



CARIBBEAN ALLIANCE FOR SUSTAINABLE TOURISM

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A Newsletter of the Green Globe Caribbean Program

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Caribbean Green Globe Program Watch

<http://www.cha-cast.com/GGproperties.html>

- # Certified Properties = 52
- # Benchmarked = 61

Green Globe International & Caribbean Green Tourism Conference Update:

October 31st – November 3rd 2006
[Half Moon Hotel](#), Jamaica

Featuring the 2006 Caribbean Award Winners (Nov 3rd 2006):

[Amsterdam Manor](#), Aruba – Green Globe Caribbean Best Overall Performer



Jurgen van Schaijk, General Mgr.

[Manchebo Beach Resort](#), Aruba – Green Globe Caribbean Most Improved Performer



Edgar Roelofs, General Mgr.

[Sandals Montego Bay](#), Jamaica – American Express Caribbean Environmental Award (Large Hotel)



Horace Peterkin, General Mgr.

[3 Rivers Eco Lodge](#), Dominica – American Express Caribbean Environmental Award (Small Hotel)



Jem Winston, Owner/Mgr

Learn of their best practices!

Note from the Editor.....

We are back after a brief summer break – which was sorely needed! Following the much-needed recharge of our energies, our team will be focusing on the [Green Globe International & Caribbean Green Tourism Conference](#) scheduled October 31st – November 3rd at the [Half Moon Hotel](#), Montego Bay, Jamaica. This issue of the *Globe Trotter* provides a Conference update. This is your conference and we encourage you to participate! We are still in the midst of the hurricane season and are extremely grateful that the season has been kind to the Caribbean. Preparedness tips are provided in this issue. As always we encourage you to send your comments and suggestions to us at: cast@caribbeanhotels.org.

200 Standard Words on...the Environmental Management Policy

Policy-making is the task of an organization’s leadership. It is important for informing staff about the core values of the organization and for outlining the central purpose for which the organization was created. Most would be inclined to say that “we are in the business of making money”. An undisputed truth but not the whole truth. Other altruistic motives for being in business include providing a good or service that addresses a particular need in society, employment or contribution to the national economy. Your business relies on management of good human relations, as employees directly impact upon the production cycle. They also need to be guided by the organization’s values and ethics – all of which should be articulated in its policy statement.

Founded on solid values, a well constructed environmental policy statement serves as a ray of purpose and goodwill. People are drawn to it and function by it. Goals and objectives are defined from it and with the right blend of leadership, motivation and skill, success is assured. Creative implementation especially focused on community interactions reminds staff of their divine purpose – to share the wealth with the less fortunate. From this we can all be inspired to do more.

Was this article helpful? Send your comments to cast@caribbeanhotels.org

Conference Registration Rates:

- ✦ Regular \$295
- ✦ Small Business \$225
- ✦ Daily Registration rates also available for each Conference day

See www.cha-cast.com for more Conference details

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Green Globe International & Green Tourism Conference...learning opportunities

The opening is set for the evening of October 31st 2006 at the Half Moon Hotel in Montego Bay, Jamaica. Distinguished guests will include the leadership of Green Globe, CAST, local and international dignitaries. Day 1 (Wednesday November 1st 2006) will feature sessions on:

- ✦ **Tourism Sustainability:** hear the experts discuss strategies, options and risks at the ecosystem, destination and enterprise levels. Learn of the strategies adopted by popular tourism destinations such as Jamaica and Puerto Rico.
- ✦ **Green Globe Live Discussion Forum:** get the answers you need in a live discussion and feedback forum featuring Green Globe program experts and administrators.

TIP ↵ ↵ PiT....

The end of September in the Atlantic Hurricane Season is always good news as this signals that the season peak is now behind us. We still have a long way to go before the end of the season (November 30th 2006) which means that we can ill-afford too be complacent. Here again are 5 key preparedness tips as a reminder of the urgent need to continuously prepare:

- ✦ **Check stocks of non-perishable food and water supplies.**
- ✦ **Check that all emergency response equipment is fully serviced and operable.**
- ✦ **Trim all overhanging vegetation.**
- ✦ **Maintain a list of current guests and key staff including next-of-kin contact details.**
- ✦ **Know your emergency and communications plans well and be ready to act if a crisis arises.**

Preparedness is the first step to recovering speedily from an emergency and resuming normal business operation!

These tips are brought to you through the kind courtesy of:

THE OFFICIAL CARD OF THE CARIBBEAN HOTEL ASSOCIATION



Was this article helpful? Send your comments to cast@caribbeanhotels.org

Readers' Vent!

"In my case...available cash seems to have played a crucial role in the non-presence of "Hummingbird Inn" on the certification pile. I thought "Green Globe" was interested in empowering the "local entrepreneurs". I may have been mistaken."

—Jeane Finucane, Dominica

"As a student majoring in Tourism Management these news letters are extremely helpful for my research and projects...keep sending them fast and furious".

—Rodney Galindo, Trinidad & Tobago

"The articles give good insight and inspiration to properties developing their system for Green Globe and I look forward to receiving your next issue". —Rene Deane, Trinidad & Tobago