



CARIBBEAN ALLIANCE FOR SUSTAINABLE TOURISM

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A Newsletter of the Green Globe Caribbean Program

November 30<sup>th</sup> 2006

Volume 3, Number 25

### 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 31<sup>st</sup> – November 3<sup>rd</sup> 2006  
[Half Moon Hotel](#), Jamaica

Place your product or service ad here! Call CAST for rates!



*Celebrating our 10<sup>th</sup> Anniversary in 2007!*

*We are raffling a grand cruise prize for 2 on a Carnival "Fun Ship" worth up to \$5000!*

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### Note from the Editor.....

The [Green Globe International & Caribbean Green Tourism Conference](#) held October 31<sup>st</sup> – November 3<sup>rd</sup> at the [Half Moon Hotel](#), Montego Bay, Jamaica received rave reviews from all participants! This edition of the **Globe Trotter** reports on participants' feedback on the Conference experience. There were excellent presentations from our expert panels! A sincere thanks to the Conference virtual secretariat members (you know who you are), our sponsors, in particular, the platinum sponsor – the Puerto Rico Tourism Company, and all others who contributed to the Conference. For those who missed the showing, you can download the speaker presentations and view the albums at: [http://www.greenglobe.org/page.aspx?page\\_id=129](http://www.greenglobe.org/page.aspx?page_id=129).

As always we encourage you to send your comments and suggestions to us at: [cast@caribbeanhotels.org](mailto:cast@caribbeanhotels.org).

### Reviews of the Green Globe International & Caribbean Green Tourism Conference

*Conference attendees were surveyed after each plenary session. Part 1 of the following analysis of responses was prepared by Carolin Stamm, CAST Intern. Part 2 will be published in the December 2006 edition of the Globe Trotter.*

The [Green Globe International and Caribbean Green Tourism Conference](#) was staged at the Half Moon Hotel, Montego Bay, Jamaica from October 31<sup>st</sup> to November 3<sup>rd</sup> 2006. It was a joint undertaking of the Caribbean Alliance for Sustainable Tourism, Green Globe Asia Pacific and the USAID Rural Enterprises Agriculture and Community Tourism (REACT) Project implemented by PA Government Services, Inc. with the Puerto Rico Tourism Company as major platinum sponsor.

The 2 ½ days of conference sessions and trade show activities were attended by some 158 national and international tourism professionals. Coming from diverse backgrounds such as development companies, environmental organizations, public agencies, private companies and tourism businesses, press and of course hospitality, the speakers represented and reflected a broad spectrum of our tourism industry (see chart below).

Sustainability in tourism operations and thus the greening of the tourism industry was the omnipresent theme of this Conference. The issues involved in making the business a long-term source of income whilst preserving the environment and its people, were addressed from a variety of angles.

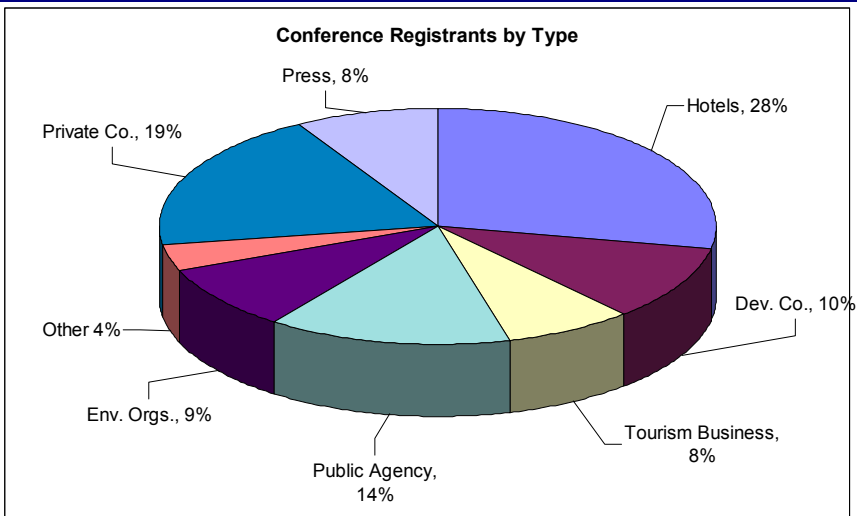
## Photo Album



Ronald Sanabria, Director of Sustainability, Rainforest Alliance presenting at the Green Globe Conference on marketing



Expert panel



CAST distributed an evaluation form after each session to grasp the ideas and perceptions of the people serving this industry. We are delighted with the feedback participants provided us and we want to share it with you!

