



# TOURISM

## EDUCATION MANUAL

SECOND EDITION



PUBLISHED BY THE  
BRITISH VIRGIN ISLANDS TOURIST BOARD



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# FOREWORD

Tourism is one of the (2) main economic pillars of the British Virgin Islands, contributing over 40% of total revenues and accounting for approximately 37% of the Territory's Gross Domestic Product (GDP). The importance of tourism to the socio-economic well-being of these islands means that the British Virgin Islands must have in place a cadre of well educated and trained tourism personnel to work in and manage the industry.

To develop such personnel, the British Virgin Islands Tourist Board believes that teaching tourism to our youth in the schools and in other fora is essential. Thus the British Virgin Islands Tourist Board has traditionally partnered with the Ministry of Education & Culture and schools territory-wide, in coordinating tourism competitions, field trips and providing school presentations.

The year-round Tourism Education Programme includes:

- (1) School Presentations on Pertinent Tourism Topics
- (2) Day as a Tourist
- (3) Summer Work Experience
- (4) Work Shadow
- (5) School Competitions
  - Junior Minister of Tourism Speech Competition
  - Junior Chef Competition
  - Janice Blyden Table Setting Competition
  - Trash to Treasure Competition

## Clarification

The legal name for these islands is the Virgin Islands. For distinction from the United States Virgin Islands (Virgin Islands) the British Virgin Islands Tourist Board started marketing the Virgin Islands as the British Virgin Islands. For the purpose of this manual, the Virgin Islands will be referenced to as the British Virgin Islands.

The British Virgin Islands Tourist Board will continue to execute these important tourism education programmes to create this pool of human resources.

## Liability Indemnification

This education manual on tourism has been prepared by the British Virgin Islands Tourist Board in collaboration with the Ministry of Education & Culture, Government of the Virgin Islands.

It was prepared as a teaching tool for the education sector. It remains the sole property of the British Virgin Islands Tourist Board and should not be published, reprinted or sold for profit.

The content of this manual has been compiled using primary and secondary sources including the knowledge base within the British Virgin Islands Tourist Board.

The British Virgin Islands Tourist Board accepts no liability for inaccurate or outdated information resulting from changes in trends, technologies or social and economic behaviors and customs.

# INTRODUCTION

## What is Tourism

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year. Travel might be for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.



In order for tourism to happen, there must be a displacement. An individual has to travel, using any means of transportation including by foot. However, all travel is not tourism.

*Three (3) criteria used to characterise tourism are as follows:*

- **It involves a displacement** outside the usual environment: this term is of utmost importance and will be discussed later on;
- **Type of purpose:** Travel must occur for any purpose different from being remunerated from within the place visited. The previous limits, where tourism was restricted to recreation and visiting family and friends are

now expanded to include a vast array of purposes; and

- **Duration:** only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay.

Another name for tourism is holiday travel. This is the business of welcoming visitors from other countries, making them safe and comfortable with excellent accommodation and food, and organising activities and entertainment for them.

The British Virgin Islands' main industry is tourism. Many people like to come to our country for holidays, particularly people who live in colder countries. They come to enjoy our sunshine and beautiful beaches, to swim, dive and sail in our tranquil warm seas, and to explore the natural and man-made- tourist attractions.



## Who is a Tourist

Every tourist is a traveller, but not every traveller is a tourist. To understand this, we must first define the word "tourist". The World Tourism Organisation (UNWTO) define the word "tourist" as anybody travelling for such purposes as recreation, holiday, health, sports, family reasons, and business, on a mission or as a delegate at a conference.



Types of Tourists

- 1. **Domestic Tourists** - People who travel overnight in another part of their own country.
- 2. **Regional Tourists** - People who travel within a defined region such as the Caribbean region.
- 3. **International Tourists** - People travelling from one region to another.

The 8 Sectors of Tourism

- 1. **Accommodation**  
Within the accommodation sector there are large, medium and small hotels, as well as non-hotel accommodation such as villas, bed and breakfast establishments, and campsites.
- 2. **Food and Beverage**  
This sub-sector can be viewed either as a support sector or as a major attraction. In the category of food and beverage there are restaurants, coffee shops, dining rooms, fast food outlets, pubs, lounges, nightclubs, cabarets, catering establishments and specialty shops.
- 3. **Adventure and Recreation Tourism**  
This category includes tennis facilities, parks, fishing, cruise lines, kitesurfing, paddle boarding, surfing, diving, hiking, sailing, recreational vehicles and marine facilities.
- 4. **Transportation**  
This sub-sector includes air carriers, bus and tour companies, cruise lines, car rentals, recreational vehicles, taxis, and gas stations.

5. Attractions

This sub-sector holds the key to raising self-esteem and national pride for every destination. This sub-sector comprises museums, galleries, heritage/historical sites and parks, gardens, amusement/recreation parks, interpretive centres and native/cultural/industrial/ecotourism.

6. Travel Trade

This includes travel agencies, tour wholesalers, tour operators and tour guides.

7. Events and Conferences

Included in this sub-sector are special events such as carnivals, cricket, meetings/conferences/ conventions, trade shows/marketplaces, festivals/fairs and exhibitions.

8. Tourism Services

This sub-sector includes Government Tourism Departments, Information Centres, Research Services, Reservation Services, Advertising Agencies, Trade Press, Marketing, Professional Associations, Consultants, Tourism Educators, Tourism Suppliers and Retail Operations.

These eight sectors form part of a larger tourism system that operates worldwide. The Tourism System is comprised of:

- The generating markets – where visitors originate.
- The transit routes – how visitors get to a destination.
- The destination – where the visitors are going.
- The industry – the organisation of the 8 sub-sectors described above.





# THE BRITISH VIRGIN ISLANDS AND TOURISM

## Tourism Investment and Economic Development in the British Virgin Islands

In June 1961, the U.K. Trade Commissioner in the Eastern Caribbean found the British Virgin Islands under developed: "their annual income is small and much remains to be done in the way of basic development, e.g. of roads and water supply, but, the British Virgin Islands, have a glorious natural asset"

Thus referring to the environment, the Trade Commissioner had noted with satisfaction that the Government had already prepared a Development Plan concerned with the development of tourism, and was studying further legislation to attract those who will provide tourist facilities (Booth, 1961, reprinted in Tortola Times, 17 June 1961).

The tourist industry, in June, 1961, mainly consisted of an American private club on Guana Island, the Trellis Bay Club with a boat yard adjoining it on Beef Island, a guest house on Marina Cay, and the Fort Burt and Treasure Isle hotels on Tortola. A ferry, the Youth of Tortola, was also operating between Tortola and St. Thomas.

