

The BroadCAST

A Quarterly Newsletter of the
Caribbean Alliance for Sustainable Tourism



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Director's Cut

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DETAILS.

The *BroadCAST* was absent over the summer as we took a much needed break. This October 2006 edition will be the last issue for 2006 until January 2007.

The event much talked about is the upcoming *Green Globe International & Caribbean Green Tourism Conference*. Just 9 days left to register! In this issue we preview the speakers and the schedule.

This Conference has been specifically designed to interest private sector staff and will provide considerable learning opportunities.

It is a learning Conference and we expect robust interest and turnout from the regional tourism private sector i.e. hotels, tours, attractions and just about all else involved in tourism sustainability. Not to mention our overseas participants from Asia Pacific, U.S., Canada and other well known destinations.

Our major sponsor is the Puerto Rico Tourism Company who has consistently supported CAST and Green Globe. Thank you! See you all soon in Montego Bay, Jamaica!

If you have not yet registered for the Conference, then do so now! Time is running out!

The rest of the year will see a busy agenda for CAST as we enter our 10th anniversary year. See more in the section on "CAST News".

As always, we encourage you to join in the discussion. We can serve you best if you share with us your thoughts and comments.

Send your questions &/or comments to cast@caribbeanhotels.org.

"The Conference features the best of the best – the award winners."



COMMONWEALTH OF PUERTO RICO
**TOURISM
COMPANY**



Featuring...the Green Globe International & Caribbean Green Tourism Conference

Half Moon Hotel, Montego Bay, Jamaica; Oct 31st – Nov 1st 2006

This conference combines the **Green Globe International** conference with the **Caribbean Green Tourism** conference. The former was first inaugurated in New Zealand in 2004 as a biennial Conference. The **Green Tourism** conference was previously staged in 2002 and 2004 under the auspices of the USAID-funded Environmental Audits for Sustainable Tourism (EAST).

The main Conference sponsor is the Puerto Rico Tourism Company (PRTC). Headquartered in the historic district of Old San Juan, the PRTC was established to develop and promote a world-class tourism product on the island. They have focused on the development of a thorough tourism policy emphasizing the wealth of natural assets, setting standards of excellence and reinforcing the human resource talent.

The Company has also invested heavily in marketing Puerto Rico as a sustainable destination with its exciting visitor attractions including restored and invaluable historical and natural treasures. Be sure to visit the PRTC booth at the Cornwall Room of the Half Moon Hotel and make Puerto Rico your next holiday destination!

The Rural Enterprise Agriculture and Community Tourism (REACT) project, sponsored by USAID and implemented by PA Government Services, Inc. is also co-organizing and sponsoring 2 technical sessions as well as the Conference Trade Fair.

The REACT Project focuses on stimulating successful micro, small, and medium rural enterprises and incorporating them into the value chain. It is implemented through technical assistance grants to rural enterprises and community-based organizations, and alliances with private sector partners. An agribusiness component is supporting small-scale horticulture and poultry farmers adopt good agricultural practices, and creating partnerships with input suppliers, processors and markets. The tourism component is focusing on sustainable destination management, cultural and nature attractions, and community-based cottage industries. Be sure to visit the Trade Fair at the Cornwall Room, which will feature the Project's rural craft entrepreneurs and suppliers of environmentally friendly products and systems.

Other Conference sponsors include, SGS, the Half Moon Hotel, Global Environmental Polymers Inc., eTurboNews, along with airline partners, American Airlines/ American Eagle, Air Jamaica and Spirit Airlines.

The first day of the Conference will focus on Tourism Sustainability. Sessions highlight the problems typically experienced at tourism destinations whilst focusing on solutions. Participants can look forward to hearing Dr. Ted Manning of Tourisk Inc. an international expert in sustainable tourism planning and management across the globe and major author

of the UN World Tourism Organization's Guidebook on: *Indicators of Sustainable Development for Tourism Destinations.*

The theme for Day 2 is "Achieving Market Value Added". Jason Keating, General Manager of Green Globe Asia Pacific, will lead off the morning session with Green Globe's plans to penetrate the market and create value added for its participants. This is a much anticipated presentation and should not be missed. The USAID/REACT Project will be featured during other sessions on this day. Hear success stories of the linkages established in the rural and agricultural communities of Jamaica as well as various experts on sustainable design, energy, wastewater and solid waste technologies in the Green Suppliers' Forum.

The final Conference day features the best of the best – the award winners. Learn their innovative practices and how they nurtured their reputations as green businesses. Participants can savour destination Jamaica via specially arranged tours to the Green Grotto Caves, Chukka Caribbean's canopy and tube tours and Sandals Montego Bay's community-of-good-works tour.

Don't miss this exciting opportunity! For more details, see www.chg-cast.com.

LEADING LIGHTS... Meet the Chairmen

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"Never doubt that a small group of thoughtful committed persons can change the world. Indeed it is the only thing that ever has."
Margaret Mead



**Sir Royston O. Hopkin KCMG,
Chairman – CAST**

"This Conference is a harbinger of the region's commitment to sustainable tourism operations.

CAST considers standards and certification as pathways to achieving sustainability – meaning that such programs

provide assurance of our region's ability to share its unique natural assets with future generations".



**Sir Frank Moore AO,
Chairman – Green Globe**

"We are very excited to partner with CAST for the staging of this combined Conference.

Green Globe is dedicated to developing good educational products and services that suit the requirements for sustainable travel and tourism operations.

