The Team of the Directorate of Sustainable Tourism of the Association of Caribbean States (ACS) is pleased to present our 16th Edition of ‘IN THE ZONE’ focusing on “Tourist Safety and Security Initiatives within the Greater Caribbean”.

The success of Tourism within the Caribbean region depends on its ability to provide a safe and secure environment for its visitors. As such, community involvement as well as private and public sector engagement are needed to exchange best practices, preventative measures, risk analysis, crisis management, establishment of effective communication and monitoring methods.

In this edition, the Directorate of Sustainable Tourism wishes to showcase some of the initiatives headed by National Tourism Authorities and Regional Organizations which have been developed in their countries to promote tourist safety.

A collective effort is required from these actors to implement crisis management strategies to avoid incidences of insecurity from affecting tourism and to effectively improve the Greater Caribbean’s destination image. The sustainability, growth and prosperity of the tourism industry are contingent upon tourist safety and security.

We hope that you enjoy this issue and that it enriches your knowledge as we stand together confident that the Greater Caribbean will be positioned among the leaders of Tourism Safety in the coming years.

Directorate of Sustainable Tourism
With 750,000 jobs and a contribution of approximately 70% to the Gross Domestic Product (GDP), in some Caribbean countries at risk, personal, infrastructure and environmental security are of paramount importance for the preservation of Caribbean tourism. Being the region most dependent on tourism in the world, the Greater Caribbean must be a safe destination for tourists.

Therefore, it is important for the survival of the tourism industry to maintain this image of the Caribbean as a safe destination. Consequently, the lack of security represents a serious threat, sometimes more than any other negative factor. In fact, the results of previous research illustrate that the perception of high risk in a destination is associated with a decrease in tourism demand (Scott et al., 2010).

That is why the Association of Caribbean States aims to support its Member States and Associate Members in the actions implemented to promote tourism security in their destinations. The mission of the DTS is to facilitate conditions for the Greater Caribbean to promote the development, implementation and dissemination of existing legislation and protocols to strengthen both regional cooperation such as community participation and the private sector. As a result, the countries will develop comprehensive strategies based on the exchange of best practices, preventive measures, risk analysis, crisis management, communication establishment and effective monitoring. Having an adequate plan in advance is one of the most important aspects to face an emergency (Garg, 2012).

The Association of Caribbean States (ACS) has among its mandates to establish a regional cooperation mechanism on the safety and security of tourists, through the creation of a technical working group in Tourism Safety. This group was created in October 2016 and became a forum for cooperation through an exchange of experiences and good practices.
The DTS, with the support of the Tourism Authority of Panama (ATP) coordinated a workshop for the Formulation of the Regional Tourism Safety Strategy with the corresponding members of the Regional Working Group comprised of representatives from:

- Colombia
- Dominican Republic
- Guatemala
- Honduras
- Mexico
- Panama
- Trinidad and Tobago

Within the framework of this workshop, the first official meeting of the Working Group was held, resulting in the creation of the Tourism Safety Matrix, a document that, based on the experience of the participating countries, proposes guidelines for implementing strategies and key actions to face environmental, economic and social threats that may affect tourist destinations in the Greater Caribbean.

Article and Photos:
The Directorate of Sustainable Tourism of the Association of Caribbean States
### Tourism Safety Guidelines in the Greater Caribbean

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<th>Environmental</th>
<th>Social</th>
<th>Economical</th>
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<tr>
<td>Apply policies and protocols for Disaster Risk Reduction and adaptation to Climate Change</td>
<td>Carry out a mapping of stakeholders in tourist safety which at the same time allows the identification of available skills and resources as a mechanism to promote actions that lead to compliance with the Regional Strategy for Tourism Safety</td>
<td>Implement and/or strengthen consumer protection mechanisms</td>
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<td>Promote the development of tourist destinations considering urban planning and territorial planning criteria</td>
<td>Develop a situational diagnosis of tourism safety and gap analysis in relation to prevention, operation, communication and monitoring</td>
<td>Develop a contingency plan to deal with the impact of strikes in the tourism sector</td>
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<td>Support initiatives to protect the integrity of heritage sites and natural and cultural resources</td>
<td>Create or implement the legal framework for tourism safety by considering the need for policies to: prevent discrimination, unemployment, commercial sexual exploitation, promote the inclusion of vulnerable groups, disease control and prevention, licensing of tour operators (in accordance to national, regional and international operating standards)</td>
<td>Work with key stakeholders in the formulation and implementation of actions that lead to the prevention of common crime in tourist destinations</td>
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<td>Promote compliance with environmental legislation and promote the adoption of environmental best practices and codes of conduct</td>
<td>Establish programs for the recovery and rehabilitation of public spaces</td>
<td>Implement policies and actions to promote the formality of tourist service providers to promote respect for legislation, taxation, National Tourism Registries and standards that govern the Sector</td>
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<td>Encourage the implementation and respect for planning instruments (management plans, carrying capacity studies and public use plans applied to the tourist destination)</td>
<td>Implement a Training programme in Tourism safety at the community level</td>
<td>Training of MSMEs and tourism service providers to promote the financial sustainability of their enterprises</td>
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<td>Promote the implementation of mitigation and contingency plans at the level of service providers or tourist destinations.</td>
<td>Promote the exchange of good practices in the field of tourism safety among the ACS Countries.</td>
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**Prevention**: Establish standards and guidelines for key stakeholders in tourism safety, allowing it to be integrated as a component of tourism sustainability strategies and State policies.

