3rd Symposium for Innovators in Coastal Tourism

2014 PROGRAMME

St. George’s University
Grenada, West Indies
9 - 11 July 2014
Dear Symposium Participants,

A warm welcome to you and the many experts invited to attend the 3rd Symposium for Innovators in Coastal Tourism, taking place in Grenada, 9-11 July, 2014. Hosted by the Caribbean Tourism Organization, Center for Responsible Travel, Grenada Tourism Authority, and the Grenada Hotel and Tourism Association, this Innovators Symposium is designed to highlight the crucial role of innovators in developing sustainable models of coastal tourism. We are grateful to St. George’s University, Blue Horizons Garden Resort, Coyaba Beach Resort, Flamboyant Hotel & Villas, True Blue Bay Resort, Grenadian by Rex Resorts, Maca Bana, and Mount Hartman Bay hotels for partnering with us to host the Symposium and accommodate the participants.

As the world's largest and fastest growing sector, sun-sand-and-sea tourism poses both challenges and opportunities to those committed to socially and environmentally responsible travel. This Innovators Symposium - which is being held for the first time in the Caribbean - provides a unique platform for you and your fellow participants to meet with those on the cutting edge of innovative coastal tourism and to share your accomplishments, your lessons learned, and your key obstacles in implementing sustainable practices. The participants in this Symposium include hoteliers and other business leaders committed to, or considering new “green” models of coastal tourism, as well as tourism experts from international development organizations, government agencies, non-profit organizations, media and public relations, community-based organizations and academia. We are looking forward to a fruitful exchange of ideas!

Over the course of the next three days, panels and plenary sessions will explore social and environmental innovations at both the property and destination levels. Sessions will also examine issues raised by specific tourism products, including boutique and all-inclusive resorts, golf courses, marinas, spas, restaurants, sport fishing and other recreational activities, and marine protected areas. In addition, the Symposium will examine the critical topic of climate change, its impacts on coastal development, and potential mitigation and adaptation strategies for coastal and marine tourism.

By pooling our collective knowledge, we believe that this Innovators Symposium can play a key role in shaping the course of sustainable coastal tourism in the Caribbean and elsewhere in the Americas. We thank each of you for joining us in this important endeavor.

Hugh Riley
Secretary General
Caribbean Tourism Organization

Martha Honey
Co-Director
Center for Responsible Travel

Mr. Richard Strachan
Chairman of the Board of Directors
Grenada Tourism Authority

Ian Da Breo
President
Grenada Hotel & Tourism Association

Jennifer Alexis, Ethical Ideas
Christal Austin, CTO
Laura Bomber, Les Stroud Productions
Sylma Brown Bramble, CTO
Pancy Cross, GHTA
Gail Henry, CTO

Samantha Hogenson, CREST
Martha Honey, CREST
Johnson JohnRose, CTO
David Krantz, CREST
Chrislyn Lashington, GTA
Davina Layne, CTO

Nikoyan Roberts, GTA
Christine Noel-Horsford, GTA
Clevon Noel, GHTA
Annette Stowe, CTO

Official Innovators Symposium Steering Committee:
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19  Certification & Best Practices for Coastal & Island Tourism  
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24  Boutique Beach Resorts: Innovations & Eco-Certifications  
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The Center for Responsible Travel (CREST) is a non-profit research and advising institution with offices in Washington, DC and at Stanford University, whose mission is to promote responsible tourism policies and practices globally so that local communities may thrive and steward their cultural resources and biodiversity.

Founded in 2003, CREST stands alone in the areas of environmentally sustainable and socially responsible tourism. Its international network of highly trained experts provides research and interdisciplinary analyses and solutions, as well as publications, conferences, trainings and educational workshops. CREST delivers programs and services in field research, feasibility and impact studies, market research, certification programs, travelers' philanthropy and strengthening sustainable tourism and ecotourism.

The rapid pace of resort and vacation home developments along coastlines and on islands is contributing to a variety of environmental and social challenges. CREST and its Consulting Services seek to address these through research, analysis and advising on coastal and marine tourism - the fastest growing sectors in the tourism industry - in order to lessen their social and environmental impacts, and increase the benefit for local communities.

**OUR SERVICES INCLUDE:**

1. Consulting for Tourism Businesses & Governments  
2. Academically Rigorous Research, Publications & Films  
3. Development of Travelers' Philanthropy Programs  
4. Climate Change Adaptation in the Tourism Sector  
5. Training and Education, Courses and Conferences
## Schedule at a Glance

### Wednesday
#### JULY 9

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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| 8:30am – 3:00pm | Study Tours for All International Delegates
Sponsored by Pure Grenada
Pickup at Conference Hotels |
| 8:30am – 2:00pm | Roundtable on Sustainable Financing Options for Conservation for local delegates, hosted by The Nature Conservancy Caribbean House, St. George’s University (SGU) |
| 11:00am – 7:00pm | Registration for all delegates Allen Pensick Hall, SGU |
| 5:00pm – 8:00pm | Opening Ceremony and Welcome Reception
Hugh Riley, CTO Secretary General: CTO’s Commitment to Sustainable Tourism;
Dr. Martha Honey, CREST Co-Director: Symposium Objectives;
Hon. Alexandra Otway-Noel, Minister of Tourism, Civil Aviation and Culture:
Keynote 1, Showcasing Pure Grenada
Sponsored by the Grenada Hotel & Tourism Association The Rex Grenadian Hotel |

### Thursday
#### JULY 10

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00am – 9:00am</td>
<td>Registration Bourne Hall, SGU</td>
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</table>
| 9:00am – 10:20am | Plenary 1 Bourne Hall, SGU Keynote 2: Climate Change and Coastal Tourism
Dr. E. Angus Friday, Grenada’s Ambassador to the United States and Mexico
Hugh Sealy, Climate Change Expert;
Mike Eman, Prime Minister of Aruba (Invited);
Dr. Keith Claudius Mitchell, Prime Minister of Grenada |
| 10:20am – 10:40am | Coffee Break Bourne Hall Atrium, SGU |
| 10:40am – 12:00pm | Workshop 1 Windward Hall, SGU Building Symbiotic Relationships between Sustainable Coastal Tourism, MPA and Commercial Fishing
Workshop 2 Alumni Hall, SGU Travelers’ Philanthropy |
| 12:00pm – 1:30pm | Lunch and Plenary 2 Allen Pensick Hall, SGU Keynote 3: Jake Kheel, Environmental Director, Puntacana Resort & Club, Dominican Republic, “Grupo Puntacana: Pioneers in Sustainable Tourism” |
| 1:40pm – 3:00pm | Workshop 3 Alumni Hall, SGU Impacts and Innovations/Eco-Certification in Large Beach Resort Operations (including chains)
Workshop 4 Windward Hall, SGU Responsible Coastal and Marine Recreation |
| 3:00pm – 3:20pm | Coffee Break Bourne Hall Atrium, SGU |
| 3:20pm – 4:40pm | Workshop 5 Alumni Hall, SGU Cruise Tourism: Impacts and Innovations
Workshop 6 Windward Hall, SGU Linking Sustainable Tourism to Local Industries (Agriculture, Fish, Handicrafts) |
| 4:50pm – 6:10pm | Workshop 7 Alumni Hall, SGU Creating Sustainable Coastal Destinations
Workshop 8 Windward Hall, SGU Greening Spas |

FREE EVENING FOR NETWORKING OPPORTUNITIES FOR ALL DELEGATES
### Friday, July 11

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00am – 9:00am</td>
<td>Registration <em>Bourne Hall, SGU</em></td>
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<tr>
<td>9:00am – 10:20am</td>
<td>Workshop 9 <em>Windward Hall, SGU</em> Golf courses &amp; Marinas: Impacts and Innovations</td>
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<td></td>
<td>Workshop 10 <em>Alumni Hall, SGU</em> Certification &amp; Best Practices for Coastal &amp; Island Tourism</td>
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<tr>
<td>10:20am – 10:40am</td>
<td>Coffee Break <em>Bourne Hall Atrium, SGU</em></td>
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<td>10:40am – 12:00pm</td>
<td>Workshop 11 <em>Alumni Hall, SGU</em> Marketing and Branding Sustainable Tourism: Communicating Your Message</td>
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<td>Workshop 12 <em>Windward Hall, SGU</em> Community Engagement and Coastal Tourism</td>
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<tr>
<td>12:00pm – 1:30pm</td>
<td>Luncheon and Plenary 3 <em>Allen Pensick Hall, SGU</em> Green Finance for Sustainable Tourism</td>
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<tr>
<td>1:40pm – 3:00pm</td>
<td>Plenary 4 <em>Bourne Hall, SGU</em> Films on Coastal Tourism</td>
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<tr>
<td>3:00pm – 3:20pm</td>
<td>Coffee Break <em>Bourne Hall Atrium, SGU</em></td>
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<tr>
<td>3:20pm – 4:40pm</td>
<td>Workshop 13 <em>Alumni Hall, SGU</em> Boutique Beach Resorts: Innovations and Eco-Certifications</td>
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<td>Workshop 14 <em>Windward Hall, SGU</em> Best Practices for Beach and Shoreline Protection</td>
</tr>
<tr>
<td>4:50pm – 6:10pm</td>
<td>Plenary 4 <em>Bourne Hall, SGU</em> Closing Session Discussion with delegates on takeaways and next steps for Grenada and the Caribbean</td>
</tr>
<tr>
<td>7:00pm – 9:30pm</td>
<td>BEACH PARTY &amp; NETWORKING EVENT <em>True Blue Bay Resort</em></td>
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### Post-Symposium Travel in Grenada

If you’re planning on exploring more of the beautiful island of Grenada and would like travel advice, please contact either the Grenada Tourism Authority or the Grenada Hotel & Tourism Association. Representatives from both organizations will also be available during the Symposium.

**Grenada Tourism Authority**
T: 473-440-2279/2001
gbt@spiceisle.com
www.grenadagrenadines.com

**Grenada Hotel & Tourism Association**
T: 473-444-1353
mail@ghta.org
www.ghta.org

www.ctocrestsymposium.com 3
As the country host of the 3rd International Symposium for Innovators in Coastal Tourism, Grenada will showcase its new destination marketing brand, "Pure Grenada: The Spice of the Caribbean" which is designed to appeal to a niche market that values Grenada’s unspoiled characteristics. Grenada’s Government and Tourism Sector have formed an innovative public private partnership funded by Compete Caribbean to create the new destination marketing brand positioned to capture the world’s Geotourism market. Grenada’s tourism industry is in the process of reducing their carbon footprint, identifying ways to showcase their social and environmental stewardship, while improving and expanding these practices to protect the boastfully high rate of tourism spending (estimated at 80%) which stays in the country to benefit the people. The Innovators Symposium provides a timely opportunity to introduce the Pure Grenada brand and the country’s fine tourism offering to tourism experts from throughout the Americas.

Green Practices at the Symposium Venue and Hotels

**St. George’s University (SGU): Conference Venue**
SGU is committed to limiting its carbon footprint by utilizing sustainable energy whenever possible. The University has installed approximately 1,000 occupancy sensors as well as LED lights on much of its True Blue Campus to reduce energy consumption. Solar heat is responsible for all hot water production on the True Blue and Grand Anse campuses, and none of SGU’s yards are watered. The University’s international faculty and students actively address ecological issues in Grenada and the region. Its efforts have been recognized by the World Health Organization (WHO) also as part of a Regional Collaborating Center for the Caribbean under the United Nations Framework Convention on Climate Change.

**Blue Horizons Garden Resort: Host Hotel**
**Green Globe Certified**
Blue Horizons Garden Resort established a Birding and Tree Planting program in an effort to protect local wildlife and habitats. It uses a rainwater harvesting system and gravity fed water tanks that reduce water and electricity consumption, and a waste management program is in place. Blue Horizons supports local vendors and farmers and is involved in community programs, such as Ocean Sprits for marine and coastal conservation education. The resort won the TripAdvisor 2013 Certificate of Excellence for its pursuit for sustainable growth.

**Coyaba Beach Resort: Host Hotel**
Opened in 1987, the Coyaba Beach Resort has adopted sustainable practices, including installing a solar water heating system that serves the entire hotel and transitioning into LED lighting in an energy-saving effort. The resort has replaced 46% of its A/C units with the environmentally friendly R410A gas. Aerators have been installed throughout the property, reducing water consumption and costs. The resort also supports the local community by providing funding for various senior and youth programs across Grenada.

**Flamboyant Hotel & Villas: Host Hotel**
**Earthcheck Silver Certified**
Flamboyant Hotel & Villas is continuously benchmarking its products and services against international environmental sustainability standards in energy, water and waste management, highlighting its proactive and visionary approach to further development of its facilities. Beyond its efforts to reduce the property’s ecological footprint, it is also involved in community, sponsoring activities that provide support for the Pink Ribbon Society, the Queen Elizabeth Home for Children, the Grenada Kidney Foundation, the Cancer Society, and the White Cane Industry. Meals are also provided on Thursday to the residents of the Grand Anse Garden Home.

**True Blue Bay Resort: Host Hotel & Closing Reception Host**
**Green Globe Certified**
The True Blue Bay Resort uses biodegradable paper products for wrapping and take away purposes, offers a canvas shopping bag to each room to reduce the use of plastic bags, collects rain water, and has waste water recycling and irrigation systems to keep water usage at its minimum level. The hotel buys as many products as possible from local farmers, and supports the craftsmen community by hosting a biannual Crafts Bazaar and by inviting them to sell their products at the hotel. Volunteer beach and road side clean ups are also organized around the True Blue Area.

