



Hotel and Tourism Safety Programme

Executive Summary

The purpose of this Handbook is to provide the Red Cross National Societies (NS) in the Caribbean Region with a practical and readily adaptable tool which will enable them to provide a comprehensive Safety Training Programme to their local hotel and tourism industries.

As we know, the Caribbean is an area which is particularly vulnerable to natural disasters. These pose an on-going and constant threat to businesses and the communities they serve. Furthermore, it is generally recognized that there is a lack of both disaster preparedness and workplace safety training within businesses throughout the region and, of particular interest, within the all-important hotel and tourism sectors.

With this in mind, the Caribbean Regional Delegation of the International Federation of Red Cross and Red Crescent Societies (IFRC), with the support of its National Societies and the private sector, has developed the following Hotel and Tourism Safety Programme (H&TSP).

The Programme aims to:

- Improve the capacity of the hotel and tourism sectors in the Caribbean to prepare for, respond to and recover from disasters and emergencies in a quick and effective manner.
- Increase private and public awareness of the importance of disaster preparedness and workplace safety, the role of the Red Cross in this area.
- Generate a source of additional income for National Societies in the region.

The Programme will enable National Societies to market those services for which their organisations are already known - such as Disaster Preparedness, First Aid/CPR training and HIV/AIDS awareness - to the hotel and tourism sectors.

For a reasonable fee, qualified NSs will be able to provide disaster management and preparedness workshops, workplace safety training, consulting services in the preparation of disaster plans (where appropriate training has taken place) - and, in addition, to sell their already established First Aid/CPR Training, first aid kits and other safety products, as well as their HIV/AIDS awareness programmes, as appropriate. This will generate additional sources of income for NSs, enabling them to become increasingly self-sustaining over time.

Implementation of the H&TSP by National Societies should be a simple process. Indeed, this Programme is a combination of services that the Red Cross National Societies already provide, but aimed at a different target market (the hotel and tourism industries). Most NSs already have staff trained in First Aid/CPR and Disaster Preparedness, and provide workshops in Community Based Disaster Preparedness, as well as in HIV/AIDS Awareness. This means that NSs have the trained personnel necessary to develop H&TSP in their area. They will also be able to count on their Regional Delegation for on-going assistance, advice, technical support and training in the implementation of this Programme locally.

This Handbook has been created to guide National Societies in the implementation and development process of the H&TSP Programme. It includes the following information:

- NS Implementation Guide
- Workshop Participant's Manual
- Sample marketing tools
- Relevant reference material
- Trainer's Reference Manual for Writing Disaster Plans.

Times are changing and funding is becoming more difficult to secure. This is why it is extremely important for National Societies in the Caribbean to diversify their sources of funding and become more self-sufficient. The Hotel and Tourism Safety Programme will become, we hope, a useful and effective tool for National Societies in generating additional income, whilst at the same time providing a crucial and beneficial service to their communities.