

# A Roadmap to Destination Success



theTravel  
Foundation



Case Study



This case study shows how the Travel Foundation worked with the Caribbean Tourism Organisation to improve sustainability knowledge amongst tourism managers across the Caribbean.

**“Tourism is everybody’s business, so we should live it, love it and embrace it in an effort to preserve and conserve all that we have to offer for future generations.”**

**Roivanique Adams, Ministry of Tourism Saint Vincent and the Grenadines**

Managing the development of your tourism industry in a way that meets the needs of both visitors and host communities, whilst also protecting your tourism assets is tough. It relies on your ability to bring the many tourism planners and managers with you on your sustainability journey.

That’s why The Travel Foundation created a training programme that can unite and excite tourism leaders to forge ahead with sustainability in support of a destination’s shared goals.

We partnered with the Caribbean Tourism Organisation to trial this approach, creating a bespoke, online course called ‘Roadmap to Destination Success’ for their members - with some great results.



## The challenge

Like many other tourism development organisations, the CTO's members are spread across a wide region and cover a range of different remits, including ministers, destination managers, product development managers, marketing professionals and more. Our challenge was to engage a wide range of individuals dispersed across a broad geographical area incorporating 24 member countries.

Our course aimed to support managers to ensure that tourism delivers local economic benefit and protects the environment across the Caribbean. According to the WTTC, half of the top 20 countries most reliant on tourism are in the Caribbean. Plus, the region has a great diversity of fragile ecosystems and many endemic species found nowhere else on earth.

**“We must be proactive in implementing measures, developing plans and crafting policies to safeguard the long-term sustainability needs of the sector. We trust that this course will provide valuable knowledge and tools which CTO members can use to develop and implement their own national initiatives.”** Hugh Riley, CTO's secretary general



Photo: Cayman Islands Department of Tourism



## Why the course works

We go out of our way to tailor all our training to its target audience and our 'Roadmap to Destination Success' course was no exception.

### Relevance

CTO members highlighted to us that the relevance of the course to the Caribbean and the careful setting of examples within the local context was one of the things they most valued about the course.

To date 100  
participants from 22  
countries have signed  
up to the course.

*"An excellent course, absolutely relevant to the Caribbean and local situation"*

Seraphine Avonelle, Ministry of Tourism, Dominica





## Suitability

We worked hard to ensure that the course is both accessible and challenging, matching the level carefully to the CTO's disparate members. The course is applicable to those with different remits including ministers, destination managers, product development managers, marketing professionals and more. It is also broken down into bite sized chunks so that busy professionals can dip in and out as their schedule requires.

"This course has equipped me with more knowledge and a better understanding of the importance of measuring the impact of tourism and the importance of sustainable tourism to my country." Nyasha Child, National Parks, Rivers and Beaches Authority Saint Vincent and the Grenadines

## Engagement

'A Roadmap to Destination Success' is packed-full of relevant case studies, videos, solutions and top tips, informed by our years of experience delivering sustainable tourism initiatives around the world. Participants have put their new-found knowledge into action and shared information with others.

**Module 1: Take a reflective step back**

**Module 2: Understanding sustainable tourism in the context of the changing climate**

**Module 3: Increasing the socio economic benefits of tourism**

**Module 4: Protecting cultural heritage**

**Module 5: Managing environmental impacts of tourism**

**Module 6: Planning for the sustainable development of your destination**



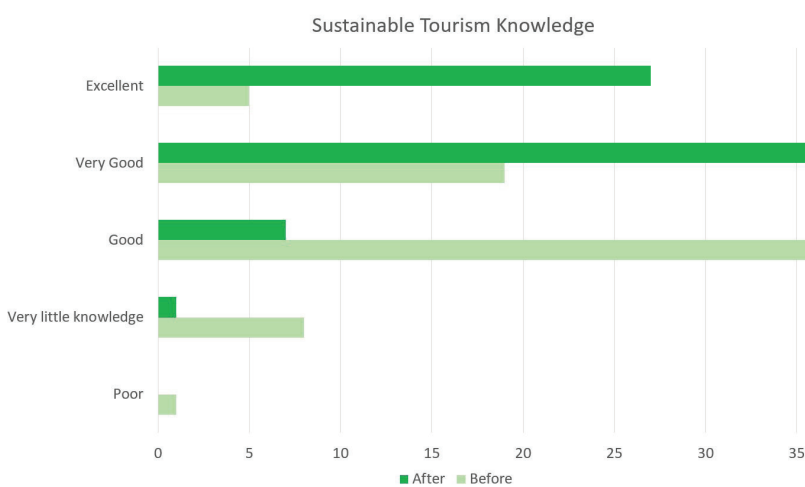
"The case studies and videos are excellent for use as examples in my country to make others understand the importance of destination management and sustainable tourism." Lokeraj Lakhram Rupnarain Guyana Tourism Authority



# What we achieved

## Improved knowledge

There has been a vast improvement in the knowledge of CTO members following the course. 90% of participants rated their sustainable tourism knowledge as very good or excellent after the training compared with 34% prior to the training. Following the success of the training, The Discover Dominica Authority is planning to make the course a mandatory requirement for all staff.



“Every bit of information kept hitting close to home and was so relevant to Dominica, especially after TS Erika. This course will allow me to assist my organization with dissemination of information, planning, researching, and assisting local stakeholders in building back better and stronger.” Alexis Cyrilla, Discover Dominica Authority

## Better, more sustainable practices

A key aim for the training is to enable CTO members to put in place practices that improve the impacts of tourism on both local communities and the environment. 89% of those who have completed the course intend to introduce new, more sustainable practices or improve existing practices.

For example, the course has supported efforts in Dominica to reform dormant community tourism groups. Whilst in St Vincent and The Grenadines the hotel and tourism association now plans to use indicators of tourism’s negative impact to assess their product and practices.

“I will now seek to take a more sustainable approach while doing my job and bearing in mind that Tourism is everybody’s business, so we should live it, love it and embrace it in an effort to preserve and conserve all that we have to offer for future generations.” Roivanique Adams, Ministry of Tourism Saint Vincent and the Grenadines



## Increased knowledge sharing

Following the course more people are sharing information about sustainable tourism with their colleagues and peers, including promoting sustainability initiatives within marketing campaigns, introducing sustainability within lectures and more. This creates even greater benefits for the destination, as knowledge is re-enforced and continues to grow.

77% of all those who have taken the course intend to create a presentation or paper to share their knowledge, whilst 74% intend to find ways to collaborate with stakeholders.

“I will definitely use lessons learned to help others understand and I wish that other short courses like these can be made available for destination such as Guyana.”

Lokeraj Lakhram Rupnarain Guyana Tourism Authority



Photo: Belize Tourism Board



# Travel Foundation training

We provide bespoke training that supports tourism destinations and companies, to improve their tourism offer.

Our aim is to inspire and equip organizations so that they can do sustainable tourism themselves. We have provided effective training for hotels, tour operators, travel agents, excursion providers, small businesses, public sector staff and community groups.

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