

# BUILDING RESILIENCE

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## THREE DIMENSIONS OF VULNERABILITY

The Region's economic vulnerability is inextricably linked to its social and environmental vulnerability. Thus, any approach to building the region's resilience must address these three dimensions of its vulnerability in an integrated manner.



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# CORE INGREDIENTS FOR RESILIENCE

- The region must ensure that infrastructure being built, is resilient to multiple hazards.
- The region's economies will not become resilient if their naturally-resilient features such as coral reefs, sea grass beds and other coastal ecosystems are undermined.
- And the region's economies will not become resilient if the resilience of its people is not nurtured and if the cultural foundations are undermined.



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# REFORMING POLICIES AND STRATEGIES

Every policy and strategy must be put under the microscope of resilience. Our decision-makers will have to pose and very simple but critical question: will this action build my country's resilience to internal and external shocks including the shock of disasters, or will it increase my country's vulnerability? In other words will it make my country stronger or weaker?



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# MULTI-HAZARD CONTINGENCY PLANNING

- OAS working closely with tourism stakeholders developed a comprehensive manual for the industry to build its resilience to multiple hazards. At the heart of this effort was the recognition that the tourism industry needs to deploy its own assets in its disaster preparedness and response.
- Planning for disaster reduction requires the industry to rely on the various modes of transportation, the communication systems, the hotel plant, restaurants and food pantries, bulk purchasing capacity, generators etc to better position our region to respond to the threats we face.
- Mutual Aid protocols



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# TOURISM EMERGENCY OPERATION CENTERS

- Tourism Emergency Operations center-whose specific purpose is to handle response and recovery effort for tourism? This center is meant to interface with National Emergency Operations centers but should be
- Fully resourced by tourism industry.
- Well-established systems and procedures to protect tourism assets, communicate among industry actors and with the outside world.
- Should also be able to account for the tourism human resource which is so critical to any recovery.



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# RESILIENCE & COMPETITIVENESS

- We must recognize first of all that resilience is linked to competitiveness.
- One of the main impediments to competitiveness in the region is our high energy costs- energy is the highest cost center of the tourism industry we cannot begin to build resilience if we do not address the issue of energy efficiency and adoption of renewable energy. Adoption of energy efficiency and renewable energy is an imperative, for the region,- generating and storing energy
- Disaster resilient energy storage facilities are mandatory (protect those facilities during disasters)



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## RESILIENCE & SELF-SUFFICIENCY

- Our resilience should be linked to self-sufficiency and self-sufficiency to authenticity and authenticity must be linked to our incentives.
- Trends in consumer behavior today demonstrate an overwhelming propensity for fresh and authentic goods and services both in terms of demand and willingness to pay for the same.





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# BACKWARD & FORWARD LINKAGES FOR RESILIENCE

- Build the linkages with our agricultural sector, and craft sectors;
- Serve locally-grown food to contemporary tablecloth standards;
- Reduce our dependence on imports;
- Incentivize local food consumption, incentivize our crafts people to develop authentic, culturally-appropriate products which do not compete with cheap mass-produced imported products.



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## RESILIENCE & RISK

- Reduce the risk profile of the industry. It means
- Re-thinking where we locate hotels and tourism attractions. So many of our hotels are located in low-lying coastal areas and threaten both coastal and marine health.
- Reduce the risk profile of tourism not just for insurance purposes but more importantly because our very survival depends on risk reduction



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## RESILIENCE & PEOPLE

- Resilience is about people, resilient communities require resilient people.
- People must realize the benefits to them and they must be able to actively participate in building resilient societies.
- Build the indigenous human resource,
- People with the right skills, it means training and incentivizing.



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## RESILIENCE & INFRASTRUCTURE

- Seaports and airports must be modernized not only to facilitate the movement of goods, people and emergency supplies after disasters they airports and seaports should also become tourism revenue centers-destinations within the destination, offering authentic tourism products and services;(first and last points of contact with a destination)
- Modernized, logistically efficient ports are critical to building resilience and competitiveness particularly in a tourism-dependent region like ours



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# RESILIENCE AND INCENTIVE FRAMEWORKS

- Introduce smart, resilience-building incentives frameworks in our countries. Presently many incentives build risk rather than reduce risk.
- Incentives in the tourism industry ought be tied to socially, and environmentally-responsible tourism practices.
- Duty-free concessions should not be given for the importation of inefficient water and energy devices.
- Instead Incentives should be tied to the attainment of targets such as: reductions in water and energy use, and in the amount of waste that a property generates; support of community-level resilience building activities; the amount of local products that is purchased among other targets.



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## HOLISTIC APPROACH TO RESILIENCE

While a focus on the resilience of the tourism industry is justified, we must recognize that such resilience will be effective only to the extent that our destinations as a whole are resilient. Tourism resilience cannot be pursued in isolation from country resilience.



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A tourism plant cannot be resilient if the road infrastructure, airports and seaports in the country are easily susceptible to damage; or if the homes of tourism workers are so badly damaged that they can't turn up for work.



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# CLIMATE RESILIENCE CENTRAL TO TOURISM PRODUCTS

- Climate resilience and sustainability must be central to our tourism products,
- It means that it should determine the kind of tourist we attract,
- The types of products and experiences we develop and package, the types of facilities and amenities we build.
- If climate resilience is going to be part of the tourism product mix and the type of tourism that we sell to the world then
- DEFINE it, OWN it, LIVE it and PERFECT it.
- Resilience means being proactive not reactive.