



Government of the Republic of Trinidad and Tobago
Ministry of Tourism, Culture and the Arts

WORLD TOURISM DAY

SEPTEMBER 27TH 2023

A message from the
Ministry of Tourism,
Culture and the Arts

“ Investing in People, Planet and Prosperity. ”

The Ministry of Tourism, Culture and the Arts joins the international tourism community in celebrating World Tourism Day (WTD). This year is especially critical, as we explore the need for more strategic investments for the purpose of tourism recovery and advancing our Sustainable Development goals. We stand in solidarity with this year's theme: **Tourism and Green Investments**, and continue to chart our way forward through critical investments for **our people, planet and prosperity**.



PEOPLE: Prioritizing Education and Upscaling Skills

The recently revised National Tourism Policy (2021 - 2030) highlights the importance of education in stimulating entrepreneurship and innovation, while also catering for the human resource needs of the tourism sector. In fiscal 2023, the Ministry, together with its implementing partners, invested in the professional development and training of our tourism and hospitality workforce, through our Community-Based Tourism (CBT) training workshops, Mentoring by the Masters Programme and STEP Programme.

The education and the upscaling of skills in cultural tourism were advanced through public-private partnerships with Art Agencies, Non-Governmental Organizations (NGOs), Faith-Based Organizations (FBOs) and Community-Based Organizations (CBOs), to create platforms for youth education and exposure to the Creative Arts and T&T Heritage and Culture. We see investment in personnel as critical to the sector's resilience and profitability, and believe it directly impacts the delivery of quality customer service, guest experiences, satisfaction levels and ultimately the destination's reputation.

The Ministry also demonstrated its support for the development of the sectors by providing grants and sponsorships to the tourism and creative industries with the aim of promoting cultural integration, nation building and sustained economic growth. Tourism education and awareness were also extended to our nation's youth through our cultural camps, tourism quizzes, essay competitions and art competitions.



PLANET: Supporting Tourism's Green Transition

In keeping with the Sustainable Development Goals (SDGs), the Government of the Republic of Trinidad and Tobago (GoRTT) has sought to initiate measures to achieve the goals and targets outlined in SDGs #7 (Affordable and Clean Energy), #9 (Industry, Innovation and Infrastructure), #11 (Sustainable Cities and Communities) and #13 (Climate Action) to support the green transition of the local tourism sector in Trinidad and Tobago. The Roadmap for Trinidad and Tobago: Transforming to a New Economy and a New Society supports the thrust towards a green economy by recognising the importance of the destination's ecological resources such as our rainforests, beaches, wetlands, coral reefs and rich biodiversity of flora and fauna.

Moreover, at the national level, the accelerated adoption of carbon neutral strategies and stimulating investments in sustainable tourism initiatives are critical in achieving a diversified economy and creating a more innovative employment sector. In fiscal 2023, the Ministry invested in upgrading some of our nation's eco-sites such as the Asa Wright Nature Centre and is currently engaged in the execution of upgrade works at the Lopinot Historical Complex and the finalisation of its Ecotourism Sub-policy.

In collaboration with both the private sector and local Community-Based Tourism enterprises, the Ministry, through Tourism Trinidad Limited (TTL), is also prioritising reinvestment into greening activities to support the continued sustainable development of the local tourism product, including the re-use of recyclable industrial materials in some communities.



PROSPERITY: Fostering Innovation and Entrepreneurship

The GoRTT has created a favourable investment environment, inclusive of incentives, which is supported by legislation for investors. Moreover, attracting private sector investment to the destination is an important driver to facilitate the growth and economic transformation of the tourism and culture sectors. One such initiative is the Tourism Accommodation Upgrade Programme (TAUP), which provides a reimbursable grant to tourism stakeholders for approved upgrades to accommodation facilities. The Tourism Accommodation Upgrade Programme (TAUP) provides a reimbursable grant to tourism stakeholders for approved upgrades to accommodation facilities.

Recently, the Ministry launched an exciting new initiative: the Digitalization of the Tourism and Creative Sectors (DOTS) which is designed to support digitalization projects in the tourism and creative industries, and to unlock new realms of growth. The Ministry is also embarking upon the use of digital technology at its sites and attractions to improve and modernise the visitor's experience.

The Ministry through its tourism festivals initiative is keen on stimulating growth of tourism markets through festival innovation and development, with the aim of attracting year-round visitor arrivals to Trinidad and Tobago. The recent successful appeal to the United Nations to declare August 11 as World Steelpan Day is a tangible demonstration of the GoRTT's thrust to promote global recognition for our nation's festivals and cultural contributions. The Ministry is pleased to be leading the charge in this work locally, for the sake of our nation's growth and development. Happy World Tourism Day!



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