On 29 December, 1960 at 8:30 am, the first cruise ship ever to visit the Territory, the Meteor, had glided in Road Town Harbour with 115 passengers hailing from New York. The ship was to make a regular weekly call until March. Announcing the arrival of the Meteor, an editorial in the Tortola Times had anticipated that this visit might well "prove to be the most significant single event in the history of our economic development."

In another editorial a week later, on January 7, 1962, the same newspaper contemplated that "owners of horses and donkeys might perhaps do a thriving business if they place their animals at the disposal of tourists to get visitors on the hilltops where they could enjoy the panorama of the islands. Only in June of the same year were the mule tracks replaced by the Joe's Hill Road. The "jeepable" road connected more than 1,800 people living at Harrigan, Doty, Chalwell, Meyers, Soldier's Hill, Cane Garden Bay and other settlements outside of Road Town."

In November 1962, an official of the Colonial Office was surprised to find that "living conditions in the Colony were on higher level than in many other places in the West Indies. While there is room for improvement", he said, "there is no real poverty here as can be found in other islands" (cited in the Island Sun, 24 November 1962).

The living conditions as the official saw them were to a large extent

induced by earnings remitted to the Territory by British Virgin Islander workers in neighbouring islands or in the USA. Tourism activities were not sizable enough to transform the Territory from a nation with "no real poverty" into a developing economy. The first significant move towards development, yet, was taking place at the same time in Virgin Gorda.

## Development in Virgin Gorda

Mr. Malvin Flax was lamenting over the drought that was causing the death of many animals on Virgin Gorda in 1954. "What we need is Mr. Rockefeller to come", he said to Hon. Ralph O'Neal. Rockefeller was only a name synonymous with wealth, but Malvin Flax had perceived the idea that some form of major investment from the outside could bring appreciable benefits to the community.



Malvin Flax's vision became reality in 1958, when Laurance Rockefeller purchased a 56-acre tract with plans to develop a resort at Little Dix Bay. Rockefeller had noted, in the course of a cruise in 1957, the natural beauty of the terrain embracing Little Dix Bay. In 1958, he had donated funds to Government for the purchase and preservation of Spring Bay and Devil's Bay.

To appreciate the importance of the Little Dix Bay project for the development of Virgin Gorda, let us just reflect on the working conditions prevailing. As reported by the Tortola Times on May 28, 1960, the area of Little Dix Bay had "no wharf to land incoming supplies, no electricity to activate construction machinery, no airstrip or adequate road, no water or machine shops, no tractors or contractors with heavy machinery, not even a telephone or theodolite". Yet, it was planned that local materials would be used as far as possible in the construction of the project.

At the time of the development survey, in May 1960, four labourers were employed under the direction of Malvin Flax to carry out the clearing of the site. The men were paid at 50 cents per hour, a rate considerably in excess of the customary local rate. As explained by Rockefeller's representative, the high wages were to attract selected men who would eventually "form the nucleus of a permanent, trained, and reliable staff". Preference of employment was then offered to former owners of the land and their relatives.

Construction of the resort began in July 1961. One immediate effect of the project was the influx of immigrant labour that it entailed. A staff of 230 workers was employed and accounted for a weekly payroll of US\$8,000. This labour



force included 146 British Virgin Islanders mostly from Virgin Gorda, 66 contract workers from Barbados, the Windward and Leeward Islands (Anguilla, St. Kitts, Antigua), and 18 skilled and supervisory personnel of the constructing firm.

Because Virgin Gordians had already migrated to find employment in St. Thomas and Tortola, there was a lack of skilled labour on Virgin Gorda. Many of the West Indian workers who had been brought in to work on the construction of the hotel stayed after the resort was opened on 18 January, 1964.

Over the years, Little Dix Bay contributed considerably to the development of the island, through the wages paid out, the purchase of local goods and services, and the construction of an infrastructure (airstrip, yacht harbour, road). The overall cost of the project, which should have neared US\$3 million upon completion, amounted to US\$6.5 million. The significance of the investment cannot be disputed when compared with the Territory's budget of US\$1 million in 1963.



**Development in Tortola**  
The most visible changes, until the end of the 1960's, were to take place in the area of Road Town, Tortola.

Negotiations between the Government and Batehill of England in 1967, resulted in the signing of the Wickham's Cay and Anegada development agreements. The Wickham's Cay land reclamation project involved 70 acres in the bay of Road Town. It was to establish, according to Administrator Martin Staveley, "a measure of suitable industrial development" in Tortola. (cited in Bowen, 1976) .

The land reclamation works and cutting of access roads through Wickham's Cay were completed in 1969. Staveley's confidence in the project was eventually questioned by the people, and the lucrative scheme envisaged by Ken Bates was not implemented. Instead, the British Virgin Islands Government bought the reclaimed land for US\$5.8 million through a loan from the UK Government.

In 1969, the Moorings was opened. This marked the beginning of the yachting industry. The establishment was to rise within the next ten years to the level of Little Dix Bay in terms of tourism receipts. The successful development of the Moorings and other tourist establishments on Tortola were facilitated by the transformation of Road Town into an urban centre.

