

# **L'avenir du tourisme: repenser le tourisme et les MPME à l'heure du COVID-19**

ASSOCIATION DES ÉTATS DE LA CARAÏBE (AEC)


XXXII RÉUNION DU COMITÉ SPÉCIAL SUR LE TOURISME DURABLE

Mercredi 28 juillet 2021, par visioconférence




1

## About UNDP Barbados & the Eastern Caribbean



- The United Nations Development Programme (UNDP) has been operational in Barbados and the Eastern Caribbean, since 1980.
- Our multi-country office works across ten countries: Anguilla, Antigua and Barbuda, Barbados, British Virgin Islands, Commonwealth of Dominica, Grenada, Montserrat, Saint Lucia, Saint Kitts and Nevis, and Saint Vincent and the Grenadines to address common development challenges
- UNDP in Barbados and the Eastern Caribbean supports the strengthening of sustainable human development, climate resilience and inclusive governance.



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2

## Future Tourism in a nutshell



- Regional MSMEs significantly impacted by COVID-19.
- 18 months: January 2021 – June 2022
- 10 countries and territories
- 2 Main Outputs:
  1. Regional Policy Dialogues and Policy Solutions
  2. Business Adaptation Programme for MSMEs
    - Technical Assistance
    - Financial Assistance

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3

## 5 Regional Policy Dialogues



Critical **issues**, **opportunities** and **solutions** have been discussed over a 2-month period to help policy makers, donors, the financial sector, and MSMEs reshape the Eastern Caribbean tourism sector into a more inclusive and sustainable industry

Watch the recording: <https://www.bb.undp.org/content/barbados/en/home/future-tourism/regional-dialogues.html>

4

# 5 Regional Policy Dialogues



**REGIONAL DIALOGUE I**  
**The Future of Tourism What is Next?**  
TUESDAY, 11 MAY, 2021  
9:30 a.m. AST  
LIVESTREAM: [www.uwivtv.org](http://www.uwivtv.org)  
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**REGIONAL DIALOGUE II**  
**FUTURE TOURISM: THE NEW PROFILE OF VISITORS**  
Tuesday, 25 May, 2021 / 9:00 a.m. AST  
LIVESTREAM: [www.uwivtv.org](http://www.uwivtv.org)  
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**REGIONAL DIALOGUE III**  
**FUTURE TOURISM: THE DIGITAL TRANSFORMATION**  
Thursday, 3 June, 2021 / 9:00 a.m. AST  
LIVESTREAM: [www.uwivtv.org](http://www.uwivtv.org)  
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**REGIONAL DIALOGUE IV**  
**FUTURE TOURISM: AN INCLUSIVE VALUE CHAIN**  
Thursday, 10 June, 2021 / 9:00 a.m. AST  
LIVESTREAM: [www.uwivtv.org](http://www.uwivtv.org)  
UNDP BARBADOS AND THE EASTERN CARIBBEAN

**REGIONAL DIALOGUE V**  
**FUTURE TOURISM: SUSTAINABLE SOLUTIONS**  
Tuesday, 29 June, 2021 / 9:00 a.m. AST  
LIVESTREAM: [www.uwivtv.org](http://www.uwivtv.org)  
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5

## Key Issues Identified by Panelists



The Caribbean will be most at-risk tourist destination in the world between 2025 and 2050.

Cruise lines not paying enough for their environmental impact on the region

Intra regional travel limited

Demographic factors like brain drain and ageing population impact the region

Women disproportionately impacted by the pandemic

Lack of effective coordination by tourism organizations at the community, national and regional levels

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6

## Key Issues Identified by Panelists



Limited internal capacity in private and public sector tourism organizations.

Convenient and sustainable financial and volunteering mechanisms are not in place to encourage philanthropists, donors and visitors to contribute

Climate change related extreme weather events

MSME access to digital solutions

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7

## Key Opportunities




- Remote work programmes
- Shifts in consumer demand
- Innovation in digital payments
- Innovation in digitalization
- Innovation in the industry
- Commitment to the sustainable tourism agenda by public and private sectors

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8


# Solutions and priorities




Assessment and strengthening of the ecosystem to facilitate inclusive environment

Capacity building for MSMEs


Public Awareness Campaigns




Digital transformation for MSMEs, including the informal sector



Product and market development:  
Diversification of the product offering



Stakeholder engagement and Regional coordination



Monitoring of Key Performance Indicators (KPI) related to sustainable and inclusive tourism.

