between April and May 2023, with a total duration of twenty-eight (28) hours. Activities will be held from Mondays to Fridays, two (2) hours daily.

This initiative aims to contribute to the generation of equal opportunities for socio-economic development and cultural cooperation within the Caribbean, by supporting the capacity development of young women entrepreneurs in the start-up and scaling-up of their cultural and creative businesses as well as in the access to new markets.

Selected young women will benefit from targeted training and mentoring in key areas, spanning from soft skills for cultural entrepreneurship to business management, finances, branding, pitching, and export, among others. This UNESCO *Transcultura* call targets young women entrepreneurs aged between 18 and 35, who are nationals and permanent residents of Antigua and Barbuda, the Bahamas, Barbados, Belize, Cuba, Dominica, the Dominican Republic, Grenada, Guyana, Haiti, Jamaica, Montserrat, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname and Trinidad and Tobago.

The UNESCO *Transcultura* programme will fully cover the participation of up to 34 young Caribbean women in the 14-day accelerator programme ([call for applications](#)). Applicants should apply through the [online application form](#) to provide personal information, and information on their cultural and creative business and/or entrepreneurship initiative/project.

The deadline for submitting the applications is **7 April 2023 at 23:59, Jamaica time (UTC-6)**.

CARPHA Situation Report No. 262

Report by the Caribbean Public Health Agency (CARPHA)



Situation Report No. 262 on the Coronavirus Pandemic in the Caribbean as at March 8, published by the Caribbean Public Health Agency (CARPHA) can be downloaded using this link: [Situation Report No. 262 – March 8, 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>

Sargassum Outlook – March 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, yuyuan@usf.edu, huc@usf.edu)



Attached is the Sargassum Outlook for March 2023. 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

SARGASSUM

SUB-REGIONAL OUTLOOK BULLETIN



MAR 2023 | VOL 2 | ISSUE 9



Please use this link to download the March 2023 edition of the [Sargassum Sub-Regional Bulletin](#):



Source: Bathsheba, Barbados | March 2023 | Teddy Allen (@sargassum246)

Compliments,

**Caribbean Tourism Organization (CTO)
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