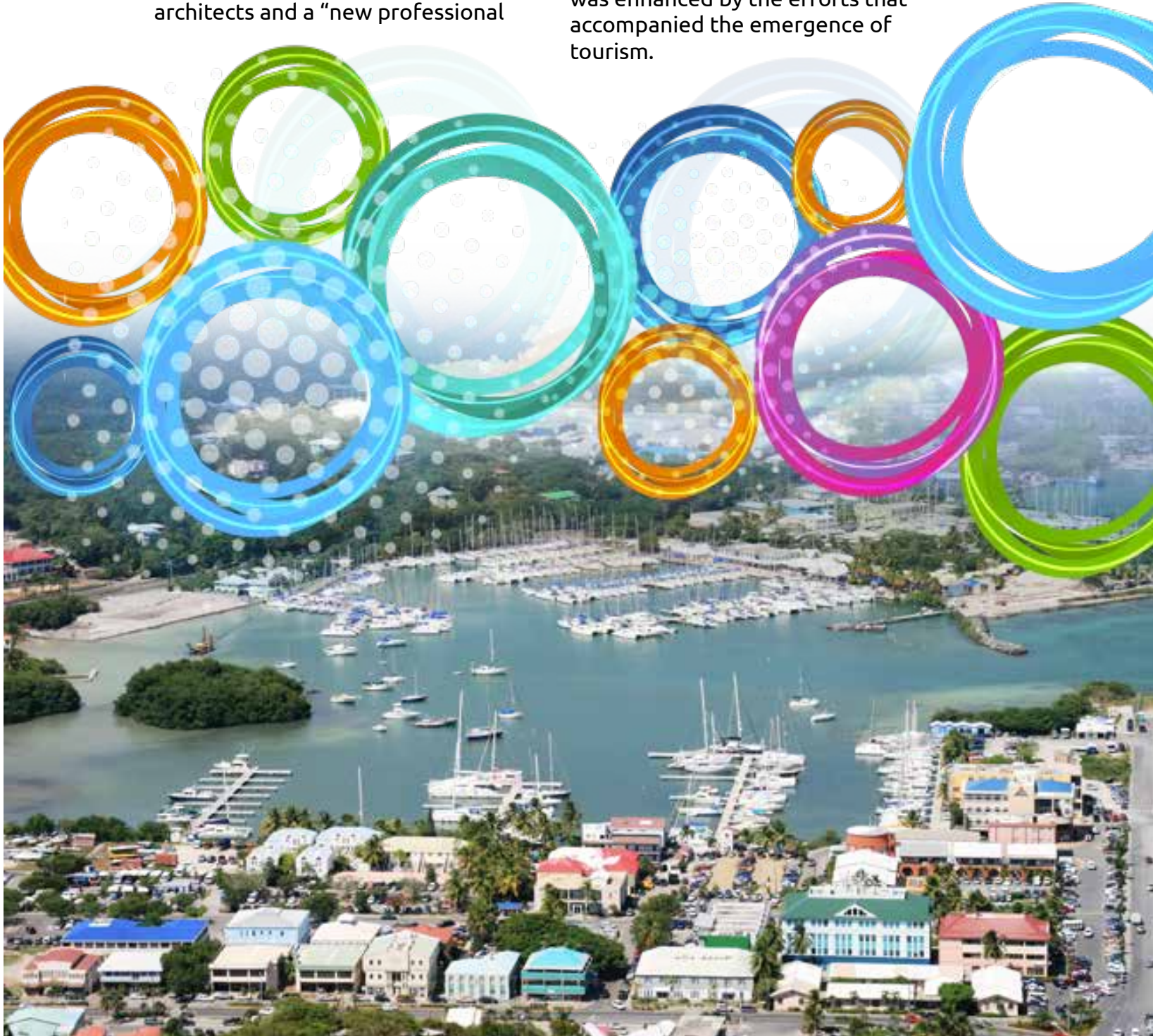
The Wickham's Cay agreement, coupled with incentive legislation, attracted many entrepreneurs to the island, as well as it changed the face of the capital. Four international banks were established in Road Town by 1968, and electricity and telephone services were extended throughout Tortola. Of no lesser importance to the business

community was the opening of a deep water harbour at Port Purcell in 1972, which facilitated direct shipping service to Road Town from Europe and the USA. In 1969, the runway at Beef Island Airport was extended, and three years later, the first terminal building was opened.

A sign of development at the end of the 1960s was the existence of 22 construction and engineering companies, as well as four firms of architects and a "new professional

class description" (Bowen, 1976, p. 78). Finally, significant benefits were derived during those years by some families from speculation over land sought for various tourism development projects.

Thus, learning from tourism investment in Virgin Gorda in the early 1960s, the Territory organized its development base in Tortola within less than ten years. The standard of living of the community was enhanced by the efforts that accompanied the emergence of tourism.





**Tourism Value to the British Virgin Islands**

Tourism by far, plays a very important role in the development and sustainability of the British Virgin Islands.

Tourism can provide value for a destination in a number of ways:

**Economic** – Increased and diversified economic activity; flow-on economic benefits through a community; stimulus for economic development and investment; In 2013 Tourism contributed US\$277,896,000 GDP or 30.35% to the total GDP of US\$915,601,000, according to statistics released by the Central Statistics Office.

**Social/Cultural** – Enhanced quality of life, community development, employment and income, conservation of cultural heritage, increased amenities, and community pride.

**Environmental** – Awareness of environmental significance, conservation of natural and built environments, and implementation of sustainable practices.

**TOURISM  
ARRIVALS TO THE  
BRITISH VIRGIN  
ISLANDS**

Many people in our country have jobs related in some way to the tourist industry. Some people work at the airports or seaports where tourists arrive in the British Virgin Islands. Others work in hotels, restaurants, shops, banks, and in the yachting industry. Craftsmen and artists produce the paintings, handicrafts and souvenirs that tourists buy. Musicians, dancers and actors provide entertainment for tourists.

**Where do British Virgin Islands Tourists Come From**

Most tourists come to our country from the United States of America. Others come from Canada, Europe, the Caribbean region and other countries. The tables shows tourism arrival by categories.





Tourism Gross Domestic Product at Current Prices, 2003 – 2013											
	2003 e	2004 e	2005 e	2006 e	2007 e	2008 e	2009 e	2010 e	2011 e	2012 e	2013 e
GDP at Current Market Prices (US\$'000)	711,942	746,117	870,031	935,175	1,010,868	992,093	876,466	894,451	915,571	909,369	915,601
Tourism GDP at Current Basic Prices (US\$'000)	209,529	221,001	262,599	284,467	309,876	303,574	264,759	270,796	277,886	275,804	277,896
Tourism GDP / GDP (%)	29.43	29.62	30.18	30.42	30.65	30.60	30.21	30.28	30.35	30.33	30.35
Growth in Tourism GDP (%)	-10.66	5.48	18.82	8.33	8.93	-2.03	-12.79	2.28	2.62	-0.75	0.76

Updated June 6, 2014

Contribution of Financial Services to Gross Domestic Product (GDP) at Current Market Prices, 2003 – 2013											
US\$'000	2003 e	2004 e	2005 e	2006 e	2007 e	2008 e	2009 e	2010 e	2011 e	2012 e	2013 e
GDP for Financial Services Sector at Current Market Prices	118,502	135,706	146,976	164,370	181,593	165,549	138,695	156,598	162,158	161,477	152,115
Total GDP at Current Market Prices	711,942	746,117	870,031	935,175	1,010,868	992,093	876,466	894,451	915,571	909,369	915,601
Financial Services GDP / Total GDP	16.64	18.19	16.89	17.58	17.96	16.69	15.82	17.51	17.71	17.76	16.61

e means estimate

Source: Central Statistics Office  
Note: Financial Services Sector comprises banks, insurance companies, mutual funds, investment banks and trust companies.