**The Rex Grenadian Hotel: Opening Ceremony Host**
The Grenadian by Rex Resorts is continuously seeking ways to promote a green environment and to this end has adopted the Project Planet Initiative. A tent card explaining the project is placed in a prominent position in all guest rooms. In addition, the resort is in the process of changing all A/C units to inverter types and its light bulbs to LED. Paper and card board recycling is practiced and composting in the nursery is a well established habit.
Important Information for your Stay

Currency

<table>
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<tr>
<th>Currency</th>
<th>Rate</th>
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<tbody>
<tr>
<td>US Dollar</td>
<td>1 USD = 2.70 XCD</td>
</tr>
<tr>
<td>Euro</td>
<td>1 EUR = 3.66 XCD</td>
</tr>
</tbody>
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The East Caribbean dollar (XCD) is the currency of: Antigua and Barbuda, Dominica, Grenada, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Anguilla and Montserrat.

Dress Code

Business attire is recommended for the opening ceremony, and light weight, business casual attire for the rest of the Symposium. A sweater or jacket is recommended while at St. George’s University, as rooms can be cold. Gentlemen are asked to wear long trousers for dinner at hotels. Hiking shoes will prove useful if you’re planning on exploring the islands. Umbrellas and/or rain gear is recommended.

Electricity and Sockets/Plugs

Voltage is 220 volts – 50 cycles. Appliances rated at 110 volts (US standard) normally work satisfactorily with a transformer. Most hotels have standard British three prong plugs, and provide dual voltage shaver units. Bring an adaptor plug for small appliances.

Venues for Symposium

The opening ceremony and welcome reception will take place at the Rex Grenadian Hotel. Plenary sessions, including meals, and workshops will take place at St. George’s University (SGU) in Allen Pensick Hall, Alumni Hall, Bourne Hall, Caribbean House, and Windward Hall. The closing reception will take place at True Blue Bay Resort. Please consult your Schedule at a Glance for a comprehensive list of locations and events.

Transportation

- **Airport Transfers:** There will be transportation service between GND airport and the four conference hotels for registered international delegates, coordinated by the Grenada Hotel & Tourism Association. The Grenada Tourism Authority will have a Welcome Table for delegates at the airport.
- **Hotel – SGU – Hotel:** A complimentary shuttle will provide transfers between conference hotels and St. George’s University and to the opening ceremony at the Rex. The departure times will be posted in your hotel.
- **Taxis:** Taxis and minibuses for hire are denoted by registration numbers beginning with “H”. The following amounts provided are guidelines only: Maurice Bishop Int’l Airport to St. George, EC $40; trips outside of St. George’s: 1st 10 miles EC $4 per mile, then EC $3 per mile. At night charges are an additional EC $10 per journey.
- **Car Hires:** National Taxi Association, 1-473-449-8883 (Cosmos Williams); Grenada Hotel Taxi Association, 1-473-416-7399/444-4882 (Roy Samuel); Grenada Taxi & Tours Association, 1-473-535-5282 (Michael La Mothe); Progressive Airport Taxi Union, 1-473-444-4040/407-4185 (Cletus St. Paul).

Pre-Symposium Events on Wednesday, July 9

- **Field trip for international delegates:** See page 6.
- **TNC Roundtable on Green Financing for Conservation for Grenadian delegates:** See page 6.

Registration

All Symposium delegates are required to check-in prior to participating in Symposium events and will be given programs, badges, and conference materials. Pre-registered delegates and those who wish to register onsite can check-in at the following locations:

- **Airport:** Delegates can check-in at the airport welcome table upon arrival, beginning July 8.
- **St. George’s University, Wednesday, July 9, 11am – 7pm, at Allen Pensick Hall**
- **Opening Reception, Wednesday evening, Rex Grenadian**
- **St. George’s University, Thursday and Friday, 7 – 9 am, outside Bourne Hall**

Badges

Symposium delegates are required to wear their name badges to all activities, including social functions. It identifies you as a registered conference delegate and is needed to access all of the Symposium programming.

Disability Access

All St. George’s University buildings utilized for the Symposium have ramps. In Allen Pensick Hall, disability access is available only on the first floor; the top floor is accessible by three stairs.

Internet Access at St. George’s University

Complimentary internet access is provided while on campus at St. George’s University. For wireless access, please connect to the network named Firefly, open a web browser and follow the steps below.
- Select the “Guests With An Account” option
- Enter one of the following usernames - crest, crest1, crest2, crest3, crest4
- Enter the password ctocrest

Complimentary internet access is also available at all official conference hotels.

Meals

- **Breakfast:** For delegates registered at conference hotels, breakfast is included at your hotel.
- **Coffee breaks:** Coffee breaks will take place for all conference delegates in the Bourne Hall Atrium, St. Georges University.
- **Lunches:** Lunch will be provided for registered participants at SGU on Thursday and Friday.
- **Receptions:** The opening and closing receptions are open to fully registered participants.
- **Dinners:** Separate dinners are not provided, but the Wednesday and Friday cocktail receptions will include food. Thursday night is unscheduled, to allow for networking. A list of recommended local restaurants will be available at the registration table.

Press

The press area will be located in the Caribbean House of St. George’s University, which is labeled as number “1” on the SGU map.

Parking at SGU

Parking will be available for delegates at St. Georges University the days of the symposium. Please follow directions to parking from the SGU security department, upon arrival at the university.

Weather

Although the climate is tropical and hot, it’s tempered by the northeast trade winds. In St. George’s, the July average daily high temperature is 86°F (30°C) and the low is 77°F (25°C). During the rainy season – from June to November – rain falls an average of 22 days per month in St George’s. So do bring rain gear.
Pre-Symposium Activities

8:30 AM - 3:00 PM
FIELD TRIP FOR INTERNATIONAL DELEGATES
Pre-Registration Required

The Sustainability Expo
The Sustainability Expo is an innovation organized by the Government of Grenada through the Market Access and Rural Enterprise Development Programme (MAREP). The Expo is bringing Grenada’s sustainable innovators and prospective sustainable innovators together in one place for the first time. The Expo will be providing an opportunity for Grenada’s sustainable enterprises to showcase their work, learn from each other, be exposed to innovative new ideas and provide a recruitment opportunity for rural beneficiaries of the MAREP Programme. Expect to see organic honey producers, fair trade textile companies, organic chocolate, organic cheese, fair trade fish, local technological innovations and more.

The Belmont Estate
Located in St Patrick only an hour’s scenic drive from the island’s capital, St. George, Belmont Estate is a unique and authentic 17th century plantation that offers guests an opportunity to participate in and observe the workings of a fully functional historic plantation. Guests can enjoy exciting tours that include visits to the organic farm, gardens, heritage museum, and cocoa processing facilities. Traditional Grenadian cuisine is offered, along with a goat dairy farm, petting farm, conference room, gift shop, café, produce shop, credit union and craft market. The Belmont Estate is also home to the famous Grenada Chocolate Factory confectionary, and cocoa processing facilities.

La Sagesse Beach
This historic site is where Grenadians constitutional right to have access to all the beaches in Grenada was born. Situated on a tranquil bay blanketed with shaded palms, this estuary has been home to a small hotel that prides itself on having a low environmental impact. The owners, who also operate an organic farm will showcase the opportunities and challenges associated with operating a business that embraces ‘voluntary simplicity’ and harmony with nature.

8:30 AM - 2:00 PM
ROUNDTABLE ON SUSTAINABLE FINANCING OPTIONS FOR CONSERVATION
Caribbean House, Saint George’s University

The roundtable discussion for Grenadians on Sustainable Financing for Conservation will bring together high-level government decision-makers, stakeholders, and sustainable financing and tourism experts with deep and specific knowledge of sustainable revenue generation mechanisms (especially those in use or under development in the Caribbean) in order to a) raise awareness of the range of available mechanisms at the highest levels of government; and b) generate forward momentum and a plan of action for designing and implementing a mechanism or suite of mechanisms in Grenada.

The roundtable will encourage open discussion of solutions to the specific barriers and challenges to the implementation of sustainable financing options for conservation in Small Island States.

Expected Outcomes:
1. Raised awareness among interested agencies and stakeholder groups of the purposes of the Grenada National Conservation Fund.
2. Raised awareness of the options available for sustainable financing for conservation and environmental initiatives in Grenada.
3. Identification of a course of action leading to the design and implementation of a sustainable revenue generation mechanism(s) in Grenada that will match the disbursements flowing from the Caribbean Biodiversity Fund (CBF) to the Grenada National Conservation Fund.

For more information, please contact Roland Baldeo, MPA Coordinator, Fisheries Division at rolandbaldeo@gmail.com.
5:00 PM - 8:00 PM
OPENING CEREMONY AND COCKTAIL RECEPTION
The Rex Grenadian
Transportation for Symposium delegates will be provided at 4:30 from the four conference hotels: Blue Horizons Garden Resort, Coyaba Beach Resort, Flamboyant Hotel, and True Blue Bay Resort.

Opening Ceremony
Craig Keller, Master of Ceremony
Craig Keller is Managing Director, Isla Consulting & Advisory in Grenada. Keller has a highly informed perspective on the urgent need for sustainable development models, and the challenges to creating them. He has worked in diverse settings, including Honduras, Mongolia, Haiti, Afghanistan, and Iraq, in a range of development roles. Having been marooned in Grenada in 2004, after managing the USAID reconstruction effort in the wake of Hurricane Ivan, Keller remains committed to the cause as a Director of the Grenada Hotel and Tourism Association, and the Vice President of the Grenada Chamber of Industry and Commerce.

Hugh Riley, Secretary General, Caribbean Tourism Organization
Hugh Riley is the Secretary General of the Caribbean Tourism Organization, (CTO). As the chief executive officer, he oversees the CTO’s offices in Barbados, North America, the UK, and Europe and leads the organization’s initiatives to strengthen relations with the tourism industry's key strategic partners; these include hotels, airlines, cruise lines, and all categories of retailers and wholesale packagers of the Caribbean’s tourism products. His responsibility is to deliver the CTO’s mission as the Caribbean’s tourism development agency, providing specialized services and technical support to thirty-three governments and a variety of private sector members in the areas of marketing, human resource development, communication, research and statistics, information technology, and sustainable tourism development.

Riley is credited with having instituted new air services from North and South America to his native Barbados and the Caribbean, and was responsible for engaging the Caribbean Diaspora and the traveling public through uniquely targeted events in major cities throughout North America. He was honored by the New York City Council for his contribution to the cultural life of that City. He is a member of the Board of Directors of various travel, tourism and academic bodies. As a BBC London trained broadcaster, he worked as an on-air radio personality and interviewer. He attended the City University of New York and Thomas Edison State College, where he earned a bachelor’s degree in communication and studied tourism management at the University of Surrey.

Martha Honey, Ph.D
Dr. Martha Honey is co-founder and Co-Director of the Center for Responsible Travel (CREST) and heads the Washington, DC office. Over the last two decades, she has written and lectured widely on ecotourism, Travelers’ Philanthropy, cruise and resort tourism, and certification issues. Her books include *Ecotourism and Sustainable Development: Who Owns Paradise?* (Island Press, 1999 and 2008) and *Ecotourism and Certification: Setting Standards in Practice* (Island Press, 2002). She is currently writing a book on coastal and cruise tourism (*Selling Sunshine*, Island Press, 2015). She was Executive Director of The International Ecotourism Society (TIES) from 2003 to 2006.

Hon. Alexandra Otway-Noël, Minister of Tourism, Civil Aviation and Culture, Grenada
Alexandra Otway is serving in the Government of Grenada’s Cabinet as the Minister of Tourism, Civil Aviation and Culture. Born to a well-known Grenadian family in Canada, Otway-Noël studied advertising and marketing and was hired as the Director of Sales in Canada for the Issa Group of Hotels in Jamaica. She set an impressive record competing with Sandals, a formidable player in the Tourism sector. With a vast travel history, she maintains links to the Jamaican, St. Lucian, and countless other Tourist boards, tourism industry professionals and dignitaries.

Otway-Noël spent a year working for LaSOURCE Hotel as their onsite Sales and Marketing Manager and then took over her family’s business, comprising of office buildings and a travel and tour company. After a number of successful years and accomplishments in this business, including being the agent for Caribbean Star, bringing Air Canada to Grenada, and holding the post of Consultant to the Grenada Board of Tourism on its operations in Canada, she sold this business. She was on the Board of Directors of the Grenada Airports Authority for 3 years and then assumed the role as Chairperson - the first female to achieve this appointment. She was recognized as one of the Caribbean Canadian Emerging Leaders by the CCELD, presided upon by the Princess Royal, Princess Anne. She contested the General Elections in 2013 as the NNP candidate for the Constituency of South St. George, the constituency with the largest number of registered voters and received the largest number of votes of all the candidates in the election. She believes in the ideals of the New National Party and has great ideas, and as a political figure she has to date and continues to be an excellent parliamentary representative for the people of South St. George and the Nation of Grenada, Carriacou and Petite Martinique.

Cocktail Reception
Buses will take delegates back to the four official hotels, at 8 pm.

www.ctocrestsymposium.com
9:00 AM - 10:20 AM

OPENING PLENARY  Bourne Hall, SGU
Climate Change & Coastal Tourism

The climate change experts and government leaders at this plenary session will address the critical issue of climate change and its impacts on coastal tourism in the Caribbean. With coral reefs dying, sea levels rising, and more frequent and more intense storms, the tourism sector is already bearing the costs of climate change. We’ll hear the latest scientific analysis and projections as well as steps governments are taking to mitigate and adapt to climate change.

Dr. E. Angus Friday, Grenada’s Ambassador to the United States & Mexico (Moderator)

Dr. Angus Friday, a qualified medical doctor and MBA, is Grenada’s Ambassador to the United States and Mexico, Ambassador to the Organization of American States (OAS), and former Ambassador to the United Nations. Prior to his current role, he served at the World Bank for four years, during which time he also held the post of the Bank’s Oceans Representative, playing a key role in the development of the Global Partnership for Oceans and a critical role in developing a $30 million fund for renewable energy for island states. As Grenada’s UN Ambassador, he chaired the Alliance of Small Island States. He was instrumental in coordinating the group’s climate negotiations in Bali and presented the group’s position to the G8 meeting of Foreign Ministers held in Berlin in December 2007.

