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**

**REGISTER NOW:**

https://us02web.zoom.us/webinar/register/WN_F1JiaXqyTtqZEYeI-0eMZA

**Hurricane Preparedness & Climate Outlook for the 2023 Atlantic Hurricane Season**

**Virtual Tourism Forum**

**Thursday June 1, 2023**

11:00am – 12:15pm AT/ET

- Presentation on the Climate Outlook with a focus on what to expect for the 2023 Hurricane Season
- Presentation on Hurricane and Disaster Preparedness tailored for the regional tourism sector

**REGISTER NOW:**

https://us02web.zoom.us/webinar/register/WN_F1JiaXqyTtqZEYeI-0eMZA
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

d. Sustainable Tourism Resources
   • Tourism Education & Awareness Hub: https://ourtourism.onecaribbean.org
   • Tourism Climatic Bulletin: https://www.onecaribbean.org/resources/climate-change
   • Sustainable Tourism Round-Up: https://ourtourism.onecaribbean.org/resources/st-round-up-bulletins

e. Upcoming Initiatives
   • World Tourism Day Forum, September 27, 2023

The Compendium was designed as an information and instructional tool, addressing regional mandates for environmentally conscious and responsible practices for all sectors.

It consists of 27 articles, success stories and case studies highlighting national, multi-national and regional initiatives, with particular emphasis on solid waste management.

Please use this link to download the current Compendium.

Now in its eighth year, Booking.com’s annual Sustainable Travel Report gathered insights from over 33,000 travelers across 35 countries and territories, highlighting how economic uncertainty is informing meaningful sustainable travel decisions. Please use this link to download the 2023 Sustainable Travel Report.
The Caribbean’s “Greenest” Hotels & Resorts in 2023

The term “green” has had quite the journey over the last few decades. What began as a term that demonstrated concern for the environment has become an all-encompassing philosophy covering everything from clean energy to a holistic approach to sustainable development. Ultimately, it’s about impact — reducing impact on the environment, while expanding impact on the local community.

Please view the list of the top 15 sustainability-focused hotels and resorts in the Caribbean, compiled by the Caribbean Journal [here].
Situation Report No. 264 on the Coronavirus Pandemic in the Caribbean as at May 3, published by the Caribbean Public Health Agency (CARPHA) can be downloaded using this link: Situation Report No. 264 – May 3, 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 May 2023

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 – April 2023

Attached is the Sargassum Outlook for April 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

Please use this link to download the May 2023 edition of the Sargassum outlook Bulletin Volume 10.
Tourism TidBits

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

Why Government Leaders Need to Realize that Tourism is Economic Development: The Essentials

Many government leaders, but not all, understand the importance of tourism as an economic development tool. Yet despite the fact that the world’s largest peacetime industry is as major source of jobs, tax revenue and often, urban revitalization there is still a need for the tourism industry’s leaders to educate government officials and the public. Travel and tourism is more than a mere part of economic development, to a great extent tourism is economic development. This month’s edition of Tourism Tidbits addresses not only the direct impact that tourism has on a locale’s economy but also the secondary impact throughout an entire economic system.

Tourism is the world’s largest peacetime industry. For those people who like facts and figures, according to Harvard University, with the decline of travel due to the Covid Pandemic tourism produced 10.4% of the world’s GDP and 7% of the world’s exports. It is estimated that the tourism industry’s direct global contribution during the pandemic year of 2021 was just under six billion US dollars. The World Travel and Tourism Council (WTTC) predicts that by 2030 the tourism industry will have created 126 million new jobs.

A word of caution: Because travel and tourism are composite industries, being comprised by such sub-industries as attractions, food consumption, lodging and transportation, the numbers will vary depending on which part of the industry is counted.

-Tourism, on a national scale, not only generates employment but also may be a major renewable export source. Tourism attractions do not disappear; thousands/millions of people can see the same attraction. These people may also become a major source of foreign exchange, adding needed hard currencies to local economies. Government and industry leaders must recognize, however, that for tourism to be a renewable resource it must be developed in a sustainable/responsible manner. That means that where ecologies are fragile, numbers and activities must be tightly controlled, pollution must be prevented, and local cultures protected.