Tourism summary of arrivals by category

2017

Month/Category	Cruise ship	Overnight	Day trippers	TOTAL	Accum Total
January	103,149	39,045	1,236	143,430	143,430
February	90,269	41,424	868	132,561	275,991
March	87,491	46,756	1,302	135,549	411,540
April	47,011	43,823	1,184	92,018	503,558
May	22,393	34,336	1,078	57,807	561,365
June	17,395	37,891	1,147	56,433	617,798
July	17,781	43,343	1,558	62,682	680,480
August	12,119	22,760	1,428	36,307	716,787
September	0	1,154	101	1,255	718,042
October	0	1,861	357	2,218	720,260
November	124	3,644	355	4,123	724,383
December	11,991	9,089	956	22,036	746,419
TOTAL	409,723	325,126	11,570	746,419	

2016

Month/Category	Cruise ship	Overnight	Day trippers	TOTAL	Accum Total
January	104,257	42,074	1,400	147,731	147,731
February	99,620	41,238	1,049	141,907	289,638
March	92,057	51,123	1,340	144,520	434,158
April	53,133	36,747	1,368	91,248	525,406
May	30,080	33,713	1,524	65,317	590,723
June	32,064	35,274	1,513	68,851	659,574
July	32,989	41,296	1,886	76,171	735,745
August	21,670	22,061	2,565	46,296	782,041
September	25,797	12,495	1,417	39,709	821,750
October	29,454	20,088	1,350	50,892	872,642
November	78,882	28,520	924	108,326	980,968
December	99,102	43,135	1,175	143,412	1,124,380
TOTAL	699,105	407,764	17,511	1,124,380	

Source (s): Central Statistics Office/Development Planning Unit  
Note: These figures are provisional and subject to change.



Data Collection

Statistical data on visitors entering the British Virgin Islands is collected from Immigration Entry Declaration Cards and is entered into a data entry system by British Virgin Islands Tourist Board Information Officers at the Terrence B. Lettsome Airport and by the British Virgin Islands Ports Authority Service Ambassadors at the various sea ports. The raw data is retrieved from a web based system by the Central Statistics Office (CSO) formerly the Development Planning Unit (DPU) to be analyzed and processed into statistical reports.

	Passport required	Return ticket required	Visa required
Australian	Yes	Yes	No
British	Yes	Yes	No
Canadian	Yes	Yes	No
Other EU	Yes	Yes	No
USA	Yes	Yes	No



Entry Requirements

To enter the British Virgin Islands, a passport valid for six months is required by all nationals referred to in the chart above. From North America: U.S. citizens travelling by air to Canada, Mexico, the Caribbean and Bermuda must present a passport or other Western Hemisphere Travel Initiative (WHTI) compliant documentation to enter or depart from the United States.

Canadian Citizens: a passport is preferred you may also use an original birth certificate accompanied by a valid photo ID such as a driver's license.

From Europe: European citizens need a valid passport to enter the British Virgin Islands. Visitors that are residents of certain countries, require a visa in order to enter the British Virgin Islands.

From the Caribbean: Citizens from some islands may need to obtain a visa to visit the British Virgin Islands. Visitors from these Caribbean islands need to have a visa in order to enter the British Virgin Islands.

**Visas:**  
Visas are not required by nationals referred to in the chart above for stays of up to one month. Stays can be extended at the discretion of the Chief Immigration Officer. Proof of on-going journey, sufficient means and pre-arranged accommodation are required. Nationals not referred to in the chart are advised to contact UK Visas and Immigration or the nearest British Embassy/High Commission to check visa requirements.

Countries Whose Citizens Require a VISA to Travel to the British Virgin Islands

- Afghanistan
  - Albania
  - Algeria
  - Angola
  - Armenia
  - Azerbaijan
  - Bahrain
  - Belarus
  - Benin
  - Bhutan
  - Bosnia-Herzegovina
  - Burkina
  - Burundi
  - Burma
  - Cambodia
  - Cameroon
  - Cape Verdi
  - Central African Republic
  - Chad
  - China (except Hong Kong SAI)
  - Colombia
  - Comoros
  - Congo (Democratic Republic)
  - Cuba
  - Djibouti
  - Dominican Republic
  - Egypt
  - Equatorial Guinea
  - Eritrea
  - Ethiopia
  - Gabon
  - Georgia
  - Guinea
  - Guinea-Bissau
  - Guyana
  - Haiti
  - Indonesia
  - Iran
  - Iraq
  - Israel
  - Ivory Coast
- Jamaica (effective 1st April 2007)
  - Jordan
  - Kazakhstan
  - Kyrgyztan
  - Korea (North)
  - Kuwait
  - Laos
  - Lebanon
  - Liberia
  - Libya
  - Macedonia
  - Madagascar
  - Mali
  - Mauritania
  - Maldova
  - Mongolia
  - Montenegro
  - Morocco
  - Mozambique
  - Myanmar
  - Nepal
  - Niger
  - Nigeria
  - Occupied Palenstinian Territories
  - Oman
  - Pakistan
  - Peru
  - Philippines
  - Qatar
  - Russian Republic
  - Rwanda
  - Sao Tome & Principe
  - Saudi Arabia
  - Senegal
  - Serbia
  - Slovakia
  - Somalia
  - Sudan
  - Surinam
  - Syria
- Taiwain (for purpose other than tourism and business)
  - Tajikistan
  - Thailand
  - Togo
  - Turkey
  - Turkish Republic of Northern Cyprus
  - Turkmenistan
  - Ukraine
  - United Arab Emirates
  - Uzbekistan
  - Vietnam
  - Yemen
  - Yugoslavia
  - Zaire





**How Tourists Come to Our Country**

Some tourists come by sea on cruise ships, ferries, yachts and power boats. Others come by air, landing at the Terrence B. Lettsome International Airport on Beef Island, Taddy Bay Airport on Virgin Gorda or the Auguste George Airport on Anegada.

**Arrival to the British Virgin Islands by Air**

Connecting airports surround the British Virgin Islands, making arrivals and departures an easy part of the travel itinerary. When travelling to

the British Virgin Islands, there are no direct flights from the USA, Canada, Europe, or South America to the British Virgin Islands' main airport, the Terrence B. Lettsome Airport (EIS).

All flights must connect through another Caribbean airport on islands such as Puerto Rico, St. Thomas, Antigua, St. Kitts, or St. Maarten/ St. Martin. Travel agent or international airline can assist with booking flights. When booking reservations online, remember

the main airport is the the Terrence B. Lettsome Airport (EIS).

Travellers travelling on to Virgin Gorda, Anegada, Peter Island, or Jost Van Dyke, can check with the hotel, resort, or villa to make sure that charter flights or ferry service will be available. Otherwise, plan to spend a night or two on Tortola before exploring the rest of "Nature's Little Secrets."