Prior to his UN role, Friday worked closely with the private sector and with the Grenada Government in developing strategies for national growth and in attracting investors to Grenada in the wake of Hurricane Ivan, which devastated the island in 2004. Prior to this, as an entrepreneur in London, Friday helped to pioneer the development of internet technologies in the National Health Service and attracted venture capital funding for IntegriSys, a company he founded in 1997. Ambassador Friday is an avid reader of current affairs and sustainable economic development issues and enjoys gym training, cycling, oil painting and master planning. He is a certified yacht skipper and SCUBA diver.

Hugh Sealy, Ph.D, Climate Change Expert

Hugh Sealy is a climate change expert and, since 2008, has served on the Executive Board of the Clean Development Mechanism (CDM) under the United Nations Framework Convention on Climate Change (UNFCCC). In January 2014, he was elected Chairman of the CDM Executive Board to serve until January 2015. Sealy is also Director of the Environmental and Occupational Health Track in the Department of Public Health and Preventive Medicine in the School of Medicine at St. George’s University in Grenada, and a Research Fellow at the Windward Islands Research and Education Foundation (WINDREF). He has over 25 years of experience as a professional engineer, an environmental scientist, a university lecturer, and a manager of development projects, particularly in relation to energy, water supply, wastewater treatment and integrated solid waste management. He has conducted numerous environmental studies throughout the Caribbean region.

Sealy is Canadian by birth and Barbadian by descent. He completed a Master of Science in Environmental Pollution Science at Brunel University, Middlesex, U.K. and a Doctorate of Philosophy in Environmental Science at the University of Liverpool, U.K. He is the recipient of a Barbados Scholarship and a Commonwealth Scholarship.

Mike Eman, Prime Minister of Aruba (Invited)

Michiel Godfried (Mike) Eman is the Prime Minister (PM) of Aruba, the vice-president of the International Centrum Democrats (IDC) and also a board member of the organization of Christian Democrats of America (ODCA), with special responsibility for Caribbean Affairs.

Under PM Eman’s leadership the cooperation of the AVP with Christian Democratic parties in Europe and Latin America has been greatly intensified. He believes that sustainability is critical to the ability of society to remain resilient, diverse and prosperous in the long term, and that achieving sustainability requires an integrated approach. He has pursued an aggressive agenda designed to revive the economy, to improve relations with the Kingdom of the Netherlands and to promote the worldwide brand of Aruba as a country that is stable, democratic, and innovative. As one part of this effort, he is leading Aruba towards a “green” future in which Aruba will reduce its dependence on fossil fuels and rely too a much higher degree on alternative sources of energy, wind, solar and wave. Aruba is establishing a Renewable Energy Research and Education Institute and is rapidly becoming a leader in the region in this area. By the end of 2015 Aruba aims to be 50% powered by alternative energy sources. In 2020, Aruba aims to be a fully sustainable, self-sufficient society. Influential partners such as Carbon War Room (founded by Richard Branson), TNO, Harvard University and TU Delft have committed themselves to this project and are cooperating with Aruba to realize this ambition.

Dr. Keith Claudius Mitchell, Prime Minister of Grenada

Since 2013, Dr. Keith Mitchell has been Prime Minister of Grenada, Carriacou and Petit Martinique. He has committed to reducing Grenada’s dependence on imported diesel fuel through increasing use of renewable energy, such as wind and solar, longer term investment in geothermal energy, starting with exploratory drilling.

Mitchell served as Prime Minister for three consecutive terms, from 1995-2008, becoming the first Prime Minister since Independence to win consecutive general elections. He first entered public service as
a Member of Parliament in 1984, and has held the seat in each subsequent election. He was elected Political Leader of the New National Party (NNP) in 1989 and has held a wide range of ministerial posts. In his capacity as Prime Minister, Dr. Mitchell also held a number of regional posts. He has served as Chairman of the Caribbean Community (CARICOM), Chairman of the Board of Governors of the Caribbean Development Bank; and Chairman of the Organization of Eastern Caribbean States (OECS). He holds a master’s degree from Howard University and a Doctorate in Mathematics and Statistics from the American University.

10:40 AM - 12:00 PM

WORKSHOP 1  Windward Hall, SGU
Building Symbiotic Relationships between Sustainable Coastal Tourism, MPAs, and Commercial Fishing

Experts on this panel will explore the interface between coastal tourism and the nearby ocean – both commercial fishing and conservation through marine protected areas. They will discuss the value of protected areas for tourism businesses and ways in which tourism, when done sustainably, can support and contribute to both sustainable fishing and to Marine Protected Areas (MPAs).

Aria St. Louis (Moderator)

Aria St. Louis is a Conservation Geneticist who currently is Head of the Environment Division at the Ministry of Agriculture, Lands, Forestry, Fisheries and Environment in Grenada. Her research interests lie in the impact of climate change on island biodiversity and span both marine and terrestrial ecosystems, including multi-disciplinary research (ecology and evolutionary genetics) on commercially important fish species, endangered species (plants and animals) and habitat indicator species. She has worked in the Department of Fisheries and Aquatic Sciences at University of Florida for 3 years, as well as been attached to Ontario's Ministry of Natural Resources DNA Profiling and Forensic Centre in Peterborough, Ontario, Canada for 4 years. A graduate of the University of the West Indies (UWI Mona) she has carried out molecular DNA work as a visiting scholar on the newly identified cryptic species (Eastern wolf), endangered wood poppy and the tamworth pig. She has a background in marine biology, use of molecular markers to address conservation questions, use of geographic information systems (GIS), is an avid scuba diver, and has been the climate change focal point for Grenada for the past three years (Oct. 2010 – May 2014).

Mark J. Spalding, J.D.

Mark J. Spalding, President of The Ocean Foundation, concurrently serves as the Executive Director of the St. Kitts Foundation and the Fundación Bahía de Loreto A.C. Both of these subsidiary foundations are the philanthropy arms of sustainable resort developments. Spalding has also served as a consultant to Rancho La Puerta spa/resort and its foundation regarding the conservation of the Tecate River Valley, and as an advisor to Kerzner International Limited to assist its formation of the Kerzner Marine Foundation. He is the co-author of the North American Commission for Environmental Cooperation’s study on ecotourism, and conducted green hotel evaluations in India.

Spalding chairs the Council of the National Whale Conservation Fund, and is an active member of the marine working group, Baja California group, and coral reef group of the funders’ organization, the Consultative Group on Biological Diversity. He has served as a member of the Environmental Grants Advisory Committee of FINCOMUN (Tijuana’s Community Foundation). He was a professor of international law and policy at University of California at San Diego’s Graduate School of International Relations and Pacific Studies before bringing his extensive experience with the legal and policy aspects of ocean conservation to The Ocean Foundation’s grantmaking strategy, evaluation process, and development of sustainability standards for coastal development.

Lloyd Gardner, M.S.

Lloyd Gardner is an environmental planner who has been involved in environmental management in the Caribbean for more than three decades. Gardner’s experience in coastal resources management and tourism started in 1982 when he began working with the Government of Jamaica. As a Director in Jamaica’s Natural Resources Conservation Authority (1988-1991), he was responsible for policy development and program planning in coastal zone management, national parks, and development control. As a consultant, Lloyd has conducted environmental impact assessments for hotels and tourism infrastructure projects, as well as environmental assessments and project development for amenity areas. Additionally, he has prepared a number of reports on tourism and the environment, including the UNEP Caribbean Environment Programme’s Technical Report on Coastal Tourism in the Wider Caribbean Region. Gardner has been a member of the World Commission on Protected Areas since 1989, and currently serves on the Steering Committee as the Regional Vice Chair Caribbean. Gardner holds a M.S. in Rural and Regional Resources Planning from the University of Aberdeen.
Glenn E. Haas is a Professor Emeritus in the College of Natural Resources at Colorado State University (CSU) and partner in the natural resource planning firm of Aukerman, Haas, and Associates. He has advanced competency in natural resource planning, policy formulation and analysis, protected areas planning and management, sustainable revenue generation strategies, conservation trust funds and foundations, water-based parks and recreation planning and management, administrative decision making, and visitor capacity analysis.

Haas is currently the Vice President of the US-based Society of Outdoor Recreation Professionals, having previously served on the national boards of the National Society for Park Resources and the National Parks Conservation Association. He was the Chairman of CSU’s Department of Recreation Resources and Tourism from 1987-1997. In 2000-2002, he worked as a special advisor for the Assistant Secretary for Fish and Wildlife and Parks in the U.S. Department of the Interior, during which time he chaired of the Federal Interagency Task Force on Visitor Capacity on Public Lands and Waters. He has worked extensively in the Caribbean including Belize, St. Kitts and Nevis, and Jamaica on the development of conservation trust funds, revenue generation strategies, and development of national protected areas systems, plans, and policies. Haas holds BS, MS, and PhD degrees Natural Resource Planning/Recreation and nature-based Tourism Management from Colorado State University (CSU).

10:40 AM - 12:00 PM
WORKSHOP 2 Alumni Hall, SGU
Travelers’ Philanthropy

Travelers’ Philanthropy, a relatively new component of responsible travel, is growing rapidly as more tourism businesses and tourists donate “time, talent or treasure” to support local community and conservation projects. This kind of give-back is a growing form of corporate responsibility and adds value to visitor experiences. The workshop will look at successful travelers’ philanthropy programs run by individual companies as well as collaboratively by businesses in a tourism destination. Panelists will discuss the practical issues involved in creating well run travelers’ philanthropy programs.

Travis Bays (Moderator)
Travis Bays owns and operates the Bodhi Surf School in Costa Rica. He currently works as a part-time field consultant for the Costa Rica-USA Foundation (CRUSA) and is regional coordinator for the Osa-Golfito Initiative, in conjunction with Stanford University’s Woods Institute for the Environment. Bays is a founding member of the Costa Rican-based Geoporter (Geospatial Educators Opportunities for Partnership Outreach Research and Training), a program through which educators work hand-in-hand with community members to use and apply geospatial technologies to solve local issues and investigate community resources. He holds degrees in economics and cultural anthropology from the University of San Diego.

Samantha Hogenson, M.A.
Samantha Hogenson serves as the program associate with the Center for Responsible Travel (CREST) in Washington, DC. A native of rural Missouri, Hogenson spent her early career working in performing arts management, with an interest in using the arts to empower local communities. Prior to joining the CREST team and with a growing interest in using travel as a tool to sustain and enhance sense of place, Hogenson served as a consultant for the American Society of Travel Agent’s (ASTA) Green Program and National Geographic’s Center for Sustainable Destinations, and consulted on sustainable tourism development in Campeche, Mexico. Hogenson holds an M.A. in Tourism Administration with a concentration in Sustainable Destination Management from The George Washington University.
Grenada’s reliance on carbon fuels.

protecting Grenada’s environment and has lobbied hard to reduce the US $100,000 to fulfill this pledge on time. Fielden is committed to and never rebuilt. Several years ago, Fielden undertook the task to Vendome School, which was destroyed by Hurricane Ivan in 2004 addition, Fielden teaches a hospitality and tourism class in the rural department learning what it is like to work in the tourism industry. In True Blue for school children, which allows them to spend time in each tourism industry. They offer in-house training and organized tours of owners, they encourage Grenadian youth to learn firsthand about the tourism industry. They offer in-house training and organized tours of True Blue for school children, which allows them to spend time in each department learning what it is like to work in the tourism industry. In addition, Fielden teaches a hospitality and tourism class in the rural Vendome School, which was destroyed by Hurricane Ivan in 2004 and never rebuilt. Several years ago, Fielden undertook the task to have the school reopened by fall of 2013 – and he successfully raised US $100,000 to fulfill this pledge on time. Fielden is committed to protecting Grenada’s environment and has lobbied hard to reduce the Grenada’s reliance on carbon fuels.

Russ Fielden, OBE

Russ Fielden is co-owner of True Blue Bay Boutique Resort, a Green Globe certified, 4 star hotel in Grenada. Originally from England, Fielden, a trained engineer, sailed to the Caribbean over 35 years ago and has worked in the hospitality sector ever since. He and his Mexican-born wife Magdalena, who is an architect, bought True Blue Bay in 1998. As owners, they encourage Grenadian youth to learn firsthand about the tourism industry. They offer in-house training and organized tours of True Blue for school children, which allows them to spend time in each department learning what it is like to work in the tourism industry. In addition, Fielden teaches a hospitality and tourism class in the rural Vendome School, which was destroyed by Hurricane Ivan in 2004 and never rebuilt. Several years ago, Fielden undertook the task to have the school reopened by fall of 2013 – and he successfully raised US $100,000 to fulfill this pledge on time. Fielden is committed to protecting Grenada’s environment and has lobbied hard to reduce the Grenada’s reliance on carbon fuels.

Jill Talladay, M.A.

Jill Talladay is founder and Executive Director of CARE for the Cape and Islands, a destination travelers’ philanthropy organization in Cape Cod, Massachusetts, USA. Started in 2012, CARE solicits funds and volunteers from tourists and tourism-related businesses to support local environmental campaigns and organizations. Over the past decade, Talladay has helped organizations and events in the region to establish community partnerships, raise funds for grants and scholarships, generate consumer awareness, increase membership, and incorporate sustainable practices into their business. Talladay also serves as an Adjunct Professor, teaching Marketing at Cape Cod Community College.

Talladay’s knowledge of the travel and tourism industry runs deep, having spent more than 25 years in sales and marketing with a variety of travel industry organizations. She serves on numerous boards, including as President and Scholarship Chair for Cape Cod Hospitality Marketing Association, Philanthropy Day of Cape Cod, and as founder and President of Single Volunteers of Cape Cod. She is passionate about using green practices and works hard to educate her friends as well as the public on simple steps they can take that make a difference on a daily basis. Talladay holds an M.A. in Tourism Administration with a concentration in Sustainable Destination Management from The George Washington University.

Jerry Rappaport (Moderator)

Jerry Rappaport is a Grammy Award winning veteran of the music business in the US. He became involved in tourism in Grenada 15 years ago when he met and married his wife, Nancy Meranski, co - founder and co - owner of La Sagesse Nature Centre, Grenada’s first sustainable tourism project.

