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## 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.

# 5th Meeting of the Policy Review Board

The 5<sup>th</sup> meeting of the Policy Review Board (PRB) was convened in Barbados on October 12, 2006 at the Accra Beach Hotel & Resort. The meeting was chaired by Mrs. June Simpson-Clarke, Manager, Public Investment Unit, representing the Deputy Regional Authorising Office in Barbados.

The main objective of the meeting was to review the status of implementation of the activities under the programme, discuss the financial projections and activities to be programmed under the next work programme, and to discuss the recommendations presented in the draft final report on the Mid-term Evaluation which was undertaken during June 2006.

The status of implementation of the decisions taken by the PRB at its last meeting in the Dominican Republic on May 4, 2006 were presented to the Board by the Programme Director, Ms. Alison Brathwaite. One significant advance reported was that the CRSTDP had been granted exemption from taxation on goods and services by the Minister of Finance in Barbados on July 26, 2006. This instrument which took effect from June 30, 2003, exempted the programme from the payment of import duty, excise tax, environmental levy and value added tax.

Key decisions taken at the 5<sup>th</sup> PRB meeting were:



5th Meeting of the Policy Review Board held at Accra Beach Hotel & Resort, Barbados – 12 October 2006

- The CTPU to examine to what extent the TIES programme which was expected to be completed by February 28, 2007 could be extended into the next Work Programme period through the use of programme contingencies.
- The establishment of a Programme Steering Committee as a sub-committee of the Policy Review Board which should comprise the six principal members of the PRB, namely CARIFORUM, DRAO, CHA, CTO, PUCMM and the CTPU and convene meetings on a quarterly basis.
- The CTPU would make arrangements for the convening of a workshop to modify the Programme Logical Framework in line with the Work Programme and Monitoring Matrix activities. This workshop would be attended by the implementing agencies, CTPU, DRAO and the EC Delegation.
- The CTPU to look into the possibility of organizing a one-day training session on how to incorporate a gender focus into a Work Plan or Terms of Reference.

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For further information on the programme, please visit [www.caribtodp.org](http://www.caribtodp.org)



A Programme  
Financed by the  
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# Business Development Hotel

## Spend Study/Media Workshop

The Hotel Spend Study/Media Workshop held at the Island Inn Hotel in Barbados from 14th – 15th September 2006 was designed specifically for the Caribbean Society of Hotel Association Executives (CSHAE) and was very well received by its participants who recommended that it be repeated for the Presidents of National Hotel Associations. CSHAE participants who attended were from 11 CARIFORUM and 3 non-CARIFORUM member states. There were no representatives from the CARIFORUM territories Belize, Dominican Republic, Haiti or Suriname.

The Hotel Spend Study/Media Workshop was implemented in collaboration with Pro€Invest who also hosted a welcome reception for overseas participants on the evening of 13th September 2006.

The Study was undertaken by local company Tourism Global Inc, funded by Pro€Invest and commissioned by Caribbean Hotel Association (CHA). The presentation of study findings as they related to the hospitality sector's contribution to the local economy was delivered by Dr. Hudson Husbands during the morning session of day 1. Several local delegates were specially invited to attend this presentation. Those who attended included: Ms. Alison Brathwaite, Programme Director of the CARIFORUM Tourism Programme Unit and

Mr. Noel Lynch, Barbados' Minister of Tourism.

The media training sessions were facilitated by SFA Communications Inc. The practical and very interactive nature of these sessions proved very effective in achieving the involvement of all those who were present.

Of particular interest was the "Crisis Management Communications" session which was conducted on day 2. During this session six (6) of the participants (Camille Needham, Maureen Paul, Trudy Nixon, Christy Almeida, Colin Hunte and Greg Phillip) were filmed while being interviewed by either Ms. Andria Hall (Communications Consultant) or Mr. Bevan Springer (Director of Communications, CMEEx) and in some cases by both of them simultaneously. The subsequent viewing of these extracts afforded participants the opportunity to observe and critique their own and their peers' initial responses to difficult, on-the-spot questions from the media.

Each participant received a draft copy of the document "Media Manual for Executive Directors and Presidents of National Hotel Associations". Participants were given the opportunity to evaluate the document and to provide input based on their individual experiences.



Hotel Spend Study/Media Workshop

## CTO- IT Component

### - Internet Workshops in Jamaica

One of the key activities of the IT Component (CTO Lot 2) of the Caribbean Regional Sustainable Tourism Development Programme (CRSTDP) was the implementation of two training workshops in the areas of marketing tourism on the internet and the development and management of tourism internet sites. Both workshops were designed to improve the skills of tourism professionals in the region through delivery of these specialized training programmes.

