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 May 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**

JOIN THE CARIBBEAN TOURISM ORGANIZATION FOR OUR UPCOMING WEBINAR

Creating a Heritage Route - Steps of the Journey

**PRESENTER**
Professor Stephen Boyd
Professor of Tourism
Department of Hospitality and Tourism Management
Ulster University Business School

June 4, 2021 | 11:00 am - 12:15 pm (AST)

CLICK TO REGISTER!

Registration via the following link:
https://us02web.zoom.us/webinar/register/WN_iZ_AGZQ4Qbi7ULVo-hydNw
The Caribbean Tourism Organization presents

UP FRONT

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

CHRISTINE VALLS

VP, Caribbean, Latin America and the US
American Airlines

WEDNESDAY 12 MAY 2021
11 a.m. Eastern Caribbean/New York
10 a.m. in Jamaica/4 p.m. UK

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

https://www.facebook.com/CaribbeanTourismOrganization
The UNWTO Global Rural Tourism Startup Competition seeks to source new startups and entrepreneurs that advance the contribution of tourism to rural development and support recovery. The Competition aims to support rural tourism as a key tool to fight depopulation, promote inclusion and reduce regional inequalities in income and development as part of UNWTO’s special focus on tourism for rural development.

Applications are now open for four categories:

- **People** – Leaving no one behind: Projects that incentivize the creation of jobs and opportunities, promote gender and youth empowerment, and build opportunities for vulnerable groups in rural areas.

- **Planet** – Building back better Projects related to the promotion and protection of natural resources, including addressing tourism’s impact on climate change, waste and resource consumption.

- **Prosperity** - opportunities for growth Startups that provide innovative solutions through new business models, instruments that promote access to finance, markets and marketing for tourism in rural areas.

- **Propulsion of Rural Tech** – Implementation of new technologies to advance tourism and development in rural areas.

**The deadline for applications is 1 July 2021. Winners will be invited to take part in the UNWTO General Assembly, to be held in Marrakesh, Morocco, this October.**

For more information:

- [https://www.unwto.org/unwto-global-rural-tourism-startup-competition#:~:text=The%20UNWTO%20Global%20Rural%20Tourism,ral%20development%20and%20support%20recovery](https://www.unwto.org/unwto-global-rural-tourism-startup-competition)


- [https://www.unwto.org/unwto-global-rural-tourism-startup-competition](https://www.unwto.org/unwto-global-rural-tourism-startup-competition)
CARIBBEAN TECHNOLOGICAL EXTENSION SERVICES PROGRAMME
Sponsored by Compete Caribbean

- Are you a Caribbean company SME?
- Does your company belong to the tourism, manufacturing or agro-processing sector?
- Do you need support to adopt and implement new technologies?
- Would you like to receive Technical Assistance and Grants to help your Business recover from COVID-19?

Please fill this (Business Potential Assessment) FORM to help assess your needs and eligibility for the Caribbean Technological Extension Services (TES) program.


Call For Technology Solution Providers/ Experts to Implement Solutions In The Tourism Sector:
https://www.competecaribbean.org/tourism-tech/

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CARPHA Situation Report No. 155
– May 6, 2021
Report by the Caribbean Public Health Agency (CARPHA)

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 155 – May 6, 2021

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
The CariCOF Climate Outlooks for May to July 2021 are now available online on the Caribbean Regional Climate Centre's website and can all be accessed [here](#).

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](#)).

Summary for the upcoming 3-month period, May to July 2021: "The transition into the wet season is forecast to increase rainfall amounts in the Bahamas, the Cayman Islands, Cuba and the Guianas. By contrast, the onset of the wet season may be delayed by up to one month in the other islands and in Belize. Despite these contrasting scenarios, very wet spells and, possibly, extreme wet spells in the period means a moderate to high potential for flooding, flash floods and related hazards, particularly in the Guianas. Ongoing short term drought might persist in the Antilles from Hispaniola eastwards. Dry spells, though decreasing in frequency, may spark heatwaves throughout Belize and the Caribbean Islands. Incursions of Saharan dust typically peak in frequency at this time."

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**Caribbean Drought Bulletin**

Please see the latest drought outlook from the Caribbean Institute for Metrology and Hydrology (CIMH) covering the 3-month period, January – March 2021. We encourage you to pay keen attention/ take the appropriate actions if and where necessary. Click [HERE](#) to access the latest drought bulletin.
La Soufrière Volcano – Situation Report No. 27 – 06 May 2021

A News Release issued from the National Emergency Management Organisation (NEMO) on May 6th 2021 reported the following:

- The Government of St. Vincent and the Grenadines has lowered the volcanic alert level at La Soufrière to ORANGE based on the advice of Scientists from the Seismic Research Centre of the University of the West Indies.

- The recommendation was made given that there have been no explosions at the volcano since April 22 and the number of volcanic earthquakes recorded has also decreased significantly.

- At alert level ORANGE, the volcano may resume explosions with less than twenty-four hours of notice.

- Lahars (mudflows) continue to pose a dangerous threat to the river valleys surrounding the volcano including Wallibou and Rabacca. Mudflows observed over the past several days have contained boulders up to 5m (15 feet) in diameter.

