



ABOUT US

The Caribbean Regional Sustainable Tourism Development Programme (CRSTDP) is funded by the European Commission under the 8th European Development Fund in the amount of €3 million..

The CARIFORUM Tourism Programme Unit (CTPU), established in Barbados, is charged with the management of the CRSTDP.

CBF Coordinators Meet

In accordance with the Terms of Reference for the Sustainable Tourism Policy Development component of the CRSTDP, the advisor provided technical assistance to CTO and the CBFC to these joint activities.

The meeting and workshop served as an opportunity to determine the future and direction of the Caribbean Blue Flag Programme and its consortium, to reiterate the guidelines given by Foundation for Environment Education (FEE) to embrace the organization with full membership before the year 2006 and to introduce and train the selected NGO's that were invited to attend both the meeting and workshop.

Participants came from across the English and Spanish speaking Caribbean countries - namely the Bahamas, Barbados, Jamaica, Dominican Republic, Puerto Rico, Turks and Caicos represented by the President of La Romana/Bayahibe Hotel Association, Mr. Simon Suarez, the Subsecretaria de Turismo de Republica Dominica, hotel managers, lifeguard associations, USAID and Chemonics consultants as well as representatives from Caribbean Tourism Organisation (CTO), Caribbean Conservation



Group photo of the Blue Flag Workshop

Association (CCA), Caribbean Alliance for Sustainable Tourism (CAST) and the FEE/Blue Flag international programme.

The meeting and workshop provided the background for sharing extensive information on best practices, individual country experiences, their concerns with the programme and of the challenges that lay ahead.

The meeting was successful and ended on a high motivational note. In October 2006, the Caribbean National Coordinators will meet in Montenegro for the Annual Blue Flag International Meeting.

CCC Evaluation Workshop

Through the EU-funded Caribbean Regional Sustainable Tourism Development Programme (CRSTDP), the Caribbean Tourism Organization (CTO) and the Caribbean Tourism Human Resource Council (CTHRC) conducted an intensive two-day **Common Core Curriculum (CCC) Evaluation workshop**, from 8-9 December 2005 at the CTO headquarters in Barbados.

The objective of this workshop was to review and fine-tune the CTO/CTHRC-developed Associate Degree Common Core Curriculum (CCC) programme in Tourism/Hospitality Studies, a component of the Caribbean Tourism Learning System (CTLs) project, to identify any difficulties encountered and to collectively seek to address the pertinent issues. The end of this

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For further information on the programme, please visit www.caribtstp.org



A Programme
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STDP Workshop Success



Participants at the STDP Workshop

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pilot phase should result in a sound CCC programme which will serve to harmonize tourism curricula for the Associate Degree programme across the English-speaking Caribbean, of which 13 institutions have already adopted the curricula, thereby contributing to making the Caribbean tourism sector more competitive and sustainable.

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Representatives from institutions that have piloted or are currently piloting the CCC programme were invited to participate in this evaluation activity and a total of 15 representatives, each from a different regional institution, were present. The final revised CCC handbooks, being reviewed collaboratively with the workshop participants, will be shared with the regional institutions as soon as the exercise has been completed.

The first Regional Sustainable Tourism Policy Development and Intersectoral Planning Workshop was successfully hosted by the Government of Barbados under the auspices of the Ministry of Tourism in Barbados from December 1-3, 2005

The Workshop included key decision makers from CARIFORUM member countries' Ministries, Departments of Tourism and several regional organizations. Opening remarks were delivered by Mr. Vincent Vanderpool-Wallace, Secretary General of the Caribbean Tourism Organization, Mr. Joachim Zeller, Head of Operations of the European Union, Honourable Noel Lynch, Minister of Tourism and International Transport, Barbados. The Programme Director for the CRSTDP as well as the Permanent Secretary in the Ministry of Tourism and International Transport of Barbados were also present for the opening ceremony.

The participant group included major government actors from different CARIFORUM countries and CTO's wider Caribbean membership, who work in the areas of policy making, planning and sustainable tourism

development. The regional stakeholder organizations included the Association of Caribbean States, The Organization of Eastern Caribbean States, Association of Caribbean Commissioners of Police, The Caribbean Disaster Emergency Response Agency, The Caribbean Regional Negotiating Machinery, the Inter-American Institute for Cooperation on Agriculture and the Caribbean Hotel Association consultants for the CRSTDP. Thirty-eight persons attended the workshop inclusive of participation from eight CARIFORUM countries and representatives of seven regional organizations.

This workshop saw four central themes being discussed to assist participants in assessing and sharing their national views on emerging and important sustainable tourism issues such as Health, Safety and Security; The role of research in Sustainable Tourism Policy; Human Resource Development; Information and Communications Technology.

Overall, this workshop initiates the start of a process for CARIFORUM countries and others, thinking and working together and providing some good understanding of the required process and of the policy issues that will serve as the ground for a more sustainable tourism environment. More country participation is anticipated for the next policy workshop and active engagement in this process.

