Webinar Series: Session Three

Generate Resilience & Government Support for Your Tourism Business

December 9, 2020

AGENDA

1. Session Opening
2. Introducing the Series
3. Working with local Destination Management Organizations and Tourism Industry Associations
4. Advocating for your tourism business’ needs
5. Breakout Discussion
6. Session Closing
SESSION OPENING

D’Antilles & D’Ailleurs is an organization based in Martinique (French Department in the Caribbean) that works for the education and promotion of active and democratic participation, in particular of women and young people with fewer opportunities, promoting diversity, equality, inclusion and strengthening the fight against discrimination by developing:

- Training
- Accompaniment toward mobility and employment
- Raising awareness
- Cooperation

More information on: www.dantillesdailleurs.org
Objective:
To become the first Euro-Caribbean non-profit portal dedicated to young initiatives in the field of responsible tourism.

Promote the creation of business
Strengthen the key competences of young people

4 Mobilities
Study visit to Martinique
Mentors’ training in Greece
Responsible Tourism training in Bulgaria
Closing seminar in Brussels

Forum to provide work and support space for the young project initiators

Tutorial on e-commerce
Mentoring Guide
Training module on responsible tourism

Mapping of existing European initiatives/companies/services

INTRODUCING THE SERIES
Our Team

Dinete Thomas

- Three years experience in finance, working in Largest Ecommerce travel company in the Middle East
- Masters in Tourism Administration specialising in Sustainable Destination Management, Spring 2021

Beth Wright

- 10+ years experience in International Development with projects in Latin America, the Caribbean, Europe, the United States, and Southeast Africa
- Masters in Tourism Administration specialising in Sustainable Destination Management, Spring 2021
- Expertise in community-based tourism, sustainability, enterprise development, and environmental conservation

Jess Wilson

- Experience in tourism development projects in the Pacific Islands, Central Asia and the Americas
- Masters in Tourism Administration specialising in Sustainable Destination Management, Fall 2020
- Expertise in community tourism, emerging destinations and COVID-19 responses

RESPONSIBLE TOURISM

A 3-part interactive webinar series designed to support entrepreneurs and small tourism businesses responsibly navigate the new COVID-19 reality.

Friday, Nov 27
Session 1: Adapt Your Tourism Business Marketing in a COVID-19 World

Wednesday, Dec 2
Session 2: Discover New Opportunities in Virtual Tourism Experiences

Wednesday, Dec 9
Session 3: Generate Resilience & Government Support for Your Tourism Business
WORKING WITH LOCAL DMOS AND TOURISM INDUSTRY ASSOCIATIONS

CHAT QUESTION

1. Do you know of a Destination Management/Marketing Organization in your community?

2. Do you know of a Tourism Industry Association in your community?

3. What services do these organizations provide?
DESTINATION MARKETING/MANAGEMENT ORGANIZATIONS

Destination Marketing/Management Organizations play a key role in long-term development of a destination and exist at the local, regional and national level.

1. Destination tourism strategy
2. Destination marketing
3. Advocacy for businesses and destinations
4. Stakeholder coordination
5. Research
6. Workforce development

Your DMO may be called:
- Convention and Visitor Bureau
- Destination Marketing Organisation
- City Council Tourism Department
- Chamber of Commerce

EXAMPLES OF DMOS AROUND THE WORLD

Visit Greece

Visit My Bulgaria

Philippines Department of Tourism
TOURISM INDUSTRY ASSOCIATIONS

The role of Industry Associations:

1. Create community through membership
2. Provide workforce development trainings and resources
3. Set industry standards and promote accreditations
4. Advocate on behalf of members for improved policies and financial support
5. Disseminate important industry related information

Many tourism associations have reduced or cancelled fees due to the COVID-19 Pandemic

EXAMPLES OF INDUSTRY ASSOCIATIONS

Associations by Destination
- Santorini Hoteliers Association
- Caribbean Hotel and Tourism Association
- Association of Bulgarian Tour Operators and Travel Agents
- Philippine Travel Agency Associations
- European Tourism Association

Associations by Interest
- Adventure Travel Trade Association
- Water Sports Industry Association
- International Air Transport Association
- International Hotel and Restaurant Association
- Cruise Lines International Association
Impact to Operations of DOs

During this crisis, DOs have been working remotely on maintaining communications with stakeholders and partners, despite the pandemic’s profound effect on budgets and operations.