The high rates of response indicated that sustainability in tourism is of great concern! This is reflected in the way participants rated the relevancy of the different session themes. Well above 90% rated:

- Session 3: Green Globe Live Discussion Forum
- Session 6: Green Suppliers' Forum on Products & Technology; and
- Session 7: Tourism Linkages: the USAID/REACT Project

as either very important or important to them. An almost equal number of participants (90%) ascribed a high level of importance to the following topics:

- Session 4: Marketing Sustainable Tourism
- Session 5: Business Performance & Efficiency Through Green Globe Certification; and
- Session 8: Award Winners – Innovative & Best Practices.

One feature of this Conference especially appreciated and repeated commented on, in our questionnaires was the real life experience presented by industry! The way the hotel award winners, for example, achieved their objectives and best practices and dealt with obstacles along the path to success, were found to be most interesting.

The presentation of Ms. Lourdes Diaz describing the Puerto Rico Tourism Company's sustainable tourism strategies was given great plaudits for how they "walk the sustainable tourism development talk". Similarly, Ms. Erna Spikjerbosch from New Zealand was very well received with a memorable speech illustrating how her small-scale, down-to-earth Kiwi lodge mastered the process of becoming Green Globe 21 certified in spite of being a small hotel with limited staff and resources. 95% of participants rated her presentation as good and/or excellent.

These are but two examples from the varied spectrum of speakers who presented their sustainability experience. A valuable lesson learned from this Conference is that "sustainability is progressive" and will not happen overnight.

Furthermore, the realization that many tourism practitioners from around the world actually face the same challenges was a common feedback response. Nevertheless, the real life success stories inspired a considerable amount of enthusiastic responses as it was demonstrated and understood that “being green actually works”.

After each panel, a question & answer session facilitated dialogue between panelists and those actually communicating the “green” message to the customer. The presentation on green marketing and partnerships by Ronald Sanabria, Director of Sustainability at the Rainforest Alliance, and Bert Brown’s (Managing Director of SGS Jamaica Supervise Limited) detailed information on the auditing process, the different stages involved to becoming Green Globe benchmarked and certified, as well as the innovative green products and technologies, were enthusiastically discussed and commented on by participants.

A deeper understanding of the opportunities presented through marketing alliances as well as the Green Globe certification process were considered to have the potential to provide for a deeper commitment and dialogue in the future. Another important aspect with regards to green marketing and certification was the recognition that much more can be and has to be done in order to get the message across to the people it is aimed at, i.e. the tourists.

The “realization that hoteliers are our own greatest enemies as we are the ones who do not share the benefits and ‘wows’ of our program” and that “we [hoteliers] are missing out on the opportunity to educate people” are also notable comments received from Conference attendees.

*Part 2 of this report will be published in the December 2006 edition.*

Was this article helpful? Send your comments to [cast@caribbeanhotels.org](mailto:cast@caribbeanhotels.org)

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## TIP ↩️ ↪️ PiT....

Many readers interesting in starting the Green Globe program frequently enquire about how to begin the process of certification. We offer a few tips.

- **Green Globe has done a great job at making their website very user friendly. They have also automated their on-line application process. Visit [www.greenglobe.org](http://www.greenglobe.org).**
- **Once there, click on "Programs" and review all information posted about the programs: Affiliate, Benchmarking and Certification.**
- **There are four (4) Green Globe standards which are posted in downloadable pdf files at: [http://www.greenglobe.org/page.aspx?page\\_id=44#1](http://www.greenglobe.org/page.aspx?page_id=44#1). Read these and select the one that is most suitable to your operation.**
- **When you are ready to apply, click on the main "Programs" page, then on "Process".**
- **Scroll down to "Benchmarking" and click on "Register". The rest as they say is pretty simple.**

CAST is always ready to assist you further! Contact us at [cast@caribbeanhotels.org](mailto:cast@caribbeanhotels.org) or call 787-725-9139. You can also Skype us!

Were these tips helpful? Send your comments to [cast@caribbeanhotels.org](mailto:cast@caribbeanhotels.org)

## Readers' Vent!

Reader Question from October 2006 edition:

*"We have a lot of difficulty meeting the Benchmarks for solid wastes collected on our property. How do other properties solve this problem?" ANON*

**Answered by:** Barry Benjamin, VP, Marketing and Sales, Peace and Plenty Resorts, George Town, Exuma, Bahamas; [www.peaceandplenty.com](http://www.peaceandplenty.com)

"One of the most troubling things about solid waste is that there is very little recycling done in the Caribbean (or at least in my neck of the Caribbean, The Bahamas). We can recycle beer bottles but little else. We have tried to get cans and cardboard sent back to the US but have had little luck convincing the freight boats to take this material back to the US.

What we have tried to do is find out from our staff and any other person living on the island if they could make use of any of our solid waste. We have tried to reuse some of it ourselves by cutting up old sheets and making dish and cleaning rags but have not come up with any other ideas yet.

Be silent no longer. This is your chance to provide feedback or comment or just to vent. Send your comments to [cast@caribbeanhotels.org](mailto:cast@caribbeanhotels.org).