

Sustainable Tourism Bulletin

May 2024



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

International Institute
of Tourism Studies

THE GEORGE WASHINGTON UNIVERSITY



Registration for the second cohort of the George Washington University **Visitor Management Strategies for Destinations** is open and the early bird discount period for CTO members is until **June 10, 2024**. The course will feature three (3) 90-minute sessions held over the three (3) day period – **July 18, 23 and 25, 2024**.

Participants will learn how visitor management strategies for destinations can transform the approach to tourism management. This course explores key tactics to **optimize visitor experiences, minimize negative impacts on local communities and environments, and preserve cultural and natural heritage**.

The course is designed to facilitate:

1. Gaining a comprehensive understanding of essential concepts and emerging trends in visitor flow management.
2. Acquiring knowledge of best practices and strategies for visitor management across various destination types.
3. Learning to develop effective visitor management plans through participatory planning processes, ensuring alignment with community needs and sustainable tourism principles.

This course will be taught by Seleni Matus, Executive Director of the International Institute of Tourism Studies at The George Washington University.

All candidates successfully completing the course will receive a **Certificate of Completion from the George Washington University International Institute for Tourism Studies (IITS)**.

CTO Members will receive a US\$50 course discount when the code CTO-50 is used at registration. The early bird course fee is US\$480, after June 10, the fee will be US\$495.

To register, or to get more details please click on the link below. **Registration ends on July 2, 2024:**

[Visitor Management Strategies for Destinations Registration](#)

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 **March to May 2024** 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.

Notably, it is the peak of winter in the region's main source markets while we enter the historically dry season in the Caribbean.

Please use this [link](#) to download the current bulletin.

Caribbean Tourism Institute



The [Caribbean Tourism Institute](#) contains over 100 Courses to contribute to personal and professional development. Consider enrolling in one of the Three Courses that are available at **no cost** to CTO members:



Caribbean Sustainable Tourism Policy and Development Framework



Multi-Hazard Risk Management Guide for the Caribbean Tourism Sector



Community Based Tourism Program

Please use this [Link](#) to view and Register for Courses available via the **Caribbean Tourism Institute**.

The Multi-Hazard Risk Management and Sustainable Tourism Course are also available in [French](#).

REGIONAL & INTERNATIONAL PARTNER INITIATIVE



Caribbean's #1
Latin America's Top 2%
World's Top 4%

UWI Mona Campus has been listed as the Best Hospitality and Hotel Management Schools in the World for 2024. For further information on this great achievement please click on the link below:

<https://ceoworld.biz/2024/02/26/best-hospitality-and-hotel-management-schools-in-the-world-for-2024/>



Niagara College Canada

nc Institute for Global Education and Training

Workshop Series

Topics Include:

- Post-secondary Educational Leadership
- Global Entrepreneurship & Innovation
- Gender & Social Inclusion
- Organizational Sustainability Practices
- and MORE!

Coming this May and June

You are cordially invited to participate in a complimentary online workshop series, commemorating the inauguration of **Niagara College's Institute for Global Education & Training**.

Register today, to explore a diverse range of topics in post-secondary educational leadership, gender & social inclusion, entrepreneurship & innovation, applied research, teaching & learning, and global Human Resources (HR) practices. Sessions will be held every Tuesday from May 14 to June 25, offering flexibility across global time zones with two distinct time slots to ensure accessibility for all attendees, regardless of their geographic location.

Registration is still open for this free event. Access to Zoom links will be provided upon completion of the registration form.

Please click on the [link](#) for registration.

If you have any questions or need further information, please contact the email address below globalinstitute@niagaracollege.ca or visit us at ncglobal.ca.



Please use this [link](#) to **download** the current Climate Outlook information.

Caribbean Climate Outlook - 2024



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.

Please click on the [link to download](#) the latest Drought bulletin.

CARPHA Tourism & Health Programme



CARPHA in its role as the regional public health agency for the Caribbean has produced various information resources and tools in collaboration with CTO and CHTA to support Tourism Health Safety.

Key resources include the following:

1. Real time, web based Tourism Health Information Monitoring and Reporting System -THiS: <https://this.carpha.org>
2. Regional Guidelines as well as Hospitality Health Safety and Environmental (HSE) Standards
3. CARPHA/CTO/CHTA "Healthier Safer Tourism Recognition award Caribbean Travelers Health app

Please visit the CARPHA website for further information: <https://carpha.org/THP/Background>

Sargassum Outlook



UNIVERSITY OF SOUTH FLORIDA
 College of MARINE SCIENCE

Outlook of 2024 Sargassum blooms

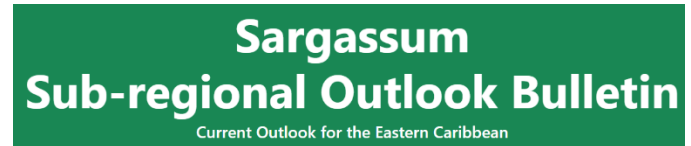
A perspective for the Caribbean Sea and Gulf of Mexico*

May 31, 2024, by University of South Florida Optical Oceanography Lab
 (bbarnes4@usf.edu, vuvuan@usf.edu, huc@usf.edu)



Please use this [link](#) to **download** the latest Sargassum Outlook Bulletin for 2024, produced by the USF, NASA, NOAA and USEPA

Sargassum Sub-regional Outlook



This bulletin is brought to you by the Sargassum Team at The Centre for Resource Management and Environmental Studies (CERMES) at the Cave Hill Campus of The University of the West Indies, Barbados.