PRIORITIES

As seen in Figure 3, DOs indicate that their top priorities during the pandemic (in order of importance) are:

1. Ensuring the health and safety of their employees
2. Maintaining communications with stakeholders and partners
3. Providing economic support to tourism businesses and tourism workers
4. Revising marketing strategies
5. Supporting their communities

Figure 3. What are your organization’s top priorities you lead through this global pandemic? Please rate your answers with 5 being the highest priority and 1 being least of your priorities. Number of Respondents: 10

THE ROLES OF DESTINATION ORGANIZATIONS HAS SHIFTED DUE TO COVID-19

- Critical shift towards resilience and destination management
- Slower response for changes in marketing
- Greater focus on advocacy for tourism businesses

Source: George Washington University International Institute of Tourism Studies

Communicating Health and Safety Guidelines  |  Supporting Access to Finance and Advocating for the Industry  |  Providing Industry Training on Health and Safety Protocols  |  Shifting to Domestic Marketing Campaigns (DMOS Only)
“In the short term, we are **focused on communicating a sense of competency and safety** for all of our properties and partners, and restoring the flow of visitation and utilization in a safe way.

In the long term, we are concentrating on creating value for the event and hospitality market in Houston, while **embracing the advantages of technology and current market trends**. In any case, fluid collaboration and teamwork are key, and maintaining an open exchange of innovative and creative ideas is vital.”

Sources: Skift
GOVERNMENT SUPPORT DURING COVID-19

To Support Businesses
- Wage support
- Loan guarantees
- Tax reductions
- Increasing holiday pay allowances
- Producing guidelines for businesses
- Establish open communication lines between private and public sectors

To Boost Tourism
- Providing accurate information to travelers
- Developing destination health and safety guidelines
- Domestic/regional marketing campaigns
- International promotions as restrictions are lifted
- Virtual tours to maintain interest

Source: OECD

SUPPORT DURING THE PANDEMIC CRISIS

Antigua and Barbuda
Message in the Sand
www.instagram.com/p/B-Z1GLqFz_6/

Panama has established Virtual Working Group sessions

Saint Kitts and Nevis 17-Point Stimulus Package

Trinidad and Tobago $50 million grant to upgrade hotels

Peru banks have offered tourism entrepreneurs mortgage debt relief

The Jamaica Tourist Board
Escape to Jamaica
www.instagram.com/visitjamaica/

Guyana Report on Financial Impact of COVID-19 on Tourism Sector and Resilience Plan

The Association of Tourism Guides of the Dominican Republic request to be on aid workers list

Belize Tourism Board guidance for Unemployment Relief Fund

Source: Organization of American States
YOUR ROLE IN ADVOCATING

1. Know where to find information on support offered
2. Set up a system for continuing to find up-to-date information
3. Understand how to provide feedback to your local government
4. Work within the local tourism industry to build coalitions to advocate
5. Participate in industry research studies; facilitate consultations for research

IT’S ALL IN THE DETAILS

- **PITCH**: Have a compelling and authentic story; have a clear and relatable answer to “WHY do you need assistance”?

- **REASONING**: Grant funding and financial loans require quantitative (numbers, data) and qualitative (descriptive) reasoning - be prepared with both

- **PREPARATION**: Understand the impact COVID-19 has had on tourism in your community
  - Work with your closest Destination Organization
  - Connect with the nearest university to see if anyone has/could conduct research
  - Work with nonprofit projects such as Go Responsible
  - Put together a simple survey of tourism businesses in your community

- **PROCESS**: Networking and build relationships is critical
  - The more people who know and care about your needs, the more support you will eventually get
  - Spurs creative problem solving and collaboration
1. How is your destination supporting tourism businesses during the pandemic?

2. What kind of support do you need for your business/destination?
Discussion Recap

What did you learn from your breakout discussion?

THANK YOU!

Regenerative Resource Partners
Beth Wright:
realbethwright@gmail.com

Go Responsible
Lavinia Ruscigni:
lavinia@dantillesetdailleurs.org