*Arising from the project missions undertaken to the Member Countries and relevant to the fact finding for the "Regional Internet Project" it was found that one of the issues is for destinations to understand and utilize e-business /e-commerce tools and to use modern web based marketing tools to maximize the effective use of their web sites as a marketing and promotional tool. It was also apparent that there were some gaps in understanding, particularly in the crossover areas between marketing and design / development. Both marketing managers and web managers and developers would benefit from an understanding of the needs, limitations and opportunities that web marketing presents. Another issue identified was that there is often a lack of consistent formal processes internally when it comes to member site development and management. Managing people and processes seems to be a common challenge. There was also a lack of meaningful analysis of web performance in terms of traffic and effectiveness. It was therefore recommended that the workshops focus on these issues.*

The workshops were operated back to back in order for the participants to gain maximum benefits from a "building block" approach to developing knowledge and skills that spread across both workshops. In addition another short workshop was added to include managing internet projects and processes and also to introduce the new CTO internet strategy and how it aims to involve and benefit the member countries.

Thirty-four (34) regional participants of Web Content Managers, Webmasters, Web Developers, Marketing Managers plus a number of Directors of Tourism, from CARIFORUM countries and the wider Caribbean attended the Workshops.

Based on the evaluation forms collected, participants indicated tremendous satisfaction with the workshops. Most felt that it, in large measure, met the stated objectives, provided an excellent opportunity for current and future networking, and facilitated a deeper understanding and use of key skills and techniques required to effectively develop and manage destination web sites.

## Programme Tidbits

### Caribbean Air Transport Study



The Caribbean Air Transport Study was undertaken as part of the Research Development Component of technical assistance provided to the Caribbean Tourism Organisation (CTO) under the CRSTDP. CTO is pleased to provide you with the publication of a synopsis of findings and recommendations from the Air Transport Study.

The report embraces the results of targeted meetings with key stakeholders in four (4) CARIFORUM countries between February and July 2006; a stakeholder symposium that was held in Barbados, June 1 - 2 2006 which was fully sponsored by the World Bank; presentation and discussion of findings at the Small Island Developing States (SIDS) Tourism Conference held in the Bahamas from June 7 - 9 2006; and presentation of findings, conclusions, concepts and draft recommendations to CTO Ministers of Tourism at their meeting in New York on June 15 2006.

For further information on how to obtain a copy please contact McHale Andrew at [mandrew@caribtourism.com](mailto:mandrew@caribtourism.com).

### Sustainable Tourism Policy Advisor



Mr. Ian Salter took up appointment as the **Sustainable Tourism**

**Policy** Advisor on 15 November 2006. He is based at the Caribbean Tourism Organization and will further the work done so far on a sustainable tourism policy framework for the Caribbean and will guide Caribbean states on how best to develop a sustainable tourism product.

Mr. Salter who is experienced in integrated tourism policy development is a graduate in Environmental Management & Policy from Lund University in Sweden and is experienced in issues related to destination management. He successfully led the development of two (2) regional sustainable tourism development policies in Europe and is experienced in all stages of the project life cycle in the field of tourism and the environment.

# Upcoming Events

1st December 2006 – 28th February 2007

## CHA – HRD Component

As part of the activities of the CHA – Human Resource Development component, a training workshop “Partnering & A New In-House Training Tool – A New Approach for Supporting In-House Training” for persons who would or could have a role for training in-house trainers, is scheduled for December 4 - 5 2006 at the Accra Beach Hotel & Resort, Barbados. The planned workshop is designed to allow trainers to provide input into the development of a new training tool. Participants will be involved in the hands-on testing of the functionality of the tool and are expected to provide comments on the potential of and mechanisms for commercialisation of the training tool for the benefit of CHA, national hotel associations, partner training institutions and trainers.

Another workshop regarding the New In-House Training Tool is to be held in Suriname for those participants in Guyana and Suriname in January 2007. For further information please contact Mr. Danny Riemersma at [cha-hrdc@caribsurf.com](mailto:cha-hrdc@caribsurf.com).

## CTO – Research Development Component

A Tourism Satellite Accounting (TSA) workshop is tentatively scheduled for February 7 -9 2007. This activity would aim to, among other things, forge agreement on the specifics of TSA implementation with senior economic statisticians from various National

Statistics Offices (NSO) and senior tourism officials from all interested CTO member countries as the targeted participants. The workshop/symposium would, among other issues, review the various statistical and national income accounting systems in the region, discuss the best approach and methodology for TSA development in the region, assess implementation readiness including training and statistical systems development, share TSA development experiences where already done in the region, and examine the requirements for customisation, reliability and sustainability of the implementation process.



Image by Peter M. Fisher

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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>