-Tourism adds to the local economy in a variety of ways. Included are hotel and restaurant expenditures and taxes, conventions and meetings, taxes paid on transportation, attractions of foreign capital, especially in hotel construction, creation of additional jobs in such areas as public services and infrastructure renewal.

-Tourism and economic development work in unison. Think about what makes a place a good tourism center. What are the essential ingredients for tourism? How different are these from what a community requires for economic development? Here are a few of the essentials that tourism needs:
- Good environment. No one wants to visit a place that is clean or unhealthy. Tourism cannot survive without a clean and safe environment. In a like manner communities that do not provide pleasant surroundings and a clean environment have a very hard time attracting business.
- Tourism requires friendly people and good service. No matter what the attraction may be a tourism center that lacks good customer service and friendly people will fail. In the same way, communities that offer poor service not only do not attract newcomers to their community, but in the end have a difficult time holding on to their local population, young people and businesses.
- Tourism requires a secure community. Often government officials and even police departments fail to recognize their economic impact. Police departments and other essential government agencies such as fire and first aid are major players in adding to the desirability of a community. First responders (police, fire, health) that take pro-active roles are also essential ingredients in a community’s economic development.

-Tourism adds to the local economy in a variety of ways. Included are hotel and restaurant expenditures and taxes, conventions and meetings, taxes paid on transportation, attractions of foreign capital, especially in hotel construction, creation of additional jobs in such areas as public services and infrastructure renewal.

-Tourism and economic development work in unison. Think about what makes a place a good tourism center. What are the essential ingredients for tourism? How different are these from what a community requires for economic development? Here are a few of the essentials that tourism needs:
- Good environment. No one wants to visit a place that is clean or unhealthy. Tourism cannot survive without a clean and safe environment. In a like manner communities that do not provide pleasant surroundings and a clean environment have a very hard time attracting business.
- Tourism requires friendly people and good service. No matter what the attraction may be a tourism center that lacks good customer service and friendly people will fail. In the same way, communities that offer poor service not only do not attract newcomers to their community, but in the end have a difficult time holding on to their local population, young people and businesses.
- Tourism requires a secure community. Often government officials and even police departments fail to recognize their economic impact. Police departments and other essential government agencies such as fire and first aid are major players in adding to the desirability of a community. First responders (police, fire, health) that take pro-active roles are also essential ingredients in a community’s economic development.
Tourism requires good restaurants, hotels and things to do. Those are the same factors that are essential to any community seeking economic development.

People who consider moving a business or industry to a community visit the community first as tourists/visitors. If they are not treated well when visiting the community there is very little chance that they will move their business and family to your location.

Government and community leaders may also want to consider that tourism adds prestige to a community.

People like living in a place which others consider worthy of visiting. This increased national or community pride also can become an important economic generating tool. People sell their community best when there is a great deal to see and do in it, when it is safe and secure and when customer service is not merely a motto but a way of life. Community festivals, traditions, handicrafts, parks, and natural settings all add to the desirability of a locale and its ability to sell itself to potential outside investors. Quality of life is also reflected in a community’s museums, concert halls, theatres, and uniqueness.

Tourism is an important economic development tool for emerging and minority communities around the world. Because tourism is based on the appreciation of the other, tourism industries have been especially open to giving disadvantaged groups around the world opportunities that have often been denied to them by other economic sectors. In this respect tourism should not be viewed only at the surface level.

Tourism provides large numbers of entry level jobs, and often means the difference between a smaller community’s business success and failure.

For example, tourists may add additional money to the local economy by shopping yet place no additional demands on the local schools. In nations where there is a decline in manufacturing, the tourism industry can be an essential method to reinvigorate local economies.

The bottom line is that tourism should not be seen as merely an economic tool but the essence of what good economic development is all about.