The most direct way to arrive to the British Virgin Islands from North America, is via San Juan, Puerto Rico (SJU). Frequent connecting service is offered by Air Sunshine, Cape Air and Seaborne, with occasional service offered by other airlines and charter flights. Charter airline service can be arranged from almost anywhere in the Caribbean.

**Flights via San Juan, Puerto Rico Airport Code [SJU]**

The most direct way to fly to the British Virgin Islands is via San Juan, Puerto Rico. Frequent connecting service is offered by Cape Air, LIAT and Seaborne, with occasional service by other airlines and charter flights. Air Sunshine has direct flights from San Juan to Beef Island and Virgin Gorda.

**Flights via St. Thomas - Airport Code [STT]**

Travellers who choose to arrive via St. Thomas, Air Sunshine, Cape Air and Seaborne have regular flights to Tortola and Virgin Gorda. Antilles Helicopter Services and Caribbean Buzz Helicopters also offer airport transfers to/from EIS and STT.

Most travellers take one of the frequent ferries that travel between downtown Charlotte Amalie or Red

Hook, St. Thomas and Tortola. Ferry service is available to Virgin Gorda and Anegada on certain days and to Virgin Gorda every day via West End or Road Town.

Getting to the next ferry is very easy - take a taxi at the St. Thomas Airport and let the taxi driver know that you need to take the next ferry to Tortola or Virgin Gorda (with connections to Anegada and Jost Van Dyke). The taxi drivers will know of any schedule changes and make sure you reach the proper terminal for your connection.

Ferries from St. Thomas to Tortola and Virgin Gorda (with connections to Anegada and Jost Van Dyke) only operate during daylight hours - so the last ferry is usually around 4:30/5pm. Make sure that your flight arrives in time for the transfer to Charlotte Amalie (approximately 10 minutes) / Red Hook (approximately 45 minutes) or make arrangements to overnight in St. Thomas and catch the ferry the following morning. Ferry service starts at approximately 7:30am.

**Flights via Antigua - Airport Code [ANU]**

Travellers from the UK (from London, Gatwick), and Canada may find it easiest to travel directly to Antigua by way of the Lester Bird International Airport and then take a connecting flight to Tortola on LIAT, interCaribbean Airways, or private charter flights. Limited service is also available from St. Maarten/St. Martin (SXM) and St. Kitts (SKB) on LIAT and British Virgin Islands Airways.

**From other Caribbean Islands:**

Scheduled service is also available from St. Maarten/St. Martin, St. Kitts, as are connecting flights from Barbados and St. Croix.



Terrance B. Lettsome International Airport



**Arrival to the British Virgin Islands by Sea**

**Ports of Entry:**

- Tortola—Road Town and West End
- Jost Van Dyke—Great Harbour
- Virgin Gorda St. Thomas Bay and Gun Creek

All entering vessels must clear with the British Virgin Islands Customs and Immigration immediately upon arrival into the territory, and retain a valid passport and boat registration papers.

Customs and Immigration offices are located in Tortola at Road Town and West End; on Virgin Gorda at the Virgin Gorda Airport, St. Thomas Bay Terminal, and the Owen Harrigan Visitors Centre at Gun Creek; and on Jost Van Dyke in Great Harbour.

United States citizens travelling by air to Canada, Mexico, the Caribbean and Bermuda must present a passport or other Western Hemisphere Travel Initiative (WHTI) compliant documentation to enter or depart from the United States. Visitors from some countries may also require a visa for entry.

**NOTE: Yacht Clearance** - If planning to exist and then re-enter the British Virgin Islands during your sailing vacation, please be certain to follow the proper procedures for clearing your yacht and crew with both the British Virgin Islands Customs and Immigration.



Airlines Operating in the British Virgin Islands



**AIR SUNSHINE**  
Connects British Virgin Islands with Puerto Rico daily



**CAPE AIR**  
Daily flights between British Virgin Islands and San Juan, Puerto Rico & St. Thomas, USVI



**FLY BRITISH VIRGIN ISLANDS**  
Provides On-Demand Business, Vacation and Leisure Charters to Caribbean Destinations, and also provides a light Cargo Service



**ISLAND BIRDS**  
Air charter service based at Beef Island airport offering private flights throughout the Caribbean.



**INTER CARIBBEAN**  
Operates six 30 passenger Embraer 120 aircraft with equipped with lavatories,



**LIAT**  
Daily flights to and from Puerto Rico, St. Martin and Antigua, and other Caribbean destinationS



**SEABORNE**  
Seaborne Airlines is an FAR Part 121 airline headquartered in San Juan, Puerto Rico. Daily flights from San Juan to USVI and BVI, Dominican Republic, Dominica and St. Kitts.



**V.I. AIR LINK**  
VI Airlink is an airline from the British Virgin Islands, with its license issued under the U.K. Overseas Territory Air Requirements it is the only Airline with airplanes registered in the B.V.I.



**WINAIR**  
Winair, an abbreviation of Windward Islands Airways, is a government-owned airline based in Sint Maarten. Winair connects to Saba, Statia, St. Barths, Dominica and Tortola

Ferry Services Operating in the British Virgin Islands



**ANEGADA EXPRESS**  
Ferry charter service from Beef Island and Virgin Gorda to Anegada



**BITTER END FERRY**  
Links Gun Creek, Virgin Gorda to Bitter End Yacht Club



**INTER ISLAND BOAT SERVICES**  
Operates between Virgin Gorda, Anegada West End (Tortola), Jost Van Dyke, St. John and St. Thomas



New Horizon Ferry

**NEW HORIZON**  
Operates between Jost Van Dyke and West End, Tortola



**MARINA CAY FERRY**  
Operates from Beef Island to Marina Cay daily



**NATIVE SON INC.**  
Operates between Road Town, West End and St. Thomas



**ROAD TOWN FAST FERRY**  
Operates daily between the USVI and the British Virgin Islands



**SMITH'S FERRY**  
Operates daily between the USVI and the British Virgin Islands



**SPEEDY'S**  
Operates daily between Tortola & Virgin Gorda with a weekly trip between the USVI and the British Virgin Islands



**SABA ROCK RESORT FERRY**  
The Saba Rock ferry transports guests to and from Saba Rock, on demand from any dock in North Sound, Virgin Gorda



**SENSATION FERRIES**  
Operating between Road Town and Virgin Gorda daily



# THE BRITISH VIRGIN ISLANDS TOURIST BOARD

The British Virgin Islands Tourist Board was established under Act. Chapter 280. Ordinance 1969. The British Virgin Islands Tourist Board was established as a Statutory Body to develop and promote the British Virgin Islands tourism product and market the British Virgin Islands.

