

Sustainable Tourism Round Up

November 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

ANNOUNCING STC - 2024!!! STC IS BACK!!! SAVE THE DATE !!!



We are pleased to announce the return of the CTO's **Caribbean Sustainable Tourism Conference!**

The **Sustainable Tourism Conference (STC)** is the Region's premier platform where tourism businesses, practitioners, policy makers and strategic partners, gather to discuss issues and identify solutions to the challenges affecting the future and sustainability of Caribbean tourism.

The STC includes presentations by experts, moderated panel discussions, Q & A segments, working group activities and thematic masterclasses/workshops. Field trips or study tours are additional capacity-building activities which are offered as part of the conference experience.

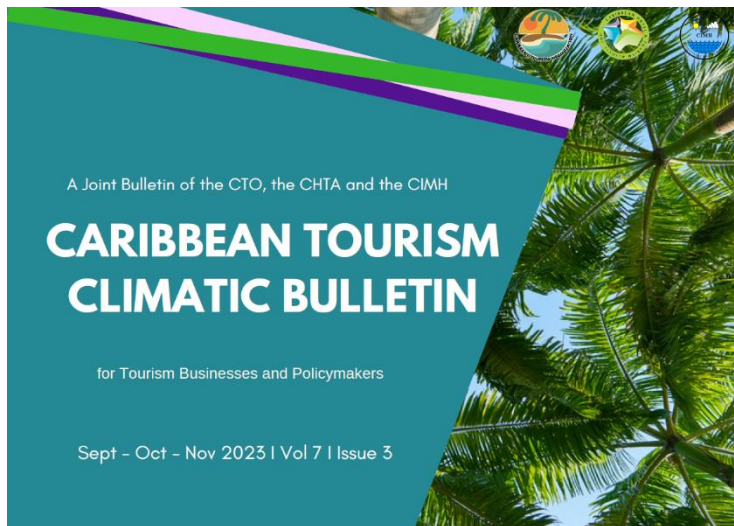
The Tri-island nation of **Grenada**, the spice of the Caribbean, comprising Grenada, Carriacou and Petit Martinique, will be the host of the STC, which will be held **April 22-24, 2024**, to coincide with **Earth Day** celebrated April 22 every year. Grenada has gained renown for its unspoilt natural beauty, and offers a rich cultural heritage, delectable cuisine and a world class yachting and dive sector.

Please click on the [Link](#) for further information.

Grenada Awaits!

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 **September to November 2023** 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.

Historically the **Tropical cyclone activity** peaks during the month of September, it therefore recommended that industry stakeholders use the seasonal climate forecast, in tandem with **National weather forecasts** (1-7 days).

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

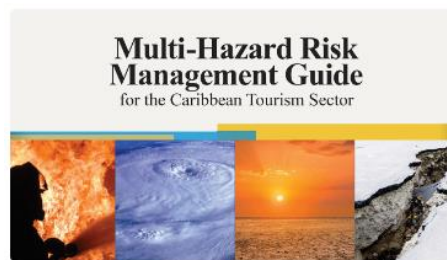
Caribbean Tourism Institute



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](#).

Sargassum Outlook



Outlook of 2023 *Sargassum* blooms in the Caribbean Sea and Gulf of Mexico*
 November 2, 2023, by University of South Florida Optical Oceanography Lab
bbarnes4@usf.edu, yuyuan@usf.edu, huc@usf.edu



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

Please use this [link](#) to **download** the latest Sargassum Outlook Bulletin for 2023, produced by the USF and NASA.

Caribbean Climate Outlook - 2023



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. The Network was launched in January 2009 under the Caribbean Water Initiative (CARWIN) to support equitable and sustainable Integrated Water Resources Management.

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

CARPHA Tourism & Health Programme



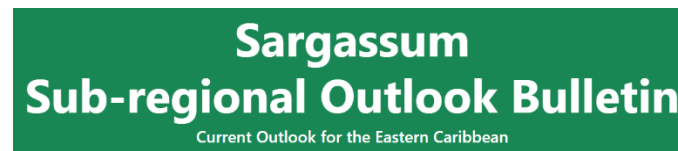
CARPHA in its role as the regional public health agency for the Caribbean has produced various information resources and tools in collaboration with CTO and CHTA to support Tourism Health Safety.