Since its inception in 1987, La Sagesse has been an integral part of the surrounding community; helping to maintain the natural beauty of La Sagesse Beach, providing a source of employment in a rural area and purchasing vegetables, fruit and fish from neighbouring farmers and fishermen. Jerry has also been a member of the Board of directors of the GHTA for the past three years.

Jake Kheel, M.S.

Jake Kheel is the Environmental Director for Puntacana Resort & Club, one of the most successful companies in the Dominican Republic, with a distinguished history in sustainable coastal tourism development. For the past eight years, Kheel has overseen the Corporate Environmental Affairs for the resort, including solid waste management, environmental quality control, environmental permitting, and energy and water conservation. Kheel is also Executive Director of the not-for-profit Puntacana Ecological Foundation. For the past 15 years, the foundation has successfully implemented innovative solutions to numerous social and environmental issues, ranging from implementation of the largest recycling operation in the country, conservation of endangered species,
and coral reef restoration and marine management. Kheel has a master’s degree in Environmental Management from Cornell University and bachelor’s degree in Spanish literature from Wesleyan University.

Since 2005, Puntacana Resort & Club has received numerous international awards, including the prestigious World Tourism and Travel Council (WTTC) “Tourism for Tomorrow” award for Destination Stewardship, the Conde Nast Traveler’s “World Saver’s Award”, and the “Global Vision” award by Travel & Leisure magazine. Most recently, Puntacana Resort and Club was recognized with Platinum Award in the HSMAI and National Geographic Traveler’s “Leader in Sustainable Tourism Award” category.

1:40 PM - 3:00 PM

WORKSHOP 3  Alumni Hall, SGU
Impacts and Innovations/Eco-Certification in Large Beach Resort Operations (including chains)

Large all-Inclusive resorts are today the dominant tourism model along many coastlines in the Caribbean. In recent years, there has been a growth in initiatives by large resort companies to improve their social and environmental footprint. On this panel, executives from both the largest Caribbean-owned resort chain Sandals and from the Caribbean’s oldest resort, The Crane in Barbados, will describe efforts to both ‘green’ their operations and support environmental and social programs to benefit local communities. In addition, the head of The Travel Foundation in UK will review recent research that assesses the economic impacts of all-inclusives and propose reforms to bring more benefits to tourism destinations.

Michael Robbins (Moderator)

Mike Robbins is founder and a principal partner with The Travel Company, a Toronto-based management consulting firm that works with private, public and non-governmental organizations to achieve success in the tourism industry. Robbins has a particular interest in tourism as a form of economic empowerment for indigenous peoples and has worked on a wide range of assignments with First Nation, Inuit, and Maori entrepreneurs and communities. Through Tides Canada, Robbins has a donor directed fund (7th Generation Fund) providing assistance to various Aboriginal tourism and environmental conservation initiatives across Canada, such as the Great Bear Rainforest in British Columbia. Robbins also serves as Chairman of the Board of Directors with the Center for Responsible Travel (CREST).

Salli Felton

Salli Felton is the CEO of The Travel Foundation, a UK-based charitable organization funded by the tourism industry and committed to sustainable tourism. As an environmental scientist, Felton has spent 20 years working to implement sustainability principles across a variety of industry sectors in Australia and the UK. Starting her career as an ecologist and Aboriginal liaison officer in rural Australia, Felton quickly realized environmental and social issues go hand in hand. She then moved her focus to working with private sector companies and business leaders to develop measurable strategies resulting in long term, positive change to the way in which companies operate. She worked for Virgin Holidays before first becoming Head of Programmes and then Acting Executive Director at The Travel Foundation.

Sean Alleyne

Sean Alleyne has been Executive Director of The Crane Residential Resort in Barbados since 2013, the Caribbean’s oldest resort hotel. Operated continuously since 1887, The Crane is located on the world-famous Crane Beach – named “one of the Ten Best Beaches in the World” by Lifestyles of the Rich and Famous. This 250-room property has been lovingly remodeled to preserve its historic character while adding modern amenities with an emphasis on sustainability. Alleyne has overall responsibility for Hotel Operations in addition to the Human Resources function for the brand’s three strategic business units – Construction and Development, Property Sales, and Hotel Operations. Alleyne joined The Crane as a member of the accounts team in 1999 and was promoted to Accountant in 2001. In response to the brand’s rapid growth, Alleyne was asked to establish the Human Resources department in 2004, which he continues to oversee. He became a Certified Human Resources Executive through the American Hotel and Lodging Educational Institute in 2010, and is presently completing a master’s in business administration from Edinburgh Business School, Heriot - Watt University of Scotland.
Kressville Ritchie

With over 10 years of significant managerial leadership in the hospitality industry, Kressville Ritchie bears a wealth of experience with organisations such as Kerzner International, (owners of Paradise Island – Bahamas, Atlantis The Palm Jumeriah – Dubai), Bimini Bay and Sandals Resorts International. The locale of his expertise is as vast as his portfolio, spanning the Caribbean to Dubai and across functions of Guest Services, Conference Management, Property Management and Hotel Operations.

Kressville currently holds the position of Hotel Manager at Sandals LaSource, the most recently opened resort in the luxury chain. He is mandated to ensure delivery of the company’s mission “to offer the ultimate Caribbean vacation experience by innovatively, reliably and consistently providing the safest and highest facilities services to guests while attaching a premium to human resources and being among the most eco-friendly and community-friendly resorts in the hospitality industry”.

Kressville Ritchie fulfills his duties by maintaining standards and efficiencies across the operations spectrum. He is well positioned to share with the hospitality industry and other stakeholders, current and highly relevant information of best practices in greening and community outreach programmes at Sandals LaSource, guided by Sandals Resort International environmental policy.

1:40 PM - 3:00 PM

WORKSHOP 4  Windward Hall, SGU
Responsible Coastal and Marine Recreation

Unsustainable recreational activities decrease the appeal and value of coastal tourism. Too many destinations suffer coral damage from waste water runoff and unregulated snorkeling and diving, over catching of both table and sport fish, and noise pollution and dune destruction from too many ATVs. Experts will discuss the growing body of best practices for scuba diving, snorkeling, fishing, and boating as well as innovative initiatives that engage with local fishing communities. They will share experiences from Costa Rica, Grenada, Belize, and elsewhere.

Nikoyan Roberts, M.S. (Moderator)

Nikoyan Roberts began her travel and tourism career by working in several administrative and operational areas at American Airlines St. Lucia and Grenada, between 1990 and 2000. Since 2001 she has worked in the fields of tourism (Grenada Board of Tourism) and energy (Sol EC Ltd.), at both the strategic and operational levels. Roberts currently holds the position of Nautical Development Manager at the newly formed Grenada Tourism Authority, since January 2014. She has been married for twenty-six years to husband Kennedy, and is the happy mother of two young adults – David and Ariel. Having been ably supported through the benefits provided by a strong and sustained family environment, Nikoyan understands and continues to advocate for activities that sustain all individuals holistically. She takes this opportunity to congratulate the Caribbean Tourism Organization and the Center for Responsible Travel, organizations that seek to create meaningful platforms of advocacy for sustainable global practices. Roberts holds a Master’s of Science Degree in Tourism and Hospitality Management from the University of the West Indies, Mona, Jamaica.

Travis Bays

Travis Bays owns and operates the Bodhi Surf School in Costa Rica. For nearly a decade, he has been involved in creative grassroots community development programs. As a Costa Rica Peace Corps micro-enterprise development volunteer (2005-07), he facilitated projects in micro-credit community banking, project design and management, and best practices for sustainable tourism. After completing his field service, Bays worked for one year in the central offices of Peace Corps Costa Rica giving direct support to 90+ volunteers in administrative, training, and project design and management. In 2008-09, Bays was regional director of micro-credit community banking in Osa, Costa Rica for the Fundacion Integral Campesina (FINCA). He currently works as a part-time field consultant for the Costa Rica-USA Foundation (CRUSA), is regional coordinator for the Osa-Golfito Initiative, in conjunction with Stanford University’s Woods Institute for the Environment. He is a founding member of the
Symposium Program

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Gerlinde Seupel

Gerlinde Seupel has been the owner/operator of Aquanauts Grenada since 1997, a PADI Green Star Award certified dive center in Grenada. She was previously the owner/operator of scuba dive center in Curacao. Seupel is a Master Scuba Diver Trainer and Rebreather Diver. She has been active in the Scuba Diving Industry since 1994 and is the former president of the Grenada Scuba Diving Association and a current Director of the Grenada Hotel and Tourism Association.

Rick MacPherson, M.S.

Rick MacPherson is Senior Advisor to The Pew Charitable Trusts Global Shark Conservation Campaign in the Caribbean and has a particular interest in the intersection of conservation and marine tourism. He is a coral reef ecologist, conservationist, and strategist with three decades of experience in helping local coral reef communities solve environmental challenges. As a PADI certified diver for over 35 years, he has witnessed the decline of coral reefs during his lifetime. In response, MacPherson has become a passionate advocate and thought leader on the role of sustainable tourism as a lever for coral reef conservation. Achievements have included development of the world’s first sustainability criteria and indicators for sustainable marine tours for the Cruise Lines International Association (CLIA), and founder of the Mesoamerican Reef Tourism Initiative—the longest-running sustainable tourism project in the Americas. With a belief and expertise in collaborative solutions, MacPherson has brokered partnerships across governments, corporations, NGOs, private sector, and local communities to arrive at pragmatic solutions to complex environmental problems. In 2013, he was awarded the Oris/Scuba Diving Magazine Sea Hero of the Year Award in recognition of his achievements in ocean conservation. He holds a M.S. in Environmental Theory; History and Philosophy of Science from Harvard University.

David Krantz, M.A. (Moderator)

David Krantz is CREST’s Program Director and facilitates a variety of the Center’s projects. His background includes work as an international trade paralegal, in hotel and hospitality management, and over two years of experience in adventure and ecotourism in the developing world as he backpacked through South America, Eastern Europe, and Southern Africa. Prior to joining CREST, Krantz coordinated environmental conservation initiatives in the tourism industry with Conservation International’s Center for Environmental Leadership in Business. He holds a Masters of Tourism Administration from the George Washington University, where he focused on sustainable destination development.

Sheree-Ann Adams, Ph.D

Dr. Sheree-Ann Adams has been actively involved in Grenada’s tourism development over the past 20 years, and her recent academic focus has been on cruise tourism. Since 1997 she has worked on successfully positioning Grenada in the soft adventure product niche for both cruise ship passengers and stay-over visitors. Until May 2006, she served as a Board Director with several organizations including Marryshow Community College, Grenada Hotel & Tourism Association, and the Grenada Board of Tourism. Her tourism industry experience includes work with cruise companies (Royal Caribbean Cruise Lines), hotels (Rex Resorts) and small tour operators (Adventure Tours – Grenada). Adams is formally trained in several aspects of tourism including, Hotel Management at Barbados Community College, Tourism Management at the University of the West Indies, and Environmental Management for Conservation and Recreation at Sheffield Hallam University in England. Her research focused on the role of Corporate Social and Environmental Responsibility in decision making by cruise consumers. She has a Master's degree in Tourism Management from Bournemouth University in England and a Doctorate in Responsible Tourism Management from ICRETH Leeds Metropolitan University, England.

3:20 PM - 4:40 PM

WORKSHOP 5  Alumni Hall, SGU

Cruise Tourism: Impacts & Innovations

Half of the world’s cruise tourism takes place in the Caribbean, bringing over 7 million passengers in 2013. As cruise ships grow in size and numbers and new destinations are added, concerns have also grown about how to make cruise tourism more eco-friendly at sea and economically beneficial to ports-of-call. The panel will showcase sustainability initiatives by cruise line giant, Royal Caribbean. It will also examine the economic impacts of cruise tourism on Caribbean countries, as well as the role of corporate social and environmental responsibility in decision making by cruise consumers.

Dr. Sheree-Ann Adams has been actively involved in Grenada’s tourism development over the past 20 years, and her recent academic focus has been on cruise tourism. Since 1997 she has worked on successfully positioning Grenada in the soft adventure product niche for both cruise ship passengers and stay-over visitors. Until May 2006, she served as a Board Director with several organizations including Marryshow Community College, Grenada Hotel & Tourism Association, and the Grenada Board of Tourism. Her tourism industry experience includes work with cruise companies (Royal Caribbean Cruise Lines), hotels (Rex Resorts) and small tour operators (Adventure Tours – Grenada). Adams is formally trained in several aspects of tourism including, Hotel Management at Barbados Community College, Tourism Management at the University of the West Indies, and Environmental Management for Conservation and Recreation at Sheffield Hallam University in England. Her research focused on the role of Corporate Social and Environmental Responsibility in decision making by cruise consumers. She has a Master’s degree in Tourism Management from Bournemouth University in England and a Doctorate in Responsible Tourism Management from ICRETH Leeds Metropolitan University, England.

14  Innovators in Coastal Tourism Symposium
Fritz Pinnock, Ph.D

Dr. Fritz Pinnock is an international maritime and logistics consultant from Jamaica and author of three books, including Caribbean Cruise Tourism: Power Relations Among Stakeholders (Lambert Academic Publishing, Germany, 2012). He has worked on numerous projects in collaboration with the government of Canada, the International Development Bank (IDB), CARICOM, World Bank, French Government, British Virgin Islands, Organization of American States, Eastern Caribbean States, Suriname, United Kingdom, Bahamas, Barbados, St. Kitts, Guyana and many regional ports. Pinnock is also a special advisor to various agencies (governmental and non-governmental) and sits on several, institutional, community, and sports related boards, including the chairman of the Jamaica Rowing Federation and Chairman of the Associates Committee, Port Management Association of the Caribbean (PMAC).