The engagement of CRSTDP advisers in this workshop proved to be beneficial to all and for the linking of all programme components.



STP Consultant, Luis Chaves

Training Needs Survey and Analysis Undertaken

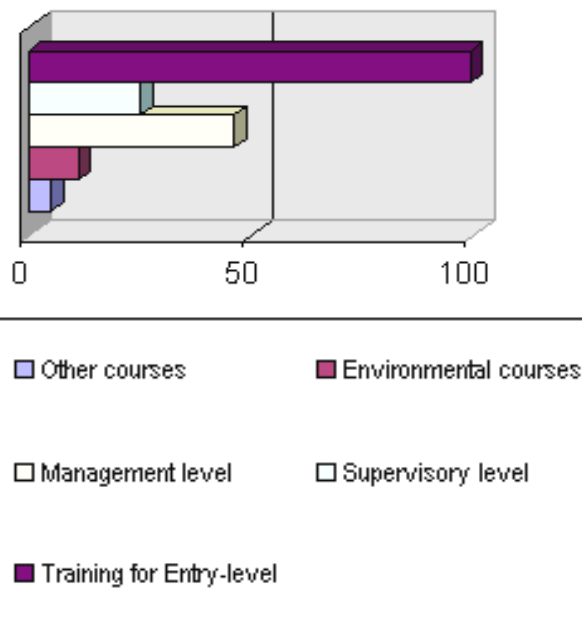
During the months of November and December, 2005 the Caribbean Hotel Association and CAST conducted an electronic Training Needs Analysis (TNA) enabling them to select the 6 priority areas for training courses, which will be designed during the remainder of the programme. Main outcomes of this TNA are:

1. Entry-level training is still a priority number one in the region
2. Most needed entry-level training is in the area of front office positions.
3. At Management level there is a need for a course on Human Resource Management. Less than 50 % of the hotels record training activities of staff on an individual basis
4. The majority of the hotels are using outside trainers for their training activities but would prefer

to have in-house training programs and trainers

5. The preferred length of a training intervention should not exceed 1 day which suggests that a modular format is desirable

6. Most of the hotels are familiar with TIES (Tourism Internship Exchange Programme)



Based on the outcome of this Training Needs Analysis the following courses will be designed during Work Programme 2006-2007 of the CRSTDTP.

Tourism:	Environment/Safety
Human Resource Management	Food Safety and Sanitation
Villa Management	Environmental Management Systems
On-line In-house training programmes at entry-level	Energy Management

Course content will be based on the QTC and CARIBCERT standards.

Upcoming Events for the 1st Quarter 2006

1 March – 31 May 2006

2nd Regional Sustainable Tourism Policy Development and Intersectoral Planning Workshop, (St. Lucia, 21 – 23 March 2006)

The Caribbean Tourism Organization (CTO), as an executing agency for 8th European Development Fund (EDF) for the Sustainable Tourism Policy Development component under the Caribbean Regional Sustainable Tourism Development Programme (CRSTP) will host the 2nd Regional Sustainable Tourism Policy Workshop from **March 21-23, 2006 in St. Lucia**. This year, we are pleased to partner with the Government of St. Lucia to co-host this Workshop at the Cara Suites Hotel, Castries. Formal invitations have already been sent and participation of all Cariforum countries is expected.

The workshop is intended to assist in the development of the regional sustainable tourism policy framework, through consultation and feedback. It will also enhance national tourism policies, while fostering sustainable tourism strategies, promoting linkages within the region and facilitating the transfer of policy-making and implementation know-how. The main themes to be discussed at the Workshop are still being deliberated upon, but are tentatively set to include:

- Environmental management
- Trade and Tourism Services
- Standards and Tourism Guidelines
- Product Development

PUCMM TIES Workshop on Managing Internships Effectively (Dominican Republic 26 - 27 April 2006)

Efforts are also being made to strengthen the Tourism Internship Exchange System (TIES), another component of the CTLS. A workshop focusing on "Managing Internships Effectively" is being planned jointly by the CTO, CHA and PUCMM and is scheduled to take place in the Dominican Republic with a tentative date of 26 – 27 April 2006. This workshop is intended to assist in the development of new ways of assuring the best results from an internship experience by showcasing best practices and through consultation and feedback. It is also aimed at enhancing the coordination of the internship experience at the national and regional levels, while fostering closer collaboration between the public and private sectors, promoting linkages within and out of the region, and facilitating the transfer of internship management know-how.