**Operations**: Promote actions that lead to tourism security, through cooperation, implementation of the legal framework of the tourism sector, crisis management, education and social inclusion.

**Article and Photos:**
The Directorate of Sustainable Tourism of the Association of Caribbean States
Communication: Execution of actions that lead to the dissemination and communication of tourism safety initiatives developed within the framework of the strategy, facilitating its consolidation, positioning and empowerment.

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<tr>
<th>Communication</th>
<th>Create awareness for the public and private sectors on the importance of incorporating environmental best practices such as Environmental Social Responsibility</th>
<th>Create a comprehensive communication and marketing strategy that promotes awareness and social inclusion and considers the use of social media and traditional media. The Strategy will target different audiences (executive, legislative, community, academia, private sector, opinion makers and public relations agencies)</th>
<th>Systematize tourism safety communication initiatives by creating discussion forums that facilitate the exchange of lessons learnt, projects and protocols</th>
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<tr>
<td>Generate a decologue of best practices and a bulletin for the systematization and discussion of tourism safety, contemplating the creation of a forum for the ACS Countries</td>
<td>Promote the execution of National Campaigns for the prevention of crime in tourist destinations</td>
<td>Periodically monitor the effectiveness and efficiency of the implementation of tourism safety initiatives, as well as mitigation and contingency plans (at the level of service providers and tourist destinations) and the carrying capacity of tourist attractions.</td>
<td>Create an observatory to measure tourism safety indicators (statistics, regional databases, baselines, visitor satisfaction surveys and perception studies) to generate reports that generate inputs for the formulation of policies, strategies and action plans</td>
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<td>Establish a system of inter-agency alerts at the country level that can be accessed by the National Tourism Authorities</td>
<td>Strengthen tourism / visitor assistance systems by making use of destination hotlines and applications</td>
<td>Implement a system of Monitoring and permanent strengthening of Social Media</td>
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Note: The document was officially circulated to the ACS Membership; however it can be requested again from the Directorate.

In order to raise the proposed guidelines to the level of Regional Strategy, in this year 2018, the ACS will work on the Formulation of a Project Conceptual Document (PCD, for its acronym in English) to commence with the management of finances that will allow this initiative to be operationalized.
Tourism is one of the main industrial sectors for the economy of the Dominican Republic. Given its importance, it is vital that new forms of action that will ensure the security of tourists are implemented.

CESTUR APP is a mobile application for tourist assistance which aims to strengthen capacities to prevent security threats in touristic areas, included in the Government’s initiative of Republic Digital.

This CESTUR APP contributes to the reduction of crime actions against tourists, increases the service coverage and reduces response time to emergencies, representing a significant reduction of

The phenomenon of tourism will continue to have a major impact for the Dominican Republic and the Region. Therefore, we are convinced that development of our capabilities, strengthening networks of cooperation and coordinated effort will make us stronger to face the threat to security in the touristic areas.

Article and Photos:
Colonel Pilot RAFAEL E. FERRERAS SÁNCHEZ, FARD., (DEM), Technical Sub-Director of CESTUR
The Ministry of Tourism of Trinidad and Tobago understands that to promote the country as an international destination of choice and to encourage repeat visitors, the safety and security of all guests is paramount.

- To this end, in 2016, the Ministry of Tourism, in collaboration with the Caribbean Public Health Agency (CARPHA) launched the Tourism and Health Programme. This programme assesses and addresses health, safety and environmental threats that impact sustainable tourism in the Caribbean.

- Further, the Ministry of Tourism has expanded its Visitor Guide programme, which trains young persons to provide information in a customer friendly manner, while directing guests to safe areas to visit in Port-of-Spain.

- The Ministry of Tourism continues to work with the Trinidad and Tobago Police Service to ensure the safety of cruise passengers and other guests. Tobago has implemented the Tourism Oriented Policing Service programme, which has a cadre of trained Police Officers, who patrol tourist sites and dispense safety information to persons visiting the island.
The development and tourist growth experienced in Panama in recent years has posed the challenge of implementing a new strategy focused on greater attention to tourists in service and information. The aim is to develop a tourism security system in conjunction with the Tourism Police, the National Border Service (SENAFRONT), the National Aeronaval Service (SENA), and all the institutions that make up the Joint Task Force (FTC); as well as other sectors with which we can make synergies to draw a road map that guides us to achieve greater coverage in prioritized tourism destinations and other proposed in the Sustainable Tourism Master Plan 2007-2020.