In 1972 the first Tourist Board Office was opened on main street. Mr. Richard Bathan was hired as the first staff member and his position was Executive Secretary to the Board.

The growing tourism industry made it even more critical that the British Virgin Islands Tourist Board be established to focus on tourism. Statistics continue to show growth as evidenced by the tourism figures for the years 1978-1979. This growth was a positive indicator of the British Virgin Islands' future in tourism.

## VISION:

To establish the British Virgin Islands as the premier tourism destination in the region with sustainable use of its natural resources and unique qualities and characteristics.

## MISSION:

To lead the Tourism sector for the British Virgin Islands with purpose, pride and excellence; ensuring sustainability of our product and high quality visitor experience.

## GOALS:

1. Increase the economic contribution to the British Virgin Islands by:
  - a. Attracting a more discerning and higher spending visitor; and
  - b. Increasing the number of visitors, especially repeat visitors;
2. Provide a superior destination experience for visitors by developing and expanding the number and quality of product offerings;
3. Solve the issue of the seasonality of the tourism cycle;
4. Adopt and promote a more sustainable approach to tourism development;
5. Build and sustain a close working relationship between the British Virgin Islands Tourist Board and the business trade, product partners and media;
6. Increase public awareness of the importance of tourism to the British Virgin Islands economy; and
7. Work as a proactive, effective and efficient team of Tourism professionals investing and focusing on action that brings the most return on investment, in the most sustainable way.

## Strategic Focus

Increasing global tourism competition in tourism has underscored the increasingly relevant role of destination marketing. Specific attractions, resorts, cities or regions are gaining more relevance as deciding factors for travel than the countries. The recent trends and changes in the global tourism marketplace and the challenging situation for tourism destinations require new policies and strategies, as well as effective structures. "Destination Management" has today become central to competitiveness and quality in tourism. Destination management is an all-encompassing policy including all levels of planning and execution for tourism and travel marketing involving public, private and NGO collaboration to create a complete Tourism Destination package. We must be attentive to the details that make up our "Destination Package". Are our entry points clean and attractive with friendly professional staff? Are our properties comfortable, hygienic, stylish, unique with friendly, attentive and pro-active service? Are our attractions safe, interesting and easy to access with appropriate signage and guidance? When our visitors leave, is their final conclusion that they **MUST COME AGAIN?** There is a long list of questions that we must sit with our tourism businesses, product partners, trade partners and NGOs to answer, and where the answers are not satisfactory, we must aim to change those responses so they are

more in tune with our vision.

During tough economic times, consumers conserve to cover life essentials. However, tourism does not stop. People continue to travel, but they travel differently. The tourism and hospitality businesses that will survive and thrive in the future ahead are those that will rapidly assess and quickly adapt to trends. The demand for the luxury end of the market is likely to decrease, while demand for either low cost or perceived good value products and services are likely to grow. Although the demand for luxury products will lessen, high end consumers (those with more discretionary income) will continue to travel and, any outlet that targets these consumers should be included in the marketing plan.

British Virgin Islands Tourism has not begun to permeate the market of worldwide visitors. In these tough economic times, where all destinations will be redoubling their efforts to attract the scarcer discretionary income, we need to invest more and invest more strategically.

The British Virgin Islands Tourist Board has firmly placed itself as the industry's first resource. Staff members are required to spend at least one third of their time in direct contact with



partners out in the field. We have begun an annual “Tourism Expo” for our partners to collaborate and invite external suppliers, media and trade partners. Additionally, we continue to hold the annual two-day Marketplace in conjunction with the Annual Global Planning meeting. A complete list of “SHOWS” is sent to the industry partners early with reminders closer to the show dates. The policy for “PRESS TRIPS” and “FAMILIARISATION TRIPS” will be reviewed in conjunction with the Industry. Additionally, quarterly meetings of industry sub-sections are held.

The British Virgin Islands Tourist Board is a fluid, flexible organisation that is responsive to change so that we meet and exceed the needs of our market. To help you understand the extent of our remit, the following is a listing of all departments and a brief summary of their responsibilities. Individually, each department is a piece of a larger puzzle but together, the departments of the British Virgin Islands Tourist Board form a dynamic force to be reckoned with!

**The British Virgin Islands Tourist Board’s Offices**

**Home Based Offices:**

The following departments are situated in either two locations in Tortola or one location in Virgin Gorda:

- Marketing Department
- Product & Policy Development
- Niche Marketing
- Standards Department
- Small Properties & Accommodations
- Creative
- Film Commission
- Social Media & Online Marketing
- Sister Island Tourism Development
- Public Relations

- Human Resources & Administration
- Information Technology
- Finance Department

**Overseas Office:**

United States of America

- New York
- \* Los Angeles

United Kingdom

- \* London

**Market Based Agencies:**

- United States of America
- Puerto Rico
- United Kingdom
- \* Germany
- France
- Italy
- Brazil

**Functions of the Board of Directors**

The function of the Board is to promote, foster and develop the tourist trade of the Virgin Islands and to promote its efficiency; also to promote, foster and encourage tourist investment within the Virgin Islands by such measures as the Board may deem fit, and especially the development of such amenities as may be calculated to enhance the Virgin Islands as a holiday, pleasure or health resort.

**The Structure of the Board of Directors**

Chairman of the Board	Representative from British Virgin Islands Chambers of Commerce and Hotel Association
Director of Tourist Board	
Permanent Secretary, Ex-Officio from the Premier’s Office	Representative from the Private Properties- This individual would be someone who owns his/her own property.
Representative from Marine/Charter Yacht Industry- This individual is a Manager in the Marine/Charter Yacht Industry.	Representative from Jewels/ Small Properties- These individuals would be persons that own small hotels/ properties.
Representative from Taxi Association- This individual would be someone who owns their own Taxi.	Representative from Airport Authority- This individual is normally the Director of Airports Authority.
Representative from Finance- This individual would be someone who is good with handling budgets and is excellent in Marketing.	Representative from Sister Islands- These individuals would be persons who operate and own businesses on the Sister Islands.
Representative from Ports Authority- This individual is normally the Director of Ports Authority.	Representative from High End Resorts/Large Properties- Persons that are the Managers/Owners of these types of properties.

**Departments and Roles**

**Director of Tourism** – Responsible for managing and leading the British Virgin Islands Tourist Board in promotional and marketing initiatives aimed at promoting the British Virgin Islands as a unique and prime tourist destination for visitors from regional and international markets.

**Deputy Director/Operations and Product-** works closely with all the partners in the Tourism industry as well as service training for front-line agencies like Immigration and Customs to ensure the delivery of exceptional customer service from all partners. The team also seeks to develop viable, competitive, innovative tourism businesses and a service industry that is staffed with highly trained service professionals.