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9



# Business Adaptation Programme

1. Technical Assistance to MSMEs
2. Financial Assistance to MSMEs

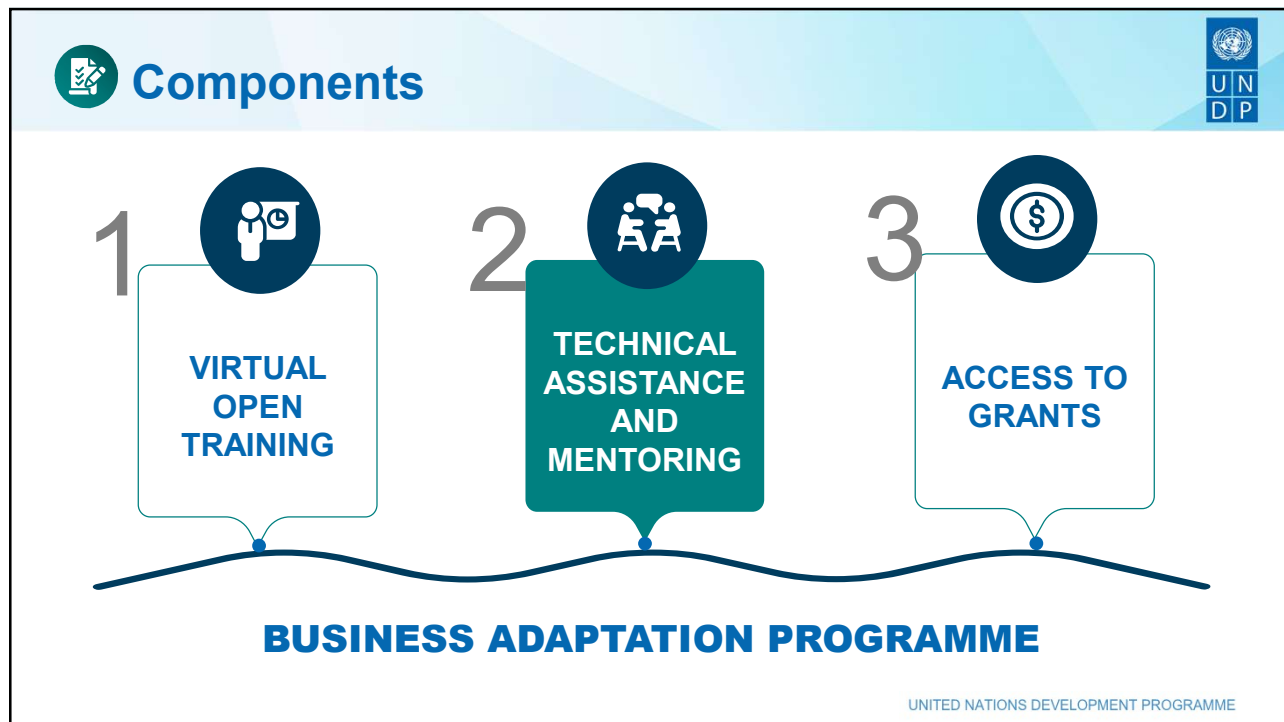




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10





11



12







2




**TECHNICAL ASSISTANCE & MENTORING**


- Offered to MSMEs that complete the training
- Tailored to specific needs

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13



3



**ACCESS TO GRANTS**

- Offered to MSMEs that complete a Business Improvement Plan (BIP)
- Average of USD 4,000

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## Expected Outcomes



1. At least **300 MSMEs** have received training to strengthen their digital skills and support their operations considering the effects of COVID-19.
2. At least **100 MSMEs** have digitized at least one key business process related to information management, logistics, inventory management or others
3. **At least 80 businesses** have been received grants to support their digitization plans (40 micro/sole proprietors, 40 female-owned/operated).

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15

## Next Steps



Informal think tank?  
Sustainable tourism awards for MSME  
Possible project expansion  
Continued working with tourism stakeholders

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16



*"The sector has been growing without limits which posed challenges in terms of inclusion, fair jobs, climate change and biodiversity. This pause is enabling all of us to rebuild the industry in a safe, equitable and climate friendly manner."*

- Sandra Carvao, Chief Market Intelligence and Competitiveness, UNWTO

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