CTO News

Caribbean Pushes for Inclusive Tourism Development

BRIDGETOWN, Barbados (3 July 2019) – The Caribbean Tourism Organization (CTO) is creating a plan for the systematic development of community-based tourism as a viable niche and will present the details during the upcoming Caribbean Conference on Sustainable Tourism Development.

The event, otherwise known as the Sustainable Tourism Conference (#STC2019), is scheduled for 26-29 Aug. 2019 at the Beachcombers Hotel in St. Vincent and is organised by CTO in partnership with the St. Vincent and the Grenadines Tourism Authority (SVGTA).

At a general session titled "Community-based Tourism Driving Tourism Innovations and Experiences" scheduled 11:30 a.m. on 27 August, delegates will be presented with robust market research that encapsulates visitors' willingness to pay for innovative tourism experiences across the Caribbean. The session will also delve into how community tourism supports product diversification and differentiation and can enhance community participation in tourism, with the ultimate benefit being the creation of a distinctive and responsible tourism brand.

CTO has worked with regional partner the Compete Caribbean Partnership Facility (CCPF) – a development programme that focuses on innovative and practical solutions that stimulate economic growth, productivity and competitiveness – to develop the market research.

Session presenters include a Compete Caribbean representative who will address the need for cooperation in tourism to ensure local enterprises, particularly micro, small and medium enterprises, are integrated in the tourism value chain. Judy Karwacki, president of Small Planet Consulting, and a community-based tourism development specialist, will introduce a community-based tourism toolkit commissioned by the CTO.

Under the theme "**Keeping the Right Balance: Tourism Development in an Era of Diversification**," industry experts participating in #STC2019 will address the urgent need for a transformational, disruptive, and regenerative tourism product to meet ever-rising challenges. The full conference programme can be viewed via https://www.caribbeanstc.com/program/

St Vincent and the Grenadines will host STC amidst an intensified national thrust towards a greener, more climate-resilient destination, including the construction of a geothermal plant on St. Vincent to complement the country's hydro and solar energy capacity and the restoration of the Ashton Lagoon in Union Island.

To register for the conference, visit https://www.caribbeanstc.com/register. Rates are available for general

CTO News

- 2019 News (32)
- 2020 News (97)
- 2021 News (224)
- 2022 News (92)
- 2023 News (29)
- 2024 News (11)
- Allied News (4)
- Blog (476)
- Caribbean Recovery (3)
- Caribbean Tourism Month (3)
- Caribbean Week (8)
- Coronavirus (COVID-19) (69)
- Corporate News (91)
- CTO Cayman Islands 2022 (4)
- Destination News (321)
- Dutch Releases (2)
- HR Conference (4)
- Media Awards (2)
- Scholarship Foundation (8)
- SOTIC (3)
- Statistics (2)
- STC (5)
- STC 2023 (1)
- Sustainable Tourism Roundup (2)

Media

This website uses cookies to improve your experience. We'll assume you're ok with this, but you can opt-out if you wish. Accept Read about the CTO privacy policy and cookies.

Sponsorships are available for the conference and can be viewed via: https://www.caribbeanstc.com/sponsor. Contact Sylma Brown Bramble at 212-635-9530 or sbrown@caribtourism.com for additional information.

Posted in: 2019 News, Blog, STC

Leave a Comment (0) ↓

- CTO Photos/Videos
- Destination News

Connect with CTO

RSS
Twitter
Facebook
Email
YouTube
LinkedIn

Let's Build Tourism Leaders

Donate to the CTO Scholarship Foundation.

Donate to the Foundation

Copyright © 2016-2023 Caribbean Tourism Organization. All rights reserved.
The CTO is not responsible for the content of external internet sites.

This website uses cookies to improve your experience. We'll assume you're ok with this, but you can opt-out if you wish. Accept Read about the CTO privacy policy and cookies.