**Marketing** - The local marketing team performs many duties aimed at developing and implementing the long and short-term marketing strategies of the Board, specifically in this position the regional strategies for the Caribbean and the local market. The local marketing manager also oversees public relations. The broad scope of this task requires interacting heavily with various departments of the Board.

**Finance** – Is responsible for the overall management of the Finances of the Board including the compilation of financial management reports for the Board of Directors, Budgeting, Forecasting, Preparing Payroll, Management, Analyzing, Financial Reports, and ensuring the compliance of financial controls.

**Human Resources** - Is responsible for the efficient and effective management of Tourist Board Operations.

**Film Commission** - The Film Commission’s mission is to position the British Virgin Islands as the premier filming and photography location in the Caribbean for commercials, advertisements, publications, documentaries and other small productions. The Film Commission intends to develop a fully search-able, interactive and user-friendly website, equipped with a thorough and current Digital Location Library & Client Database. It will also develop legislation to provide producers with financial



and other incentives to film in the British Virgin Islands. Another goal is to provide training and workshops to strengthen the knowledge, experience and capabilities of the local industry.

**Sister Island Tourism Development** - The Sister Island Tourism Development team works on all projects related to developing the Tourism Product throughout the entire Sister Islands by enhancing the existing Tourism Product. This department is expected to foster tourism awareness and ensure the dissemination of information to visitors, the general public and the industry.

**Standards** – The Standard Department role creates and implements guidelines and monitor standards for properties and personnel within the tourism industry. The unit conducts site visits and facilitates training to ensure agreed benchmarks for standards are maintained by industry operators. The Standards Department is committed to equipping the industry partners with practical tools for driving customer service and quality excellence. The department focuses on a three tier model which include Quality Standards, Service Excellence and Education & Training.

**Product Development** - Promotes the development of tourism infrastructure and its supporting mechanisms to ensure a viable, competitive, safe and sustainable tourism product with regards to Transportation, Cruise Policy and Implementation, Tourism Infrastructure, Environment & Nature Tourism that includes Signage and collaborating with the National Parks Trust.

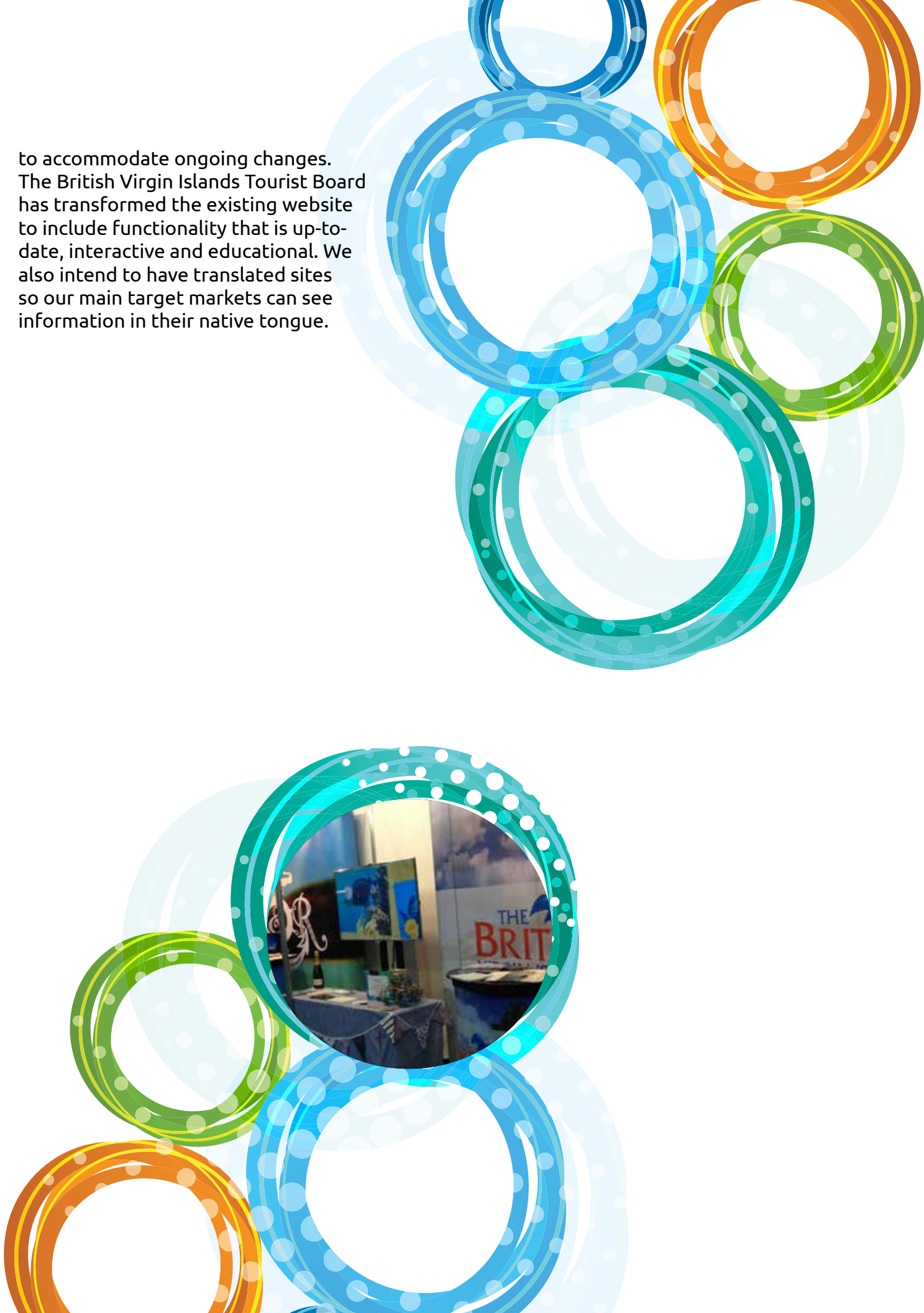
**Information Technology** - Directs and guides the information management requirements of the British Virgin Islands Tourist Board. It is responsible for the overall planning, organising and execution of all information systems and information technology function.

**Creative** - Establishes the British Virgin Islands as a worldwide leader for creative materials in the promotion of the British Virgin Islands Tourism Industry and Product. The team works with international agencies and is responsible for developing and maintaining an innovative and highly competitive library of print, video, and audio materials to promote tourism in the British Virgin Islands.