For these reasons, the Tourism Authority of Panama (ATP) retakes the leadership to coordinate a strategy based on consultation and the support of all, which allows us to strengthen the competitive and quality image of Panama, through the generation of safe tourist experiences, as part of the country’s tourism offer aimed at our demanding markets.

One of the most recent actions that the Tourism Authority carried out was the first "Tourism Security Workshop Symposium", from November 20 to 24, 2017 in the provinces of Bocas del Toro, Chiriquí and Panama, seeking to strengthen security in tourist destinations through communication, prevention and training. The workshop had a conference and a participatory phase, where valuable contributions of the invited participants were gathered, both from the public and private sectors linked to the theme.

In his exposition, Grünewald pointed out that the identification of the indicators in the tourism activity allows in some way to establish security strategies in tourist destinations, and added that historically there are three topics that have been fundamental for the tourist to choose a destination: offer, quality and price, in lodging, gastronomy and air ticket.

National speakers and representatives of each tourist destination also attended this cycle of workshops. Ricardo Sandoval, director of Planning and Tourism Development of the ATP, clearly established in his inaugural speech the transversality of this issue, reiterating that security is a responsibility shared with everyone in the tourist destinations and throughout the country.

The president of the Chamber of Tourism of Bocas del Toro, Juan Pablo De Caro, spoke about the current situation and private vision of Tourism Security in the Tourist Destinations of Bocas del Toro; Juan Portugal, coordinator of the event, explained the “Characterization and Guidelines for the Conservation of Safe and Sustainable Destinations”; Abdiel Iván Batista, private consultant specialized in tourism management in Natural areas with different levels of difficulty, addressed the topic “Tourism Security in Green Tourism” from a business perspective.

The symposium ended with a workshop where all participants exchanged experiences, and they concluded that the issue of tourism security is integral, it is up to all of us, and that it is necessary to develop a strategy under the guidelines of a coordinating body that in this case would be the ATP as regent of Tourism in Panama.

In Panama, the national government, by Executive Decree no 2 of January 7, 2015, formed the Joint Task Force of Security and Tourism, integrated by the National Police, National Naval Service (Senan), National Border Service (SENAFRONT), Institutional Protection Service (SPI), Distinguished Fire Brigade of the Republic of Panama (BCBRP), Red Cross of Panama, National Civil Protection System (SINAPROC), Panama Maritime Authority (AMP), Ministry of Environment (MiAmbiente), Tourism Authority of Panama (ATP), Ministry of Health (MINSA) and the Emergency System (add-911), with the aim of taking the necessary measures to safeguard the life of Nationals and foreigners who are in Panamanian territory.
The 10-Year Framework of Programmes on Sustainable Consumption and Production (10 YFP) developed a new brand ‘One Planet-Sustainable Tourism Network’.

The UNWTO News (2018) highlighted that ‘overall, more than 90 actors have linked more than 390 activities to the Portfolio of Work of the Network; a tool that aggregates efforts of members towards shared goals with a value of over USD 25 million. Some examples of activities include monitoring instruments such as the Indicators of the Sustainable Tourism Zone of the Greater Caribbean (ACS).’

To see full article please click the link: [Link](http://www.caribbeanforeveryone.com/)

The Caribbean Is OPEN website has been launched by the FCCA to generate awareness of Caribbean destinations that are operating as normal, unhindered by Hurricanes Irma and Maria, and welcoming tens of thousands of travelers every day.

According to the Caribbean Hotel and Tourism Association, after the 2017 hurricane season nearly 50% of the CHTA-member hotels on the most severely affected islands have reopened, and more are on the way.

Website: [http://www.caribbeanforeveryone.com/](http://www.caribbeanforeveryone.com/)
The Strategic Focal Areas are:
- Sustainable Tourism
- Trade Development and External Economic Relations
- Disaster Risk Reduction

The Directorate of Sustainable Tourism of the Association of Caribbean States wishes to express its sincere gratitude to the previous Sustainable Tourism Executive Board for their valuable support and commitment.

We warmly welcome the 2018 Sustainable Tourism Executive Board

- **Chairman**: Republic of Honduras
- **Vice Chairman**: Republic of Panama
- **Vice Chairman**: Jamaica
- **Rapporteur**: Republic of Guyana

**Chairman:** Republic of Guyana

**Vice Chairman:** Dominican Republic

**Vice Chairman:** Republic of Colombia

**Rapporteur:** Antigua and Barbuda

**ASSOCIATION OF CARIBBEAN STATES**

Established on 24th July 1994, the ACS is an intergovernmental organization that seeks to enhance cooperation among the countries in the region, an endeavour aimed at building upon geographic proximity and deeply entrenched social, economic and historical linkages.

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