He is a Fellow of the Chartered Institute of Logistics Transport, a member of both the British Institute of Management and the Institute of Logistics and Distribution Management, and a Justice of the Peace for Kingston. Pinnock holds a M.Sc. in International Shipping and Logistics from the University of Plymouth, United Kingdom and a Ph.D in Sustainable Development from the University of the West Indies, Jamaica.

Miguel Pena, M.A.

Miguel Pena is Senior Analyst of Sustainability Programs at Royal Caribbean Cruises Ltd. In his role, Pena is responsible for managing the annual corporate sustainability reporting process, and developing the sustainability program content. He is also responsible for the Destination Stewardship program development, implementation and maintenance, as well as development and administration of corporate sustainability initiatives. In recent years, Pena's work has focused on sustainability strategy development and implementation of systemic initiatives that generate triple bottom line benefits, moving organizations and communities towards sustainable and more socially responsible operations. He holds a master's degree in Environmental Leadership from Naropa University in Boulder, CO.

3:20 PM - 4:40 PM

WORKSHOP 6  Windward Hall, SGU

Linking Sustainable Tourism to Local Industries (Agriculture, Fish, Handicrafts)

Creating connections between hospitality and other local industries is key to increasing the local economic and social benefits of tourism. This panel offers a rich array of case studies from around the Americas of initiatives to increase the use of local foods, spices, fish, and other products. From both personal experiences and in-depth studies, the panelists will discuss the successes and challenges they have seen in forging more integrated local economies centered around tourism.

Fitzroy James, M.Phil (Moderator)

Fitzroy James is Director of Economic and Technical Cooperation in Grenada's Ministry of Economic Development, Planning, Trade and Cooperatives. He has more than 30 years’ experience working in the public and private sector, with local, regional, international, non-governmental, and rural organizations. His areas of focus have included business planning and management, food and nutrition security policies, agri-business solutions, economic growth strategies, and sustainable development. James holds a Master of Philosophy from the University of the West Indies in Crop Science. He has also participated in various leadership, management, technical, and professional development programs.

Todd Comen, Ph.D

Todd Comen is a professor of hospitality and tourism in Vermont and the Director of The Institute for Integrated Rural Tourism. He has over 35 years of experience in the food service, lodging, and attraction sectors. His love for rural tourism began in 1982 when he and his wife developed a small country inn on a farm in northern California. While Comen currently lives landlocked in Vermont, his passion for the sea is unabated as he was born and raised within a stone’s throw of the Pacific Ocean. Comen has gained a sense of the challenges facing islanders and coastal communities while exploring the Pacific Coast as far south as Costa Rica and as far north as Vancouver Island. He lived for a time on Maui, and has visited a number of small island nations including Barbados, Western Samoa, Fiji, and Tonga. Since 1997, Comen has combined research on tourism and hospitality with his practical experience in operations to bring a nontraditional approach to consulting and delivering workshop programs. He holds a doctorate in Natural Resources from the University of Vermont and a master’s degree from the School of Hotel Administration at Cornell University.
Salli Felton

Salli Felton is the CEO of The Travel Foundation, a UK-based charitable organization funded by the tourism industry and committed to sustainable tourism. As an environmental scientist, Felton has spent 20 years working to implement sustainability principles across a variety of industry sectors in Australia and the UK. Starting her career as an ecologist and Aboriginal liaison officer in rural Australia, Felton quickly realized environmental and social issues go hand in hand. She then moved her focus to working with private sector companies and business leaders to develop measurable strategies resulting in long term, positive change to the way in which companies operate. She worked for Virgin Holidays before first becoming Head of Programmes and then Acting Executive Director at The Travel Foundation.

Paula Lewis

Paula Lewis is a manager at Belmont Estate, an agri-tourism business located in the northern parish of St. Patrick, Grenada. She is currently responsible for marketing, promotion, events, customer relations, and development of Belmont’s travelers’ philanthropy program. She began her professional career as a journalist with The Grenadian Voice and became involved in the tourism industry 14 years ago, shortly after she joined Belmont Estate. She played a key role in the development of Belmont’s agri-tourism from product concept to proposal and grant writing, staff training and promotion. She has served the company in several capacities, including as tour guide, restaurant manager, product development manager, and tourism manager.

A former student of the University of Massachusetts, Lewis has worked with the local Ministry of Education as a tourism educator for primary school students. She is an avid reader with interests that include sustainable tourism, conservation, oral history, adult literacy, and short story writing. Paula has served as volunteer and director with The Belmont Foundation and the Belmont Heritage Foundation; a tutor with the Rainbow Programme, a community based adult literacy program; and a mentor with the Grenada Education Development Programme. She is the author of a short biography on the late Alister Hughes, a well-known Grenadian journalist.

Nicholas George (Moderator)

Nicholas George is President of the Marine and Yachting Association in Grenada and has served as a Board member for the past three years. He began his tenure at Budget Marine in Grenada in 2003 and now holds the position of Location Manager. He has been involved directly with the marine industry in Grenada for over 11 years and has forged many close alliances with individuals in the marine industry both locally and regionally. Originally from Grenada, George has an associate degree in economics.

James Dobbin, M.A.

James Dobbin, President and CEO of Dobbin International Inc, based in the Washington DC area, is a pioneer and established global leader in strategic spatial development planning of land, coast, and ocean environments. Propelled by visionary original research while attending Harvard University in the mid-70s, he established one of the first firms in the world focusing in Integrated Coastal Management (ICM) planning. Dobbin has worked in over 105 countries and is sought out when different, sustainable outcomes are a priority and fresh, deep thinking is a prerequisite. Clients include government, private sector (mining, oil and gas, agriculture, forestry, tourism, infrastructure), IFIs (World Bank, IFC, CIDA, USDA, USAID), UN organizations (UNEP, UNDP, UNIDO), and NGOs (CI, WWF, IUCN, TechnoServe). The firm specializes in developing multi-sector spatial development strategies and investment action plans in some of the poorest regions of the world – unlocking enormous unrealized potential though his unique work. He is a member of the IUCN’s World Commission on Protected Areas, the American Society of Landscape Architects (ASLA), and the Canadian Society of Landscape Architects (CSLA). Mr. Dobbin also guest lectures in the regional planning schools at Harvard, MIT, University of Virginia, and the University of Toronto. He holds a master’s degree in Landscape and Architecture Regional Planning from Harvard University.
Jonathan Tourtellot

Jonathan Tourtellot is a consultant, journalist, and editor, who specializes in sustainable tourism and destination stewardship. He originated the concept of “geotourism”, defined by National Geographic as “tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.” He founded and ran National Geographic’s Center for Sustainable Destinations for nine years. There he instituted the Geotourism MapGuide program and the landmark Destination Stewardship surveys published in National Geographic Traveler, 2004-2010. He continues to serve as Geotourism Editor for National Geographic Traveler and Portal Editor for www.DestinationCenter.org. His consulting firm is Focus on Places LLC.

Murray Simpson, Ph.D

Dr. Murray Simpson is founder and CEO of the INTASAVE-CARIBSAVE Group (INTASAVE), an international climate change and sustainable development not-for-profit organization, with offices in Africa, Asia, China, the Caribbean, USA, and the UK. Simpson is a Visiting Fellow at the University of Oxford, and provides expert advice, technical assistance and the implementation of innovative and pragmatic programs around the world. An international expert on climate change and development, Simpson specializes in climate change impacts, adaptation, sustainability, and green growth in developed and developing countries and small island states. Simpson serves as a technical, policy, and implementation advisor to national governments, international organizations, corporations, communities, and UN agencies. He is a member of the expert panel of the United Nations World Tourism Organization (UNWTO), special adviser on climate change to the UNDP, and an advisor to countries on the integration of the climate change agenda into national socio-economic sectors. Simpson has over 20-years’ experience, leading and working on some 100 projects in over 50 countries. Simpson is also a United Nations Environment Program (UNEP) evaluator, an Associate of Climate Change Risk Management (CCRM), a member of the Royal Society Global Environmental Research Committee, and a Fellow of the Royal Geographical Society. He holds a Ph.D from Oxford University, UK.

Alice Marshall, MBA (Moderator)

Alice Marshall is founder and owner of Alice Marshall Public Relations, a company she founded in 1991. Marshall has enjoyed a long tenure as an expert in luxury hospitality and lifestyle, beginning with her in-house role at Cunard Line publicizing the QE2, The Ritz, and Cunard’s other properties. For more than 20 years, Alice Marshall PR has been a leading firm in the luxury sector, representing premium hospitality brands. As a committed force in sustainable and responsible tourism, Marshall aims to represent clients that embody the same ethics and ideals as hers. Marshall is a trend-spotter and journalists’ go-to when they need inside-track information. She holds a MBA from New York University’s Stern School of Business.

Mary-Elizabeth Gifford

Mary-Elizabeth Gifford is Vice Chair of the Washington Spa Alliance, an advocacy and research group based in Washington, DC. A spa industry expert recognized for her work in organic luxury, plant-based beauty, Gifford works for leading destination spas as well as on the green side of the beauty and skin care business. Deeply rooted in agriculture and known for her collaborative approach to leadership, Gifford serves on the Board of Directors of Demeter-USA, the Biodynamic agriculture movement considered beyond organic, and on the Board of Directors of Steller, a certifier of organic farmland. Her career in hospitality began in Charlotte Amalie, St. Thomas, at the former Virgin Island Hilton, then known as the Virgin Island Hotel. Her most recent work in the Caribbean incubates a hybrid approach to the spa experience with links to sustainable agriculture, Peace Corps-supported micro-economic development, and EARTH University, the 4-year organic agriculture program in Costa Rica. A native of New York City, she graduated from Brown University and had a year of post-graduate study at Harvard University. Gifford is a return visitor to Grenada.

4:50 PM - 6:10 PM

WORKSHOP 8  Windward Hall, SGU

Greening Spas

Travelers turn to spas to discover a connection to nature, to learn about the benefits of organic, plant-based diets, to better understand alternative healing and fitness, and to support sustainable practices ranging from economics to agriculture. Globally, the spa industry itself continues its upward trajectory, growing to over US$75 billion per annum. Share and learn from recognized leaders in the green spa business how best practices can connect your destination with the wellness traveler while strengthening staff culture and growing revenue.

Alice Marshall, MBA

Alice Marshall is founder and owner of Alice Marshall Public Relations, a company she founded in 1991. Marshall has enjoyed a long tenure as an expert in luxury hospitality and lifestyle, beginning with her in-house role at Cunard Line publicizing the QE2, The Ritz, and Cunard’s other properties. For more than 20 years, Alice Marshall PR has been a leading firm in the luxury sector, representing premium hospitality brands. As a committed force in sustainable and responsible tourism, Marshall aims to represent clients that embody the same ethics and ideals as hers. Marshall is a trend-spotter and journalists’ go-to when they need inside-track information. She holds a MBA from New York University’s Stern School of Business.

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Ryan Crabbe

Ryan Crabbe is Senior Director of Global Spa Brands and Operations/Development Americas for Hilton Worldwide, where he establishes and executes Hilton’s global spa strategy. Today, Hilton welcomes guests in more countries than any other full-service hotel brand, with over 540 hotels and resorts in 78 countries across six continents. Crabbe leads the team that develops concepts, tools, and resources that enhance the guest experience, position the brands as spa innovators, and create measurable commercial value for owners and operators. Crabbe also leads operations and development for Hilton’s Spas in The Americas.

Crabbe is known for his special expertise in the new phenomenon of wellness tourism, the affluent conscious consumer, and the ways that large brands can contribute responsibly to the Caribbean economy, with Hiltons now in Barbados, Curacao, the Dominican Republic, Puerto Rico, Jamaica, Trinidad, and elsewhere. Educated at the University of Virginia, Crabbe previously worked for Wynn Resorts, Ritz-Carlton, and Interim Spa.

Nerissa Pauline Hopkin

Nerissa Pauline Hopkin is General Manager of Spice Island Beach Resort in Grenada where she oversees the general resort operations, as well as Janissa’s Spa, and manages a team of more than 200 employees. Janissa’s Spa in particular remains close to Hopkin’s belt as the name was derived from her namesake and her sister Janelle’s. First opened in the year 2000, Janissa’s Spa was renovated, relocated and reopened in 2005, and then in 2013 it was redesigned by America’s top architect, Kobi Karp, as part of the resort’s most recent enhancement project. Janissa’s offers the very best of the Isle of Spice, harnessing the restorative powers of local herbs and spices, including nutmeg, ocean seaweed, Aloe Vera, coconut, and the zest of orange.

Hopkin comes from a family of well-respected hoteliers. Her father, Spice Island Beach Resort owner Sir Royston Hopkin, KCMG, is one of Grenada’s greatest hoteliers and is well known and admired throughout the Caribbean and around the world. Hopkin herself is also involved in marketing and public relations campaigns to attract vacationers to the resort and travels very often by the side of her father, Sir Royston, as they promote this fine, family run, award-winning resort.

Over her career in the hospitality arena, Hopkin worked internationally with the CN Tower in Toronto and the Swallow Hotel Group in London, before returning home to the family business. She graduated from George Brown College School of Hospitality in Ontario, Canada with diplomas in Hospitality Management and Food & Beverage Management.
9:00 AM - 10:20 AM

WORKSHOP 9  Windward Hall, SGU

Golf Courses & Marinas: Impacts & Innovations

Golf courses and marinas are typically considered important contributors to the bottom line of coastal resorts complexes. However, both these attractions can have adverse environmental and social impacts. They may, for instance, destroy mangroves and coral reefs, fill in wetlands, use harmful pesticides and chemicals, and siphon off scarce water from local communities. In this session, we’ll look at consumer demand and industry trends for golf and yachts, and hear from experts involved in promoting more sustainable techniques for building and operating marinas and golf courses.