Caribbean Tourism Organization Conference to focus on Economic Benefits of Sustainable Tourism

8th Annual Caribbean Conference on Sustainable Tourism Development (Puerto Rico, April 25 – 29, 2006)

The economic benefits of sustainable tourism and its implications for the social and cultural environment will be the central focus of the 8th

Annual Caribbean Conference on Sustainable Tourism Development, also known as the **Sustainable Tourism Conference (STC-8)**, to be held this year in San Juan, Puerto Rico. The April 25-29 conference, which has as its theme, **Keeping the Right Balance – Economic Progress and Sustainable Tourism**, will stress the importance of balancing the gains of tourism development while cherishing the value of the natural environment.

The annual **Caribbean Conference on Sustainable Tourism Development** is part of the information dissemination and regional awareness component of CTO's Strategy for Sustainable Tourism. It looks at how member states can design and implement sustainable tourism policies and programmes, offering a regional forum for information exchange on the successes and pitfalls of national, regional and international initiatives. STC-8 is organized by CTO in collaboration with the Puerto Rico Tourism Company (PTRC), and co-sponsored by the European Union within the framework of the Caribbean Regional Sustainable Tourism Development programme (CRSTDP)

Programme details, registration forms and other information in CTO www.onecaribbean.org

CHA Workshop on Improving the Financial Sustainability of NHAs

The CHA Business Development Adviser is to host workshop which will focus on Improving the Financial Sustainability of National Hotel Associations (NHAs). This workshop is to be held in late April 2006.

PUCMM TIES Work and Study Programme

Under the **Tourism Internship Exchange System (TIES)**, PUCMM will host a work and study programme, specializing in culinary arts or hotel management for a period of three (3) months beginning 22 May 2006 in the Dominican Republic.

CTO's 2nd Annual Tourism HR Conference

Plans are progressing well to host the **CTO's 2nd Annual Tourism HR conference**, scheduled to take place from 24-26 May 2006 in the Santiago de los Caballeros in the Dominican Republic. This conference is being organized by the CTO/CTHRC in collaboration with the Pontificia Universidad Católica Madre y Maestro (PUCMM), the Regional Coordinators of the TIES programme.

Program Titbits

CTO Internet Project Strategy - Following the initial fact finding missions to a wide selection of CARIFORUM Member Countries and with CTO and CHA, the initial requirements for the CTO websites were then developed by Paul Ridoutt (the IT Consultant). The next stage in the project (the technical specification) commenced utilising Accela Marketing (St. Lucia) to provide short term consultancy services for the Specification and Technical Design of the new family of web sites for CTO. It is envisaged that these web sites will be "joint" CTO/CHA web sites reflecting a) the new strategic direction for CTO and b) the MOU for joint initiatives and collaboration signed by CTO and CHA.

MIS Project - Following the preliminary preparatory missions to a wide selection of CARIFORUM Member Countries together with extensive discussions and research with CTO, the initial concept and requirement review was developed by the IT Consultant. The member countries visited are users of the current CTO MIS (MIST) and also potential users of the new MIS. The next stage in the project is the technical specification and development of both a regional version and national version of the MIS.

Samaan Systems (Trinidad and Tobago) has been contracted to provide short term consultancy services to CTO in the delivery of the MIS into CTO and into one CARIFORUM member

country yet to be selected. The approach taken in this development is for there to be a user acceptance testing group comprising technical officer from CTO and from four CARIFORUM member countries to ensure that the system meets national and regional needs. This phase of the development is expected to be completed by mid year (June / July 2006). This stage will be followed by the move into the national installation stages by implementing the MIS into the CARIFORUM member countries who request the system.

Developmental work is underway regarding the implementation of the CTO-developed Quality Assurance (QA) systems framework. The CTLS participating and other regional colleges have collaborated with the CTO/CTHRC to identify the next phases of implementation and short-term consultants are being sourced to develop a proposal to implement the next stages.

Staff News



Mr. Alex Titcombe has joined the CRSTDP as the new **Project Coordinator** for the project office of the Caribbean Hotel Association, based in Barbados. He commenced his duties January 2006. Alex is a graduate of the Scottish Hotel School, University of Strathclyde, Scotland and holds an MBA in International Business from the Open University Business School in the UK. He is a Fellow of the HCIMA and a member of the Chartered Institute of Personnel and Development.

He has been with the CHA for over 8 years in various positions including Product Development, Research, Human Resources and brings with him a wealth of experience in project management with EU, CPEC and IADB/MIF funded projects in the Caribbean, South Asia and Europe. Alex has said ***'I am delighted to be in Barbados to take on this challenging assignment. We have a busy 2 years ahead of us in delivering the outputs expected by our various stakeholders.'***

I hope that my previous experience within CHA and also working closely with CTO can be put to good use in achieving our joint objectives to the benefit of the Caribbean tourism sector and those who work in it'.



Image by: Rob Colvin

CRSTDP -CTPU

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Other Relevant links to the programme:

<http://www.onecaribbean.org>

<http://rties.intranets.com/login.asp?loc=&link=>

<http://www.chatraining.org>

<http://www.caribbeanhotels.org>