For full situation report please click here.
As it appears that the world of tourism is beginning to emerge from Covid-19, it is time to remember some of the many aspects of tourism surety

By Tourism & More, Inc.

In much of the world the first signs that the Covid-19 crisis might slowly becoming a thing of the past. If that is true then the world of tourism needs to think about the many other aspects of tourism security and how they will interplay in the post-Covid world.

Once upon a time many tourism professionals were afraid to speak about terms such as tourism security and tourism safety. They were even more afraid to mention public health issues and too many tourism leaders did their best to hide public health concerns. There was a common feeling among tourism and travel professionals that these terms would frighten customers and that the less they said the better it would be. In reality, nothing could be further from the truth. The Covid-19 pandemic, and an increase in crime in many of the world’s major cities has taught the industry that its clients for the most part, seek out places free from a sense of insecurity and lack of safety. Although there is a small minority of travelers who seek out the dangerous, as was learned in 2020 most visitors want to know what the industry is doing to protect them. In reality, there is no such thing as travel (tourism) security or safety. No one can guarantee one hundred percent security. Instead, a better term is travel (tourism) surety. Surety (a term borrowed from the insurance industry) refers to a lowering of the probability that a negative event will occur. Surety does not promise perfection, but rather improvement and takes into account that to live is to experience risk. Tourism surety refers to the point where security, safety and health, reputation, and economic viability intersect. Classically, tourism surety refers to six different areas of tourism protection. These are:

Visitor Protection. Tourism professionals need to work with security professionals to protect the visitor from locals who might seek to do the visitor harm, from other visitors who may be in transit for the purpose of committing crime, and less than honest staff members. Tourism surety means creating an environment where the visitor is not only safe but needs to know that the industry is doing everything possible to protect his/her health. Tourism surety also seeks to protect the visitor from tourism professionals who may be willing to commit fraud or sell a product that is defective.

Protection of Staff. A tourism industry that does not care about its staff (workers) cannot long survive. The second aspect of a tourism surety program is to find ways to assure that honest staff members can work in an environment that is crime free and not hostile. Tourism is a high-pressured industry, and it is all too easily for staff members to be abused or for tempers to flare leading to a hostile work situation.

Site Protection. It is the responsibility of tourism surety specialists to protect tourism sites. The term site can mean anything from a place of lodging to an attraction site. While in an age of terrorism there are people whose purpose it is to destroy or harm a specific site, site protection must also take into account the careless traveler. Often, vacationers simply forget to care for furniture, appliances or equipment. Tourism surety then also takes into account the needs of cleaning staffs and hotel engineers and seeks to assure that site environment is both attractive and as secure/safe as possible.
Ecological Management. Closely related to and yet distinct from site security is the protection of the area's ecology. No tourism entity lives in a vacuum. The care of a locale's streets, lawns, and internal environment has a major impact on tourism surety. Ecology, however, should not only be restricted to the physical; it also involves the cultural ecology. It behooves specialists in tourism surety to protect the cultural ecology of an area. Strong cultures tend to produce safe places. On the other hand, when cultures tend to die, crime levels may tend to rise. Protecting the cultural ecology along with the physical ecology of a locale is a major preventative step that tourism surety professionals can do to lower crime rates and to assure a safer and more secure environment.

Economic Protection. The past year has taught the industry that revenues are not guaranteed nor are they gifts from heaven. Due to the restrictions placed on the industry and its inability to defend its economic interests from politicians that politicized tourism many tourism businesses have ceased to exist. Tourism is a major generator of income on both national and local levels. As such it is open to attack from various sources. For example, terrorists may see a tourism site as an ideal opportunity to create economic havoc. Criminals do not wish to destroy a tourism locale, but rather view that locale as an ideal "fishing" ground from which to harvest an abundance of riches. Tourists and visitors do not distinguish between the treatment they are afforded by the local travel and tourism industry and by people living and working in the community. As such, law enforcement agents and tourism security professionals have a special role in protecting the economic viability of a locale. How security professionals act and the methods that they use can reinforce the marketing department's message or undercut it.

Reputation Protection. You only need to read the newspaper to note that crimes and acts of terrorism against tourism entities receive a great deal of media attention. The classical method of simply denying that there is a problem is no longer valid and is counter-productive to a tourism locale's best promotional efforts. When there is a lapse in tourism security, the effect is long term. Some of the consequences to a local's reputation include the locale's moving from upper to lower class clientele, the need to drop prices, the general deterioration of the site, and the need for a major marketing effort to counteract the negative reputation.

A good tourism security program is much more that simply hiring a few extra guards. Tourism surety is a highly professionalized plan that permits the protection of everything from the site to the visitor, from the locale's ecology to its very reputation. While tourism surety programs do not promise that nothing can or will ever happen, they do lessen the risk of negative events and prepare a locale to minimize negative effects should an incident occur. In a world just getting back on its feet and having suffered severe economic losses due to the pandemic, there will be a greater need for well-thought through tourism security plans and personnel.

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,

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