

CARIBBEAN GREEN GLOBE WATCH

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

Certified Properties = 57

Benchmarked = 69

Green Globe has a new and improved website with great links and information. See: www.greenglobe.org

AWARDS & CITATIONS

Announcing!

New Green Globe Caribbean Performance Awards

- Criteria based on property's Benchmarked performance
- Open to Green Globe Certified Properties only
- Two Award categories:
 - Best Overall Performer
 - Most Improved Performer

GREEN GLOBE TRAINING

WHAT:

Combined proficiency training:
Green Globe **Company & International Ecotourism** Standards

WHERE:

San Juan, Puerto Rico

DATE:

July 10th - 15th 2006

Reserve your space, email: dshurland@caribbeanhotels.org

SPACES ARE LIMITED!!

Note from the Editor.....

We thought it prudent to give the **Globe Trotter** a new look, beginning with this edition. We appreciate that you are busy people so we have revved up the colour scheme and layout for quick and easy reading and the columns to provide useful information on the Caribbean Green Globe program. All comers will be able to appreciate the new section, **TIP & PiT**, which highlights best practices, gives useful tips and ideas. Keep your comments on the trot and we promise to keep improving.

200 Standard Words on.....What is Green Globe?

Green Globe (GG) is an environmental and certification program designed for global travel and tourism businesses based on performance standards. These standards are typically used by businesses such as hotels, tourism attractions, restaurants, bars, tour operators, offices and other businesses, to limit or eliminate the potential impact of operations on the natural environment and on adjacent communities.

There are four (4) GG Standards:

1. The **Company** Standard for businesses
2. The **Community** Standard for destinations and community organizations
3. The **Design & Construction** Standard for new design and construction projects
4. The **International Ecotourism** Standard for ecotourism products and services

These standards provide a management framework for improved environmental performance, encourage good corporate citizenry, staff relations, creativity and working conditions, whilst also improving knowledge and learning for continuous improvement. Performance against these standards is verified annually by independent assessors who recommend properties for GG certification when all criteria are met. All certified properties must Benchmark their performance, as a prerequisite for certification, against GG's global database in performance areas such as solid waste, energy and water conservation, usage of degradable chemicals, community involvement, to name a few. When well implemented, these standards result in business performance efficiency and bottom-line savings. For more, see: www.greenglobe.org.

(The 4 GG standards are available on the Green Globe website:
http://www.greenglobe.org/page.aspx?page_id=31&standardID=1).

Was this article helpful? Send comments and feedback to: cast@caribbeanhotels.org

Why worry about Caribbean reef degradation?

There have been several reports carried recently in various news media about the elevated rates of deterioration of Caribbean reef ecosystems. According to reports, the degradation has been aggravated by increased hurricane activity in 2004 and 2005. The most observable effect is "coral bleaching", which, according to scientists, results from

**Green Globe Accredited
Auditors and Assessors
available in the Caribbean:**

- **SGS:** bert_brown@SgS.com
- [AJA Registrars USA](#)
- [Trinidad & Tobago Bureau of Standards](#)

**HOTELS & RESORTS! YOU
TOO CAN MONITOR
CORAL REEFS**

Order a **CORAL WATCH** health monitoring kit. Each kit contains a Coral Health Chart which can be used by anyone – e.g. scientists, school children, tourists.

Charts are colour-coded to match colours observed on reefs. All you have to do is to match the colour of the coral with colours on the Chart. It is that easy!

See: www.coralwatch.org

Kits available from: Green Globe Customer Service

Or contact CAST for details

The Green Globe Trotter is a monthly publication of the Caribbean Alliance for Sustainable Tourism (CAST).

Contributions are welcome from tourism professionals, staff or other informed persons. Please provide full contact details e.g. mailing address, telephone, email. Opinions will be acknowledged as that of contributors and not necessarily that of CAST.

Text submissions should be received no later than the 20th day each month.

CAST reserves the right to edit all received text submissions.

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increased ocean temperatures. Individual coral polyps (or stems) become bleached when the increased water temperature alters the biological and chemical function of their soft internal tissues. The coral appears white in colour or "bleached".

Although recovery is possible if the source of stress is removed, the length and persistence of warm waters in the Caribbean during the 2004 and 2005 hurricane seasons, coupled with stresses from land-based sources of pollution, have severely weakened the resilience of many coral ecosystems across the Caribbean. Researchers in the Virgin Islands and Puerto Rico in particular, bemoan the death of very old coral colonies that were once thriving.

Most Caribbean travel and tourism staff are very familiar with the oft-repeated warnings and studies on coral reef loss and degradation. Some believe that this has perhaps led to message weariness. Coral reefs are mostly viewed by those who regularly dive, snorkel or explore reef areas. These persons can perceive the ecosystem changes which gradually manifest over time.

For the Caribbean, this is particularly distressing given our abundance of small islands which are increasingly dependent upon a tourism product featuring 'sun, sea and sand', diving and snorkeling. The Caribbean tourism plant is primarily located on the coast, as are many capital cities and island populations. If you notice the sea encroaching upon your property, or beaches eroding more frequently than before and with longer recovery cycles, perhaps you should pay closer attention to what scientists are saying about our reefs. We need coral reefs to protect properties from breaking waves and to continue to offer attractive white sand beaches year round to our populations and visitors. Is doing nothing still an option?

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TIP ↙ ↘ PiT....

The Atlantic Hurricane Season begins (June 1 – November 30). Are you ready? Here are a few tips:

- Refresh your stocks of emergency supplies e.g. non-perishable food items, 1-week potable water supply, health & emergency supplies etc.
- Your staff should now be well drilled in your emergency response plan and routines, chains-of-command, crisis communications and links to the national emergency operations centre
- Guest rooms should already be equipped with printed information about your emergency response plan with response options clearly outlined
- Alternative telecommunications equipment should also be available e.g. satellite phones, in the event of a failure of local cellular and land-line services
- Your emergency preparedness plan should be up-to-date and effective – to be certain, **TEST IT!**

Preparedness is the first step towards recovery and business continuity!

Are these tips helpful? Send comments and feedback to: cast@caribbeanhotels.org

Readers' Vent...

Comments and feedback are welcome or perhaps you might just feel the need to vent. Write us anyhow at: cast@caribbeanhotels.org. Letters must include a name and location. We reserve the right to edit letters for grammar and brevity.