Jake Kheel, M.S. (Moderator)

Jake Kheel is the Environmental Director for Puntacana Resort & Club, one of the most successful companies in the Dominican Republic with a distinguished history in sustainable coastal tourism development. For the past eight years, Kheel has overseen the Corporate Environmental Affairs for the resort, including solid waste management, environmental quality control, environmental permitting, and energy and water conservation. Kheel is also Executive Director of the not-for-profit Puntacana Ecological Foundation. For the past 15 years, the foundation has successfully implemented innovative solutions to numerous social and environmental issues, ranging from implementation of the largest recycling operation in the country, conservation of endangered species, and coral reef restoration and marine management. Kheel has a master’s degree in Environmental Management from Cornell University and bachelor’s degree in Spanish literature from Wesleyan University.

Esteban Biondi, M.S. Eng.

Esteban Biondi is Associate Principal of Applied Technology & Management (ATM) in Florida, where he specializes in marina and coastal development consulting services. Originally from Argentina, Biondi has been involved in over 100 marina projects and directed over 50 consulting assignments for marinas in the last 12 years. Since 1993, Biondi has worked as a consultant on projects throughout the Caribbean, Latin America, US, Middle East, and East Asia. His professional experience includes marina market and feasibility studies, marina site analysis and planning, environmental impact studies for a variety of coastal tourism projects, and environmental and coastal engineering resiliency design. Having developed strategies for community inclusion in cruise destination projects over a decade ago, Biondi is actively involved in developing criteria for marina planning that specifically address social sustainability issues. He has published papers, articles, and book contributions about marina environmental issues and sustainability.

Nicholas George

Nicholas George is President of the Marine and Yachting Association in Grenada and has served a Board member for the past three years. He began his tenure at Budget Marine in Grenada in 2003 and now holds the position of Location Manager. He has been involved directly with the marine industry in Grenada for over 11 years and has forged many close alliances with individuals in the marine industry both locally and regionally. Originally from Grenada, George has an associate degree in economics,

Jeff Brewster

Jeff Brewster is President of Golf Course Business Consultants, Vice President of Total Golf Construction, and a certified builder through the Golf Course Builders Association of America (GCBAA), of which he is also a Qualifying Member. He has built and renovated courses in the United States and elsewhere, including Egypt, Puerto Rico, The Bahamas, and St. Vincent and the Grenadines. He is also a certified Golf Course Superintendent through the GCSAA (Golf Courses Superintendents Association of America), an Associate Member of the Florida Turf Grass Association, and a member of the National Golf Foundation, the US Golf Association (USGA), and other organizations. Brewster has over 30 years of successful experience in golf course construction and turf management, starting from the ground up, with the ability to adapt to various situations & cultures. A Florida native, Brewster is a graduate of the University of Florida, with a degree in agriculture and a specialization in turf grass.
WORKSHOP 10 Alumni Hall, SGU
Certification & Best Practices for Coastal & Island Tourism

Over the past two decades, we have seen the development of many new certification programs that measure the ‘triple bottom line’ – the economic, social and environmental impacts – of tourism businesses. Today certification is widely recognized as an important tool for ensuring sustainable construction and operations of hotels and other tourism businesses. This panel covers a range of certification programs in the Caribbean. The three experts will highlight findings of a new Compete Caribbean study of ecotourism certification programs, provide a firsthand description of how a Grenada resort is going through the Green Globe certification process, and announce the launch of Skyviews’ new certification and awards program designed for its 600 members on 12 islands.

Jennifer Alexis, Compete Caribbean Consultant, Ethical Ideas Consulting (Moderator)

Jennifer Alexis is known as a change-maker with several decades of experience in tourism and sustainable development and facilitated the creation of the Pure Grenada Brand. She was elected to represent Canada’s civil society at the United Nations World Summit on Sustainable Development (2002), and has worked on several campaigns for issues such as sustainable forestry, agriculture and fair trade. In Grenada, Jennifer has served as the Advisor to Prime Minister, led a consensus building process for a proposed Four Seasons Resort that threatened wetlands and an endangered species, and raised millions for sustainable development programming from the donor community. Jennifer published the Marine and Yachting Section Strategy and Action Plan 2010-2012 that is currently being implemented with funding from the Caribbean Development Bank. She also published the Hotel Sector Economic Recovery Plan in 2013 that is currently being implemented and funded by Compete Caribbean.

Jessica Bensley, MPA

Jessica Bensley is CEO of Skyviews Inc, a Barbados-based, family owned and operated business that has been working across the Caribbean for over a quarter century. Skyviews produces colorful and accurate maps and guides for 12 Caribbean islands (including Grenada) that showcase some 600 businesses ranging from hotels, to restaurants, retail shops, and attractions. Bensley first created Skyviews because she recognized the need to document the islands’ road networks, places of cultural importance and commercial activities for all visitors to the region.

At the Innovators Symposium, Bensley will be announcing the launch of a new voluntary certification program for Skyviews members. This Sustainability Award scheme enables Skyviews businesses to measure their sustainability initiatives and supports the islands’ shift towards a ‘green economy’. The collation of this quantitative data will facilitate private/public partnerships towards sustainable economic activity.

Bensley is a United Nations consultant on emerging issues for Small Island Developing States. She has been recognized by the Barbados Youth Business Trust with several awards for supporting young entrepreneurs to actualize their ambitions and volunteers as a mentor. When not on the road she can be found practicing humility on her surfboard. Bensley is an MPA from the School of International and Public Affairs, Columbia University.

Zack Samuel

Zack Samuel is the Resort Manager of Calabash Grenada Hotel & Spa. His career in hospitality started at the La Source spa in Grenada and lasted for three and a half years, until its closure and acquisition by Sandals. Samuel opted not to join the large chain, as he wished to stay at a small boutique hotel. He therefore joined Calabash, where he has been working to make the hotel as sustainable and environmentally friendly as possible. Born in London England, Samuel was raised in a number of countries on three different continents. He enjoys working with people and is dedicated to bringing Grenada’s hotel industry to the forefront of the Caribbean. Samuel studied economics in Canada before settling in Grenada, his ancestral home.

Shellyanne Wilson, Ph.D

Shellyanne Wilson is a consultant, academic researcher, and lecturer, whose interests span the areas of operations strategy, competitiveness, and value chain analysis. Wilson recently completed a private sector development project, commissioned by COMPETE Caribbean, in collaboration with the Caribbean Centre for Competitiveness (CCIC) and CARICOM Secretariat. Her study, entitled Private Sector Promotion through Value Chain and Cluster Strengthening in CARIFORUM, contains a needs assessment report of the ecotourism industry in the CARIFORUM region, via the use of a value chain methodology. She is an Assistant Professor at the University of Trinidad and Tobago where she lectures in Operations Strategy, Technology and Innovation Management, and Quality Management. Wilson holds an M.S. in Production Management from the University of the West Indies and a Ph.D from the Institute for Manufacturing, Cambridge University, UK.
**WORKSHOP 11  Alumni Hall, SGU**

**Marketing & Branding Sustainable Tourism: Communicating Your Message**

This session will explore ways to tell your ‘green’ story in order to increase customer satisfaction and retention while generating new business. Careful marketing and branding is increasingly important as today’s savvy consumers spot ‘greenwashing’ hypes and crave authentic travel experiences with socially and environmentally responsible companies. We’ll hear from three international marketing experts who offer concrete tips and practical advice for successfully communicating your sustainability story.

**Jonathan Tourtellot (Moderator)**

Jonathan Tourtellot is a consultant, journalist, and editor, who specializes in sustainable tourism and destination stewardship. He originated the concept of “geotourism”, defined by National Geographic as “tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.” He founded and ran National Geographic’s Center for Sustainable Destinations for nine years. There he instituted the Geotourism MapGuide program and the landmark Destination Stewardship surveys published in National Geographic Traveler, 2004-2010. He continues to serve as Geotourism Editor for National Geographic Traveler and Portal Editor for www.DestinationCenter.org. His consulting firm is Focus on Places LLC.

**Andy Dumaine**

Andy Dumaine is CEO of shrinkingfootprint, a communications and public relations firm in Baltimore, Maryland. He is a marketing professional with over 20 years of experience in tourism development and promotion. His work for global clients including Intercontinental Hotels and Resorts, Puerto Rico, and National Geographic Traveler earned numerous national and international awards. Since the launch of Shrinking Footprint in 2007, Dumaine’s work has taken him to the Caribbean, South America, Africa and across the United States. He has presented at more than 50 tourism conferences on collaboration, innovation, and the need for a sustainability revolution.

**Alice Marshall, MBA**

Alice Marshall is founder and owner of Alice Marshall Public Relations, a company she founded in 1991. Marshall has enjoyed a long tenure as an expert in luxury hospitality and lifestyle, beginning with her in-house role at Cunard Line publicizing the QE2, The Ritz, and Cunard’s other properties. For more than 20 years, Alice Marshall PR has been a leading firm in the luxury sector, representing premium hospitality brands. As a committed force in sustainable and responsible tourism, Marshall aims to represent clients that embody the same ethics and ideals as herself. For example, Island Outpost Founder Chris Blackwell’s Oracabessa Foundation has been the recipient and finalist of numerous awards, including the coveted Conde Nast Traveler “World Saver” Award, and the conservation-minded South African company, andBeyond, is currently helping to translocate 100 rhinos to safety from poachers.

When it comes to communicating a client’s message, Marshall’s approach is simple. She evaluates the needs and goals of her client, listens to the audience, finds the story, and delivers content so engaging that it begs to be shared. Marshall is a trend-spotter and journalists’ go-to when they need inside-track information. She has facilitated countless interviews, panels, and speaking engagements for clients to share their messages and engage audiences, including The New York Times, Wall Street Journal, Fox Business, TODAY, Departures magazine, Travel + Leisure, Virtuoso Travel Week, and more. The company is based in New York City with an office in Los Angeles. She is a graduate of New York University’s Stern School of Business and Mount Holyoke College, and is a certified yoga teacher.

**Russ Jarman Price**

Russ Jarman Price is Chairman and Executive Creative Director of Inglefield/Ogilvy & Mather in Grenada, which is the Caribbean arm of one of the largest advertising networks in the world. Jarman Price is a marketing professional who moved to Grenada in 2009 to pursue the universal dream of living on a Caribbean beach. He was the co-founder of Still Price Court, one of Europe’s top ten advertising agencies. His clients included blue chip brands such as Unilever, Coca Cola Worldwide, and Nestle, and challenger brands like launching the fledgling Virgin Atlantic for Richard Branson. He has a strong performance record in the television and film industry as Creative Director of Winchester Entertainment, the company behind British pop hits like Shooting Fish as well as more mainstream films featuring stars such as Gene Hackman, Sigourney Weaver, and Kevin Costner. He has also written and produced four long running TV series and produced an award winning documentary with Bill Wyman of the Rolling Stones on the history of the Blues.
**10:40 AM - 12:00 PM**

**WORKSHOP 12  Windward Hall, SGU**

**Community Engagement and Coastal Tourism**

Far too often tourism fails to bring tangible economic benefits to local communities or to protect the rights and respect the culture of indigenous peoples. However, when local and/or indigenous communities are engaged in tourism development, or empowered through tourism, they can add the authenticity and differentiation needed for successful and sustainable destination development. This panel explores these complex and often contentious issues. First we will hear a presentation of the on-going struggle in Ile-a-Vache, Haiti where the community on this tiny island is opposing government plans for large scale tourism development. Then we will learn about the successful Arviat ecotourism project in Canada’s Arctic which is run by Inuit people. The panel will conclude with a presentation of how agri-tourism is being used in the Caribbean to benefit local communities.

**Denyse Ogilvie (Moderator)**

Denyse Ogilvie is CEO of People in Action (PIA), a Grenadian NGO that specializes in the facilitation of a ground-up participatory approach to development. PIA is a CREST partner for the development of Travelers’ Philanthropy and Education/Research travel. PIA also collaborates with the Caribbean Natural Resource Institute (CANARI), Inter Agency Group of Development Organizations, and Ministries of Government of Grenada and coordinates projects in Carriacou and Petite Martinique, as well as in Grenada. In the aftermath of 2004 Hurricane Ivan, Ogilvie’s work became known to Jonathan Tourtellot, the originator of Geotourism, and together they recognized the opportunity to sustain natural assets in local communities through ecotourism. Ogilvie and her partners at PIA are referred to as “geotourism ambassadors” who are committed to ethical, alternative businesses, sustainable livelihoods, and local knowledge-based development. Ogilvie has used skills and experience she obtained as a research and logistics consultant to international investment companies to inform her work for development and conservation efforts in Grenada.

**Mike Robbins**

Mike Robbins is founder and a principal partner with The Travel Company, a Toronto-based management consulting firm that, since 1994, has worked with private, public and non-governmental (NGO) organizations to achieve success in the tourism industry. Robbins has over 34 years experience as a professional tourism consultant, having worked in Canada, the US, New Zealand/Australia, Southeast Asia, northern Africa, the Middle East, Eastern Europe, and the Caribbean. Robbins has a particular interest in tourism as a form of economic empowerment for indigenous peoples and has worked on a wide range of assignments with First Nation, Inuit, and Maori entrepreneurs and communities. From 2009 – 2014, he has served as Project Manager overseeing planning, developing and marketing for the Arviat Community Ecotourism program (ACE), located in an Inuit community on the remote shores of Nunavut’s Hudson Bay and Arctic archipelago in Canada. Earlier this year, Arviat won the World Travel and Tourism’s (WTTC) 2014 “Tourism for Tomorrow” Community Award for its internationally acclaimed model of community-based tourism.

Through Tides Canada, Robbins has a donor directed fund (7th Generation Fund) providing assistance to various Aboriginal tourism and environmental conservation initiatives across Canada such as the Great Bear Rainforest in BC. Robbins also serves as Chairman of the Board of Directors with the Center for Responsible Travel (CREST).