Please use this [link](#) to **download** the latest 2024 edition of the Sargassum outlook Bulletin, produced by UWI CERMES and partners.



These information bulletins provide a general outlook of current Sargassum bloom conditions and future bloom probability for the Caribbean Sea.

Tourism TidBits

Travel as an Educational Tool

In the northern hemisphere, the months of May and June not only represent the dawn of summer but also the end of the academic year and the start of tourism's high season. From the tourism industry's perspective as the academic year wanes, tourism enters into its high seasons. At this time of the year, new educational opportunities for tourism begin to emerge. Educational tourism is one of the fastest-growing areas of the travel and tourism industry. It is also one that is too often overlooked by tourism professionals and marketers. Educational tourism is not only for young students. People of all ages, from the healthy retired to families looking for new and innovative travel experiences, seek new learning opportunities. It is during this time of the year that the tourism industry can offer wonderful ways to combine fun or travel with learning adventures. Additionally, many meetings and conventions have either an educational component to them or serve their members by being educational instruments.

Often, educational tourism is called by other names, such as career enhancement, job development, or self-actualization experiences. Educational tourism comes in a wide variety of formats, yet despite the differences in names, all forms of educational tourism have several points in common. Among these are the idea that travel is as much about self-improvement as it is about relaxation, that learning can be fun, and that learning is for people of all ages. Here are just some of the opportunities for your location to attract educational tourism income.

- **School field trips.** It may pay your community to create reasons for school children to visit. While these trips rarely translate directly into overnight stays, they can help promote your tourism product in two ways: (1) children may bring their parents back for a longer visit, and (2) school trips can increase the local restaurant business,
- **Alternative 'spring break' travel experiences.** This form of educational travel may be the most controversial, so much so that some argue that Spring Breaks travel has more to do with fun and recreation than learning. Despite the traditional form of Spring breaks where students go to snow-covered mountains or beaches with palm trees, new and creative forms of Spring Breaks are being developed. These alternative Spring

Breaks combine fun with learning experiences and leisure time with social action and doing for others. In either case, a community should consider the pros and cons of Spring Break tourism. In some cases, the traditional sun and surf Spring breakers add extra tourism costs in the form of police and sanitation overtime.

- **Study abroad experiences.** Many major universities around the world promote some form of foreign travel for their students. Study abroad experiences provide students anything from 6-week intensive study sessions to a full year of cultural and linguistic immersion. US universities that have long seen themselves as student-exporters have now come to realize that non-English speaking students seek US study abroad adventures too. Students often travel not only within their destination country of choice but throughout that country and even to neighbouring lands. The goal here is to widen the educational experience so that university students do not only know their own culture but also that of at least one other nation.
- **Seminar Vacations and Senior seminars.** These types of travel experiences especially appeal to those who have recently retired. These new and innovative programs provide senior citizens everything from learning about the arts to physics lectures or astronomy. Senior citizen programs might be conducted at hotels and camps on university campuses. Senior citizens are less restricted to specific dates and are often free when tourism entities are in "low season."
- **Doing vacations.** Closely related to seminar vacations are "hands-on enhanced experience" vacations. For example, each year, thousands of people travel to Israel to learn something about an archaeological dig and then pay to participate in such a dig.
- **Skill enhancement vacations.** These are trips that range from learning how to build houses to how to protect the ecology. Nations such as Costa Rica have been extremely successful with eco-tourism in which they combine lessons on how to protect the world's ecology with the travel experience.

- **Educational cruises.** These cruises combine all the fun of a cruise with lectures on specific subjects. Educational cruises have the advantage that people who take them tend to have a common interest and therefore have a greater possibility of making new friends while acquiring new knowledge.

To take advantage of these educational tourism products and increase your profitability consider some of the following ideas.

- **Develop a tourism educational inventory.** Work with local schools and universities to know what is of educational interest to visitors. While historical sites are an important part of educational tourism, do not neglect other aspects. For example, can you incorporate a local science lab into your list of educational offerings? Is there a way to work with a local school to teach an athletic skill? These skill enhancement trips are a great way for working people to de-stress while learning a new skill or perfecting an older one.
- **Find local people willing to teach others a skill or impart some form of knowledge.** These people can become local attractions, and the tourism industry can help them earn extra money at the same time.
- **Make sure that conference planners know that you can offer local educational experiences to enhance their conference.** Offer local experiences to conferences and seminars that add professional knowledge and personal growth. Indicate that you are willing to include family members who may also be attending the conference.
- **Be careful of who works in educational tourism.** Often, tour guides and other educational tourism staff members forget that educational tourism is based on people on vacation. These people do not want to be treated like children. Never forget that they are paying guests.
- **Establish regional tourism study groups. One of the best ways to promote educational tourism is to be involved in it yourself.** Pick a topic for the year and help hotels and other tourism establishments know

that visitors are welcome to attend one or more sessions.

Educational tourism comes in a great variety of formats. Places seeking to enhance their educational tourism product, however, have to first consider who their market is and what they have to teach others that is special or unique. Educational tourism is a way to better use our facilities, especially during off-seasons, and increase interpersonal understanding through unique and creative travel experiences.

Tourism Tidbits is produced by Dr. Peter E. Tarlow, President of T&M, a founder of the Texas chapter of TTRA and a popular author and speaker on tourism. Tarlow is a specialist in the areas of sociology of tourism, economic development, tourism safety and security: ptarlow@tourismandmore.com



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