

## Caribbean Tourism Month

NOVEMBER 2023

Investing in People, Planet and Prosperity ??



## Caribbean Tourism Month 2023 Message from the Ministry of Tourism, Culture and the Arts

The Ministry of Tourism, Culture and the Arts joins the global community in another exciting celebration of Caribbean Tourism Month. Every year, during the month of November, the Caribbean Tourism Organization (CTO) and its member states come together under the overarching theme "One Sea, One Voice, One Caribbean", to raise awareness of tourism in the Caribbean; to celebrate the diversity of the tourism sector in this region; and to reflect on the impact of tourism on the economic, social and cultural well-being of Caribbean people.

On September 27, 2023, the United Nations World Tourism Organization (UNWTO) commemorated World Tourism Day under the theme "People, Planet and Prosperity." This year, Caribbean Tourism Month carries forward this theme, highlighting the need for investment in People through education and skills; investment in our Planet through sustainable infrastructure and accelerated green transformation; and investment in our Prosperity through innovation, technology and entrepreneurship with a focus on the 3S's - Sustainability, Social inclusion and Smart destinations and businesses.

These initiatives are critical for the growth, long-term sustainability, resilience and productivity of the tourism sector in the Caribbean. They position the Caribbean to thrive economically, while contributing positively to our environment and our people. The integration of the 3S's – "Sustainability, Social inclusion and Smart Destinations and Businesses" has also been identified as a key priority for the Caribbean region as it continues to recover from the residual effects of the COVID-19 pandemic. The interconnectedness of the 3S's fosters greater resiliency in Caribbean destinations, while ensuring the meaningful participation of our people, the protection of our environment and the stimulation of economic growth.

The Ministry is cognisant of the direct relationship between strategic investments in the tourism sector and its recovery post Covid 19. Our people must be consistently trained and upskilled in order to maintain service excellence within the sector. Our natural environment beckons sustainable tourism innovations and greening initiatives.

Our sector is ripe for digitalization, entrepreneurship and new realms of creativity. The Ministry is committed to its role in facilitating and promoting a robust and profitable sector. However, the development of our people, the preservation of our planet and the promotion of our prosperity must be a nationwide partnership, one in which each citizen recognizes his or her role in the thriving sector.

The Ministry of Tourism, Culture and the Arts, as a CTO member, is proud to launch its nationwide Caribbean Tourism Month campaign aimed at building the capacity of our stakeholders, showcasing our cultural and tourism products, promoting sustainable tourism initiatives and encouraging cultural confidence and national pride. The Ministry, in collaboration with its implementation agency, Tourism Trinidad Limited, will be undertaking various tourism and cultural events and activities aligned with the themes identified above. These include: cultural events and exhibitions, Community-Based Tourism **Enterprise** Workshops, a Tourism and Creative Industries Career Day, a nationwide Essay Writing Competition for school-aged children, a Beach Clean-up, a Tree Planting Exercise and much more.

We invite you to immerse yourselves in all the destination has to offer, for our people, planet and prosperity.

For more information, please contact the **Corporate Communications Unit** via:

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