**Ena Harvey, MS**

Ena Harvey is passionate about linking agriculture with tourism, and over the past 12 years, she has been spearheading the Inter-American Institute for Cooperation on Agriculture (IICA)’s initiative in Agrotourism Linkages, while serving as the Representative, IICA Office in Barbados and Hemispheric Specialist in Agrotourism, and Management Coordinator for the 14 IICA offices in the Caribbean. Her work has included strengthening of the institutional framework for linkages, sharing of best practices and success stories, and diagnostic assessments for investments in rural tourism. She has delivered numerous feature addresses and lead papers on agrotourism at national, regional and international meetings, and currently serves as IICA’s representative on the Board of Directors, and the Sustainable Tourism Committee of the Caribbean Tourism Organisation.

Ms. Harvey has over 20 years’ experience and has completed some 60 consultancy projects in development of the agro-industrial sector in the Caribbean. She holds an M.Sc. in Process Engineering and Food & Postharvest Technology from the University of Guelph, Canada, and a B.Sc. First Class (Hons) degree in Tropical Agriculture from the University of the West Indies, Trinidad.

**Jessica Hsu**

Jessica Hsu is the coordinator of Another Haiti is Possible and an outreach coordinator with Other Worlds, an education and movement-building collaborative in San Francisco. Over the last decade Hsu has worked as an advocate, researcher, and community organizer in Haitian communities in the U.S. and on the island. Her focus has been on issues of land, migration/displacement, food sovereignty, cultural survival and gender. Hsu’s academic background is in anthropology with a focus in social and environmental justice.
Jean Claudy Aristil

Jean Claudy Aristil is a Haitian journalist and radio personality. For the last fifteen years he has provided news and analysis for Radyo VKM on local community and government involvement topics throughout Southern Haiti, including the island of Ile-a-Vache. Through his work with Radyo VKM and the Progressive Youth of Okay, Aristil has been an active organizer for civil society groups on Ile-a-Vache, supporting them with awareness efforts to help the local communities understand their rights with respect to tourism development.

12:00 PM - 1:30 PM
LUNCH AND PLENARY 3  Allen Pensick Hall, SGU
Green Finance for Sustainable Tourism

Access to capital is undoubtedly the greatest challenge in new sustainable tourism developments. At this plenary session experts will discuss sources of financing for tourism projects by the World Bank and the InterAmerican Development Bank, as well as private sector funds for ‘green’ projects provided through The Nature Conservancy.

Glenn Haas, Ph.D (Moderator)

Glenn E. Haas is a Professor Emeritus in the College of Natural Resources at Colorado State University (CSU) and partner in the natural resource planning firm of Aukerman, Haas, and Associates. He has advanced competency in natural resource planning, policy formulation and analysis, protected areas planning and management, sustainable revenue generation strategies, conservation trust funds and foundations, water-based parks and recreation planning and management, administrative decision making, and visitor capacity analysis. Haas is currently the Vice President of the US-based Society of Outdoor Recreation Professionals having previously served on the national boards of the National Society for Park Resources and the National Parks Conservation Association. Haas holds BS, MS, and PhD degrees in Natural Resource Planning/Recreation and nature-based Tourism Management from Colorado State University (CSU).

Natasha Ward, M.A.

Natasha Ward is an environmental specialist in the Inter-American Development Bank (IDB), with over ten years of experience in sustainability, safeguards, and corporate social responsibility. At the IDB, she provides support to a wide range of development projects, including agro-industrial, tourism, manufacturing, and wastewater; previously she was involved in the implementation of environmental management systems for financial institutions. Ward is also the editor of the IDB’s Annual Sustainability Report, and co-author of two IDB guides for tourism clients undertaking environmental and social analysis and implementing environmental and social management systems. Previously she worked for the United Nations Economic Commission of Latin America and the Caribbean, and with the United Kingdom’s Environment Agency regional flood defense team. Ward holds a M.A. in Environment, Development and Policy from the University of Sussex in U.K. She also holds qualifications for ISO 14001, OHSAS 18001, and US Green Building Council LEED.

Robbie Bovino, J.D.

Robbie Bovino is a Senior Policy Representative for The Nature Conservancy’s Caribbean Program and regional coordinator for the GEF-financed “Sustainable Financing and Management of Eastern Caribbean Marine Ecosystems” project. He leads the Caribbean Program’s effort to establish a network of Conservation Trust Funds in the Eastern Caribbean sub-region, coordinating relations with key partners in government, international organizations, and the private sector to improve environmental and conservation outcomes, with particular focus on innovative financial tools. Since 2009, he has been involved in the process of establishing the Caribbean Biodiversity Fund and its supporting architecture, which was designed to assist governments in the Caribbean to mobilize resources to implement their respective biodiversity conservation strategies, and reach commitments made under the Convention on Biological Diversity and the Caribbean Challenge Initiative. Bovino holds a J.D. from American University, Washington College of Law.
Alex Pio, MA

Alex Pio is a sustainable tourism specialist with experience in researching, planning, developing, and monitoring tourism destinations and projects, in over 20 countries across five continents. He is a consultant at the World Bank, working across three units throughout the regions of South Asia, Africa, Latin America and the Caribbean, focusing on pro-poor and sustainable tourism development. He has coordinated participatory planning, capacity building, training, infrastructure development and research for evidence-based policymaking among the public sector, communities and tourism businesses. His background includes social enterprise development, hotel management, and urban development through the creative industries. Pio has a master’s degree in Tourism Destination Management and a degree in Hospitality Management from the École Hoteliere de Lausanne.

Gail Henry, M.S., MBA (Moderator)

Gail Henry has been the Caribbean Tourism Organization’s Sustainable Tourism Specialist since 2009, based in Barbados. She manages CTO’s sustainable tourism program which includes CTO’s annual Sustainable Tourism conference. Her former posts include that of Senior Tourism Advisor for the Ministry of Tourism in Trinidad and Tobago and the UNDP’s Program Manager for Aruba and the (former) Netherlands Antilles. Her academic background includes an International MBA with a tourism management specialization from the University of the West Indies in Trinidad and a MSc. degree in Tourism Marketing from the University of Surrey in UK.

Esther Figueroa, Ph.D

Esther Figueroa of Vagabond Media, LLC, is an award winning Jamaican independent filmmaker, writer, educator and linguist. She is the producer and director of “Jamaica for Sale”. With thirty years of media making including television programing, documentaries, educational videos, multimedia, and feature film. Her activist film making focuses on the environment, local knowledge, indigenous cultures, social injustice, and community empowerment giving voice to those outside of mainstream media. Figueroa’s films have been televised and screened all over the world and are taught at numerous universities. Her most recent works are the environmental shorts “I Live for Art: An Ecocide Romance”, “Sanctuary”, and Limbo, her environmental novel about Jamaica. She holds a Ph.D in linguistics from Georgetown University in Washington, DC.

Martha Honey, Ph.D

Martha Honey, is co-founder and Co-Director of the Center for Responsible Travel (CREST) and heads the Washington, DC office. Honey commissioned and provided intellectual input to CREST’s new film, “The Goose with the Golden Eggs: Tourism on Costa Rica’s Pacific Coast.” Over the last two decades, she has written and lectured widely on ecotourism, Travelers’ Philanthropy, cruise and resort tourism, and certification issues. Her books include Ecotourism and Sustainable Development: Who Owns Paradise? (Island Press, 1999 and 2008) and Ecotourism and Certification: Setting Standards in Practice (Island Press, 2002). She is currently writing a book on coastal and cruise tourism (Selling Sunshine, Island Press, 2015). Previously, Honey worked for 20 years as a journalist based in East Africa (Tanzania) and Central America (Costa Rica). She was Executive Director of The International Ecotourism Society (TIES) from 2003 to 2006. Honey was profiled in Branded!, Michael Conroy’s book on certification (New Society Publishers, 2007) and was named one of world’s top 10 eco- and sustainable-travel “watchdogs” (CondeNast Traveler, 2008). She holds a Ph.D in African history from the University of Dar es Salaam, Tanzania.

1:40 PM - 3:00 PM

PLENARY 4 Bourne Hall, SGU

Documentary Films on Coastal Tourism

In recent years, a number of documentaries have focused on how local communities are experiencing the rapid and often ill-planned growth of coastal tourism. This plenary session features two independent documentaries, “Jamaica for Sale” and “The Gooses with the Golden Eggs” (about Costa Rica). Interestingly, local residents in both these destinations highlight similar concerns, including conflicts over water, beach access, salaries and working conditions, and displacement of local residents. While “Jamaica for Sale” shows all-inclusive resorts as the dominant model, in Costa Rica, high value ecotourism is being challenged by the introduction of large resorts. See clips from these films and engage in a lively discussion with the filmmakers.
3:20 PM - 4:40 PM

WORKSHOP 13  Alumni Hall, SGU
Boutique Beach Resorts: Innovations & Eco-Certifications

Boutique resorts have been important drivers of social and eco-improvements, and they continue to expand and deepen the definition of what considered best practice. This panel will explore the latest initiatives by leading boutique resorts in the Caribbean to measure their impacts, improve their operations, and tap into the discerning consumer market seeking hotels with reasonable tourism practices. We will hear from hoteliers and technical experts about what has worked and what hasn’t in their efforts to build tourism businesses based on the triple bottom line.

Todd Comen, Ph.D  (Moderator)
Todd Comen is a professor of hospitality and tourism in Vermont and the Director of The Institute for Integrated Rural Tourism. He has over 35 years of experience in the food service, lodging, and attraction sectors. His love for rural tourism began in 1982 when he and his wife developed a small country inn on a farm in northern California. While Comen currently lives landlocked in Vermont, his passion for the sea is unabated as he was born and raised within a stone’s throw of the Pacific Ocean. Comen has gained a sense of the challenges facing islanders and coastal communities while exploring the Pacific Coast as far south as Costa Rica and as far north as Vancouver Island. He lived for a time on Maui, and has visited a number of small island nations including Barbados, Western Samoa, Fiji, and Tonga. Since 1997, Comen has combined research on tourism and hospitality with his practical experience in operations to bring a nontraditional approach to consulting and delivering workshop programs. He holds a doctorate in Natural Resources from the University of Vermont and a master’s degree from the School of Hotel Administration at Cornell University.

Ewald Biemans
Ewald Biemans is founder and owner of Aruba’s Bucuti & Tara Beach Resorts and he was one of the first to create a successful luxury resort with the environment in mind. A pioneer of the green movement in the Caribbean, Biemans has become known throughout the hospitality industry for his grassroots efforts promoting sustainable tourism. Since 2003, Biemans has led Bucuti Beach Resort to achieve yearly the ISO 14001 environmental certification. Biemans opened Bucuti Beach Resort in 1987 and has kept an average yearly occupancy of over 90%. Biemans is also on the Board of the Aruba Tourism Authority, Chairman of the Board of the Aruba Hotel and Tourism Association (AHATA), and a member of the Board of the Aruba Tourism Authority. In addition, he is President of Aruba’s SKAL club chapter, creator and long-time Chairman of AHATA’s Environmental Committee, and Director of the island’s Arikok National Park Board.

The environmental honors Biemans has received include the Caribbean Hotel Association’s award for Environmental Stewardship (1997) and the International Hotel & Restaurant Association Award for Innovation in Environmental Best Practice (2004). Born in Austria, Biemans started his hospitality career with Hilton and Intercontinental hotels in South America. He now lives in Aruba, where he appreciates its natural beauty and personally takes great care of ten rescue dogs at his home.

Brian George Hardy
Brian Hardy is General Manager of Spice Island Beach Resort in Grenada. His career in hotel management spans almost two decades and includes positions with the Rex Grenadian Hotel and at the Windjammer Landing Villa Beach Resort in St. Lucia. Hardy joined Spice Island Beach Resort in 1999 and his positions have included Assistant Manager in charge of Food & Beverage, Resort Manager, and General Manager. He has been integrally involved in three major renovations of the resort, including a US$2 million upgrade in 2013, which brought the property to its current six star diamond level.

Under his leadership, armed with a hardworking and dedicated team and with the guidance and tutelage of Chairman & Managing Director Sir Royston Hopkin KCMG, the resort has won numerous awards including the 2014 Six Star Diamond Award from the American Academy of Hospitality Sciences; Trip Advisor’s Travelers’ Choice 2013; #1 property of the Top 25 resorts in the Caribbean; Virgin Holidays’ Gold Award for the eighth consecutive year (2006-2013) as the #1 property in the exclusive worldwide Platinum Collection; and winner of Conde Nast Johansens 2011 & 2013 Most Excellent Service Award & the 2012 Most Excellent Resort for the Atlantic, Caribbean & Pacific Islands. The resort has also been Green Globe Certified for over ten years and its best practices are carefully managed by Hardy and his team. Born in Guyana, Hardy holds a BA from the University of Guyana and a Diploma in Hospitality Management from the American Hotel & Lodging Association’s Educational Institute. In 2002 he became a Certified Hotel Administrator from the same institute.
Loreto Duffy-Mayers

Loreto Duffy-Mayers is currently the Regional Program Manager for the Caribbean Hotel Energy Efficiency and Renewable Energy Action (CHENACT). This IDB funded project is designed to improve the competitiveness of small to medium sized hotels in the Caribbean through greater energy efficiency and the use of renewable energy and micro - generation.

Duffy-Mayers has held the position of Environmental Manager in several green hotels, including Coconut Court Resort, Casuarina Beach Club and the Almond Resorts in Barbados and St. Lucia. Under her direction, these resorts received a number of prestigious international awards.

In addition, Duffy-Mayers has received many personal awards for her contribution the promotion of sustainable tourism, including the Barbados Youth Environmental Programme award for contribution to the Environment, Barbados Governor General’s Award for Contribution to Green Tourism, Global Green Globe Champion award, EAST Award of Excellence, Barbados Minister of Environment award, and the Barbados Hotel & Tourism Association’s (BHTA) Environmental Award.

Duffy-Mayers was born in Dublin, Ireland and moved to Barbados in 1985. She was educated at University College Dublin where she completed a higher Diploma in Education. She also holds a Diploma in Marketing at the UK Institute of Marketing.