The Caribbean is our flagship market. We look forward to the opportunity to share ideas and meet our numerous clients and supporters".

CAST News...



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CAST will celebrate its 10th anniversary in May 2007! We have enjoyed tremendous support from our regional constituents especially, but also from our friends and colleagues around the world. Thank you!

We will enter our anniversary year with a fund raising effort. The grand prize is a Carnival "Fun Ship" cruise for 2 valued at \$5000. This prize was donated by Carnival Corporation through the Florida-Caribbean Cruise Association and we appreciate their generosity and support!

Tickets are available from CAST at only \$US10 each. They will also be on sale at the upcoming **Green Globe International & Caribbean Green Tourism Conference** and at all CHA conferences and events during 2006. The grand prize drawing will be at Caribbean Marketplace in Aruba, January 14th – 16th 2007. Don't be left out! Call 787-725-9139 or via email: cast@caribbeanhotels.org.

If you haven't got a ticket, you haven't got a chance at winning big!



Blue Flag

National Coordinators' Meeting: CAST is organizing the 8th meeting of national Caribbean coordinators of the Blue Flag program. Dates are tentatively set for January 25th & 26th 2007 at a venue soon to be announced. For countries interested in participating at this regional meeting contact us at: cast@caribbeanhotels.org.

Tobago Hospitality Institute and the Caribbean Epidemiology Centre (CAREC).

If your institution is involved in the development and implementation of labour competencies &/or skills standards and certification for the tourism industry and you are interested in sharing experiences and participating in the network, contact George Rosario for details at: rosario@caribbeanhotels.org.

Sign up for the 2007 **Virgin Island Environmental Resource Station (VIERS)** program at Lameshur Bay in St. John, USVI. Contact: Randy Brown, Program director at Clean Islands Organization via email: rb@islands.org.



The Skills

Standards and Certification Network funded by the IADB's Multi-Lateral Investment Facility brings together agencies in Latin America and the Caribbean that share information, experiences and best practices. Caribbean members are: CAST (serving as the regional coordinator), the Bahamas Hotel Association, the Jamaica Hotel & Tourist Association, the Trinidad &

Sustainable Tourism Round up...

News!
News!
News!

BELIZE:

The Belize Tourism Industry Association (BTIA) announced the signing of a Technical Cooperation Agreement on September 7, 2005 (sic) with the Inter-American Development Bank (IADB) in collaboration with the Belize Tourism Board (BTB) for improving small business competitiveness in tourism.

The Project resulting from this agreement will train micro and small entrepreneurs (MSEs) including community based organizations; strengthen technical and managerial skills and effectively integrate MSE's into the tourism circuits via linkage projects. The BTIA will serve as the executing agency.

For details Project Director, Deanna Peyresitte: deanna@btia.org.

BAHAMAS:

In early 2006, the Bahamas Hotel Association also signed a technical cooperation agreement with the Inter-American Development Bank for the Sustainable Tourism Entrepreneurial Management & Marketing (STEMM) Project for Small and Medium Enterprises (SMEs).

The project will be implemented by the Association from 2006-2009 and will diversify the country's tourism product by building SME competitiveness and encouraging local entrepreneurial activities; building a SME network in the islands; developing new tourism product offerings and systems; and marketing new products

and packages.

For details contact: rsweeting@bahamashotels.org.



Still in the Bahamas, we salute our friend and colleague **Earlston McPhee**, General Manager, Ministry of Tourism's Sustainable Tourism Dept. (pictured above at centre) who on April 2006 captured the Bahamas Hotel Association's annual **Sustainable Tourism Award**. He was recognized for "his untiring efforts to place environmental and sustainable tourism high on the agenda for our nation and the tourism industry".

DOMINICAN REPUBLIC:

The La Romana-Bayahibe Hotel Association in the Dominican Republic are approaching their 1st year anniversary for the IADB-funded project, "Model for Sustainable Tourism Management in Bayahibe". The project's goals are to increase the competitiveness of the Bayahibe region as a tourism destination by integrating the community in the creation of new services and opportunities for SMEs. The project also focuses on conservation and preservation of key natural resources and ecosystems including environmental education, awareness building; and marketing, promotion and destination branding.

They recently released a **Bayahibe Tourism Guidebook** for snorkelling

around reefs and marine habitats. For details contact: romanabayhibe@verizon.net.

COSTA RICA:

The International Ecotourism Society (TIES) and CANAECO will be organizing, from November 10-11 in Costa Rica, a regional preparatory meeting of the Americas for the Global Ecotourism Conference 2007. Please see the website for the Global Ecotourism Conference 2007, where preparatory meetings are listed at

http://www.ecotourismglobalconference.org/?page_id=16. For more information contact: ayako@ecotourism.org

UNEP-DTIE, FRANCE:

The United Nations Environment Program (UNEP) Division of Technology, Industry and Economics (DTIE) based in Paris, France published in May 2006, "Class of 2006: Industry Report Cards on Environment and Social Responsibility". CAST contributed to the section on "Tourism".

This publication is a follow up to a first edition of industry reports published in 2001/2002. The purpose is to encourage industry associations, businesses and organizations to report on their industry's progress and contribution towards sustainable development.

The 2006 edition reports on the extractive (e.g. coal, oil & gas), infrastructure, manufacturing, services (including tourism) and labour industries. The full report is available online from www.earthprint.com.

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