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 Sub-regional Outlook



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

Please use this [link](#) to **download** the latest 2023 edition of the Sargassum outlook Bulletin, produced by UWI CERES and partners.



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

Tourism TidBits

Safe countries in which to travel: the metrics

With the start of November, the world begins to think holidays. In the southern hemisphere people are getting ready for their summer holidays and in the northern hemisphere the religious holiday season is a time of celebration, of festivities, of travel and many people begin to think of a winter break, especially where the winters are long and cold.

No matter which type of vacation a person is considering in this often violent and pandemic-prone world a question that every potential visitor asks is: Is your location safe and secure? Although it is rare for a person to choose a destination merely because of issues of tourism surety (where safety and security meet) a lack of good tourism surety may well be the reason that potential clients choose to go elsewhere.

In today's world our clients and customer demand safety and security by well-trained professionals. The hospitality industry's number one job is to protect its guests. If it fails in this regard, all else become irrelevant. Real security involves training, education, investments in software and the understanding that security is not a simplistic discipline. Tourism security personnel need continual training and must be flexible enough to adjust their procedure to a constantly changing environment. As customer service increases, so does tourism security. Security plus service and value for money will become the basis for the 21st century tourism success!

Ranking agencies often rank locales by safety and security. The problem is that these rankings are dependent on which components are included and which are left out of the ranking equation. In order to help you decide the accuracy of ranking and to help your organization improve in its ranking consider the following.

-Provide accurate data and cite your sources. Too many times tourism offices are accused of simply creating data or cherry-picking only what they believe to be positive data. Be honest in your data and make sure that your data come from reliable and accurate sources.

-Explain your travel safety index. Which factors went into the index? For example do you take into account assaults or other violent actions against tourists? How do you distinguish violent actions in which the tourist is simply collateral damage versus actual attacks on visitors?

Define who is in your visitor "population". The numbers will change by whom you include or exclude in your data. Is a local visitor counted as someone from another country? Does a visitor have to be in your community for a minimum period of time or do you also count day-trippers? How you determine your population universe will impact your results.

Be inclusive in how you define safety and security. In this post covid world illnesses can be as deadly as any form of violence. Consider not only homicides and assaults but also road deaths due to accidents, poor hygiene, and deaths or injuries to visitors due to natural disasters. How prepared is your tourism industry to care for a visitor during a natural disaster such as a flood or hurricane? What is your locale's policy in case a visitor needs hospitalization? The Covid pandemic is a good example of how visitors suddenly were stuck in a foreign locale due to infection and being unable to return home. Have you updated your policies since Covid?

-Distinguish between acts of terror and random acts of criminal violence. In most cases crime and violence are two separate issues and your data should demonstrate this. Also distinguish between attacks against the local population and attacks against the tourist population or tourism infrastructure. Such clear and precise data allows a visitor to "measure" his or her potential for harm due to unforeseen circumstances.

-Know and list how quickly a visitor can have access to medical services. Not all dangers are intentional. There is also the possibility of poisoning, illness or death due to poor hygiene or food poisoning. These are real tourism issues and when they occur, how easily can a visitor obtain medical help? Do your medical personnel speak more than one language? Do your hospitals accept foreign health insurance? These factors can be as important in determining the safety of a locale as are crime figures.

-How well does your community maintain its infrastructure? For example, are your hiking paths or sidewalks safe? What are the conditions of your beaches and aquatic venues? Do your beaches have lifeguards and are ocean and lake conditions clearly marked? What are the rules regarding loose animals? A dog bite in a foreign land can be traumatic.

-Consider more than crime and acts of terrorism. Good Tourism “surety” (the combination of safety, security, economics, health, and reputation) means having risk management with well prepared and trained personnel. Take into account how you handle public health and how much you invest in risk management.

Safety and security then is much more than merely physical assaults and any of the above factors can determine if a vacation becomes a nightmare or a memory to cherish forever. Remember that determining a safe travel destination is an educated guess. Tragedies can occur anywhere, and you can go to a less safe destination and nothing might occur. The trick is never to confuse good luck for good planning

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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