Judy Karwacki (Moderator)

Judy Karwacki is President of Small Planet Consulting based in Vancouver, Canada. Karwacki has over 30 years of experience in travel, including over 28 years as a travel agency owner and 20 years as a sustainable tourism consultant. Karwacki is recognized internationally as an expert in indigenous tourism, ecotourism and other forms of tourism that sustainably connect conservation, communities and culture. She has worked with indigenous communities and enterprises in Canada, Mexico, Central America, South America, the Caribbean, Southeast Asia, Africa, the Middle East and the Pacific region. Her work focuses on destination marketing, experiential tourism, strengthening tourism enterprises, and forming strategic connections with international industry partners. She is a Mexico aficionado, and has traveled to many parts of the country for the travel agency business, consulting, language study, and adventure. Karwacki speaks regularly at industry conferences on indigenous tourism and other sustainable tourism topics. She lives in North Vancouver, Canada, in the super natural Traditional Territory of the Squamish First Nation.

Steve Ellis

Steve Ellis is Vice President of Taxpayers for Common Sense in Washington, DC, overseeing programs and serving as a leading media and legislative spokesperson. His expertise includes flood insurance, and he has considerable experience in coastal management policy. A persistent critic of the U.S. Army Corp of Engineer’s coastal management, as well as federal fiscal policy, Ellis has testified before numerous U.S. congressional committees and has appeared on national television network news programs on CBS, NBC, ABC, Fox, CNN, MSNBC, PBS, and NPR. Ellis formerly served as an officer in the U.S. Coast Guard for six years, and he has earned both the Coast Guard Commendation Medal and the Coast Guard Achievement Medal.

James Dobbin, M.A.

Jim Dobbin, President and CEO of Dobbin International Inc, based in the Washington DC area, is a pioneer and established global leader in strategic spatial development planning of land, coast, and ocean environments. Propelled by visionary original research while attending Harvard University in the mid-70s, he established one of the first firms in the world focusing in Integrated Coastal Management (ICM) planning. Dobbin has worked in over 105 countries and is sought out when different, sustainable outcomes are a priority and fresh, deep thinking is a prerequisite. Clients include government, private sector (mining, oil and gas, agriculture, forestry, tourism, infrastructure), IFIs (World Bank, IFC, CIDA, USDA, USAID), UN organizations (UNEP, UNDP, UNIDO), and NGOs (CI, WWF, IUCN, TechnoServe). The firm specializes in developing multi-sector spatial development strategies.
and investment action plans in some of the poorest regions of the world -- unlocking enormous unrealized potential though his unique work. He is a member of the IUCN’s World Commission on Protected Areas, the American Society of Landscape Architects (ASLA), and the Canadian Society of Landscape Architects (CSLA). Mr. Dobbin also guest lectures in the regional planning schools at Harvard, MIT, University of Virginia, and the University of Toronto. He holds a master’s degree (landscape architecture-regional planning) from Harvard.

**Dieter Rothenberger, M.A.**

Dieter Rothenberger is head of the “Integrated Climate Change Adaptation Strategies” project in Grenada, where he will be based for the next 3 years. The project is funded by GIZ, the German International Development Agency in charge of technical cooperation in more than 130 countries worldwide. Before coming to Grenada, Rothenberger worked for over six years in Jordan implementing climate change mitigation projects in the water sector, water reuse projects in hotels, and a project on solar cooling for industries and commerce. A particular focus of his current work in Grenada will be on Integrated Coastal Zone Management. As an ecological economist he started his career at the German multi-utility company MVV Energie, where he developed environmental management courses for international trainings, the certified green power product TERRA Strom, and established the international water management company AquaMundo. He also worked at the Swiss water resources research institute EAWAG, and was in charge of water and energy infrastructure projects in Tanzania, Ghana, and the Slovak Republic while working with the Financial Cooperation division of the Swiss Ministry for Economic Affairs (SECO). Rothenberger holds a M.A. in Development, Environmental and Institutional Economics from the University of Augsburg in Germany.

**Jake Kheel, M.S.**

Jake Kheel is the Environmental Director for Puntacana Resort & Club, one of the most successful companies in the Dominican Republic with a distinguished history in sustainable coastal tourism development. For the past eight years, Kheel has overseen the Corporate Environmental Affairs for the resort, including solid waste management, environmental quality control, environmental permitting, and energy and water conservation. Kheel is also Executive Director of the not-for-profit Puntacana Ecological Foundation. For the past 15 years, the foundation has

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**4:50 PM - 6:10 PM**

**CLOSING PLENARY Bourne Hall, SGU**

At the Closing Plenary, four delegates will briefly share their thoughts about the most important ‘take aways’ from the Innovators Symposium. They will also outline what they see as key priorities facing Grenada and the Caribbean as they seek to strengthen sustainable tourism and protection of coastal and marine ecosystems. The discussion will then be opened up the floor, for a lively interchange of insights and ideas with other Symposium participants.

The discussion will be led by:

**Dr. E. Angus Friday, Grenada’s Ambassador to the United States & Mexico**

Dr. Angus Friday, a qualified medical doctor and MBA, is Grenada’s Ambassador to the United States and Mexico, Ambassador to the Organization of American States (OAS), and former Ambassador to the United Nations. Prior to his current role, he served at the World Bank for four years, during which time he also held the post of the Bank’s Oceans Representative, playing a key role in the development of the Global Partnership for Oceans and a critical role in developing a $30 million fund for renewable energy for island states. As Grenada’s UN Ambassador, he chaired the Alliance of Small Island States. He was instrumental in coordinating the group’s climate negotiations in Bali and presented the group’s position to the G8 meeting of Foreign Ministers held in Berlin in December 2007.

Prior to his UN role, Friday worked closely with the private sector and with the Grenada Government in developing strategies for national growth and in attracting investors to Grenada in the wake of Hurricane Ivan, which devastated the island in 2004. Prior to this, as an entrepreneur in London, Friday helped to pioneer the development of internet technologies in the National Health Service and attracted venture capital funding for IntegriSys, a company he founded in 1997. Ambassador Friday is an avid reader of current affairs and sustainable economic development issues and enjoys gym training, cycling, oil painting and master planning. He is a certified yacht skipper and SCUBA diver.

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successfully implemented innovative solutions to numerous social and environmental issues, ranging from implementation of the largest recycling operation in the country, conservation of endangered species, and coral reef restoration and marine management. Kheel has a master’s degree in Environmental Management from Cornell University and bachelor’s degree in Spanish literature from Wesleyan University.

Since 2005, Puntacana Resort & Club has received numerous international awards, including the prestigious World Tourism and Travel Council (WTTC) “Tourism for Tomorrow” award for Destination Stewardship, the Conde Nast Traveler’s “World Saver’s Award”, and the “Global Vision” award by Travel & Leisure magazine. Most recently, Puntacana Resort and Club was recognized with Platinum Award in the HSMAI and National Geographic Traveler’s “Leader in Sustainable Tourism Award” category.

Jonathan Tourtellot

Jonathan Tourtellot is a consultant, journalist, and editor, who specializes in sustainable tourism and destination stewardship. He originated the concept of “geotourism”, defined by National Geographic as “tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.” He founded and ran National Geographic’s Center for Sustainable Destinations for nine years. There he instituted the Geotourism MapGuide program and the landmark Destination Stewardship surveys published in National Geographic Traveler, 2004-2010. He continues to serve as Geotourism Editor for National Geographic Traveler and Portal Editor for www.DestinationCenter.org. His consulting firm is Focus on Places LLC.

Martha Honey, Ph.D

Martha Honey, is co-founder and Co-Director of the Center for Responsible Travel (CREST) and heads the Washington, DC office. Honey commissioned and provided intellectual input to CREST’s new film, “The Goose with the Golden Eggs: Tourism on Costa Rica’s Pacific Coast.” Over the last two decades, she has written and lectured widely on eco-tourism, Travelers’ Philanthropy, cruise and resort tourism, and certification issues. Her books include Ecotourism and Sustainable Development: Who Owns Paradise? (Island Press, 1999 and 2008) and Ecotourism and Certification: Setting Standards in Practice (Island Press, 2002). She is currently writing a book on coastal and cruise tourism (Selling Sunshine, Island Press, 2015). Previously, Honey worked for 20 years as a journalist based in East Africa (Tanzania) and Central America (Costa Rica). She was Executive Director of The International Ecotourism Society (TIES) from 2003 to 2006. Honey was profiled in Branded!, Michael Conroy’s book on certification (New Society Publishers, 2007) and was named one of world’s top 10 eco- and sustainable-travel “watchdogs” (CondeNast Traveler, 2008). She holds a Ph.D. in African history from the University of Dar es Salaam, Tanzania.

7:00 PM - 9:30 PM

CLOSING RECEPTION | TRUE BLUE BAY RESORT

The Symposium’s Closing Reception will be held at True Blue Bay Resort, generously hosted by the owners Russ and Magdalena Fielden. Complimentary drinks will be served until 8 pm, after which there will be a cash bar. Buses will bring delegates to and from the other official hotels.
Peace, love & happiness. Naturally.
Program Overview: **Who We Are**

Compete Caribbean is a private sector development program that provides technical assistance grants and investment funding to support productive development policies, business climate reforms, clustering initiatives and Small and Medium Size Enterprise (SME) development activities in the Caribbean region.

The program, jointly funded by the Inter-American Development Bank (IDB), the United Kingdom Department for International Development (DFID) and the Foreign Affairs, Trade and Development Canada (DFATD), supports projects in 15 Caribbean countries. Projects in the OECS countries are implemented in partnership with the Caribbean Development Bank (CDB).

**Program Objectives:**
- To increase consensus and focus on strategic interventions that promote private sector development;
- To improve the enabling environment for business development, trade and integration; and,
- To enhance the capacity of clusters and firms to increase productivity and to sustainably compete in national, regional and global markets.

**What Makes The Program Unique?**
- It is the largest multi-donor technical assistance program focused on Private Sector Development in the Caribbean.
- It is the largest private sector development regional program being executed by the IDB in the Caribbean.
- All projects financed by the program strive to mainstream gender equality and environmental sustainability by including gender and environment expert advice in every project team.
- All project teams incorporate an expert on monitoring and evaluation to maintain the focus on generating value for money, job creation and poverty reduction.
- The Program draws from a wide pool of international experts, building alliances with institutions and universities across the globe.
- Compete Caribbean supported the creation of the Caribbean Center for Competitiveness at the University of the West Indies.

The Compete Caribbean Program seeks to:
- Increase consensus and focus on strategic interventions to promote private sector development.
- Improve the enabling environment for business development, trade and integration.
- Enhance the capacity of clusters and firms to increase their productivity and sustainably compete in national, regional and global markets.
Like Carnival, St. George’s University has become an integral part of Caribbean tradition. For more than 35 years, St. George’s University has been honored to be part of the Grenadian community; together, we’ve created a university whose students hold global influence.

Join the thousands who have come before you as we continue to raise global educational standards.

- SGU has provided nearly 1,150 scholarships to CARICOM students in the past year
- Programs in medicine, veterinary medicine, other biological sciences, public health, business, information technology, and research
- Beautiful, technologically advanced campus
- St. George’s University first time test-takers achieved a 98 percent pass rate on the USMLE Step 1 exam in 2013. These students have come to SGU from 37 countries, posting an impressive mean score of 227. It marked the fifth consecutive year that SGU’s overall first-time pass rate on the examination surpassed 90 percent.
- The MPH program is one of a few non-US institutions accredited by the US authority for public health programs, the Council on Education for Public Health (CEPH)
- MBA programs offer scheduled online classes with two separate one-week residencies in the academic paradise of Grenada
- Doctor of Veterinary Medicine (DVM) program is fully accredited by the American Veterinary Medical Association Council on Education (AVMA COE)

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sgu.edu/futurestudents
Grenada’s Marine Environment is rich in biodiversity and our Forest Reserves are filled with diverse and bountiful flora and fauna.

Sea turtle populations around the world are endangered. In recent years, tourism has become a critical element in worldwide efforts to save them. Opportunities to interact with and help sea turtles exist at locations around the globe, from remote beaches to urban labs.

In A Worldwide Travel Guide to Sea Turtles, a scientist, a conservationist, and a journalist come together to provide a detailed guide to places in five continents, including the South Pacific and Caribbean, where people can view sea turtles and participate in authentic conservation projects. Parks, reserves, and research sites offering opportunities to responsibly observe turtles in the wild are reviewed, as are any available on-site lodging options and other nearby attractions that travelers may wish to include in their itineraries.

With its helpful maps and color images, as well as enlivened first-person stories of sea turtle encounters, this guide shows why these charismatic and photogenic animals are fast becoming the stars of global ecotourism.

WALLACE J. NICHOLS is a research associate at the California Academy of Sciences, past president of the International Sea Turtles Society, a board member of several non-profit organizations dedicated to biodiversity conservation, and author of Blue Mind (forthcoming). He resides in the San Francisco area. BEAD NAHILL, of Beaverton, Oregon, is cofounder and director of SEE Turtles, a nonprofit organization seeking to protect sea turtles and other wildlife through conservation tourism. MELISSA GASKELL is an Austin-based professional journalist with more than twenty-five years of experience writing about the outdoors, nature, and science.

“Those who have watched hatchlings just beginning their journey to the sea often describe the sight as inspiring, transformational, or remarkable. They say they will never be the same after an experience such as this.”
—Wallace J. Nichols
CARIBBEAN AVIATION DAY
16 September, 2014
CTO BUSINESS MEETINGS
16-17 September, 2014
STATE OF THE INDUSTRY CONFERENCE (SOTIC)
17-19 September 2014
ST. THOMAS, US VIRGIN ISLANDS

SOTIC 2014
"Realizing the Vision; Positioning Caribbean Tourism for Major Change"
Finding the Right Mix: Diversifying the Tourism Product to Secure Year-Round Business
Using Big Data and Technologies for Growth: Understanding and Predicting Tourist Behaviour
Brand & Image Management in the Tourism Sector: Moving Toward Best Practices
Tourism Innovation and Enterprise: Private-Public Partnerships Implications
Breaking Down Barriers to Travel: Visa & Taxes

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