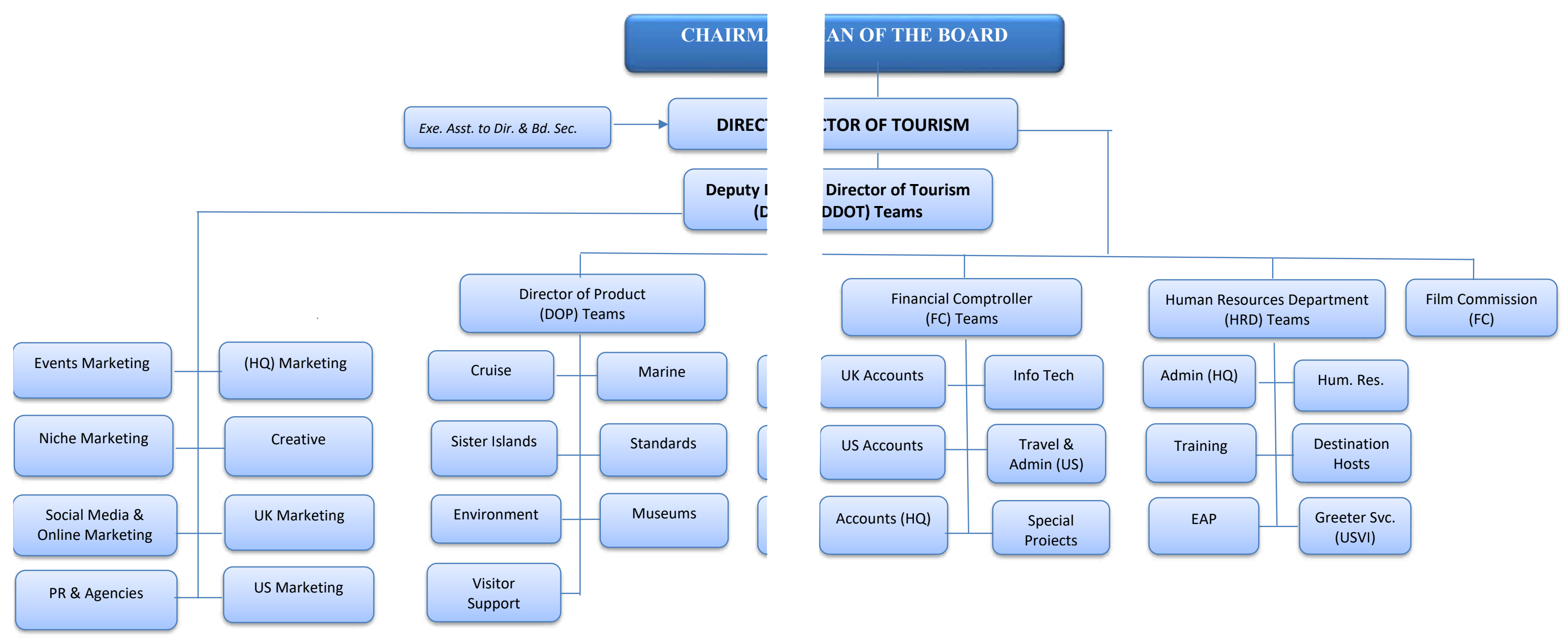
**Niche Marketing** - The Niche Marketing Team develops the elements of the tourism product that contributes to year-round occupancy (75% occupancy for 75% of the industry – 365 days a year) including: Culture/Events / Activities, Sponsorship, Weddings and Honeymoons, Heritage Tourism (Museums and Historical Interests), Culinary, Special Group Incentives, Meetings, Spa and Wellness.

**Social Media and Online Marketing** - The Online Marketing Team is responsible, in conjunction with the agencies, for the functionality of British Virgin Islands Tourism website and online marketing opportunities. The content of the site is constantly reviewed and adjusted

to accommodate ongoing changes. The British Virgin Islands Tourist Board has transformed the existing website to include functionality that is up-to-date, interactive and educational. We also intend to have translated sites so our main target markets can see information in their native tongue.









# THE BRITISH VIRGIN ISLANDS FILM COMMISSION

## The Role of the Film Commission

The British Virgin Islands Film Commission's role is to promote the territory as a prime location for film and photography production, and also to facilitate those productions.

The British Virgin Islands Film Commission was established in 1992 to facilitate and encourage film productions coming into these unique Caribbean islands and in 1994, the British Virgin Islands Tourist Board became responsible for its operation.

Since then the British Virgin Islands have embraced the film fraternity and warmly welcomes an increasing number of productions each year.

Many such productions are repeat guests to the British Virgin Islands, with crews that the native islanders have come to know

personally by name. Numerous television commercials and shows, magazines, catalogues, promotional videos and feature films have been shot in the British Virgin Islands, all facilitated with the aid and guidance of the Film Commission.

The British Virgin Islands Film Commission also acts as a liaison between the film/photography producers and all relevant Government agencies, particularly Customs, Labour and Immigration Departments, National Parks Trust and the Royal Virgin Islands Police Force.

On average, there are 35 film productions in the British Virgin Islands each year and the British Virgin Islands Film Commission continues to fine tune its marketing strategy to promote Nature's Little Secrets as the top Caribbean film location. Examples of the various productions filmed in the Territory include:

- Television Shows: Rescue 911, Good Morning America, Travel Channel, SciFi Channel, House Hunter International; Below Deck; Say Yes To The Dress
- Commercials: Frito Lay; Kellogg's Special K; Lincoln Mercury, Calvin Klein
- Feature Films: The Deep; Our Virgin Island, Muppet Treasure Island
- Catalogues: J.Crew, Sak's Fifth Avenue; Nordstrom, Lord & Taylor, Billabong, Vineyard Vine
- Magazines and Books: Vogue; Sports Illustrated Swimsuit Shoot

Repeat clients to the British Virgin Islands include Gillette, BBC World, National Geographic, ITV, Macy's, Victoria's Secret, Essence Magazine and Paramount Studios.

# DEFINING TOURISM MARKETING

The definition of tourism marketing is the integrated approach that attracts visitors/tourists to a destination. Tourism marketing utilizes the application of marketing concepts in the travel and tourism industry. Tourism marketing could be complex due to the product being an amalgam of many different sectors such as accommodation, transportation and attractions. The markets also vary widely, and determining the consumers preferences could be difficult.

## Definition

- Tourism marketing refers to the organized, combined efforts of the national tourist bodies and/or the businesses in the tourism sector of an international, national or local area to achieve growth in tourism by maximising the satisfaction of tourists. In doing so, the tourist bodies and businesses expect to receive profits.

## Product

- The tourism product includes all the experiences of a tourist from when he leaves his home to when he returns. An area's natural attractions, including climate, history and

culture, can be seen as the raw materials of the tourism product. Other aspects that can help achieve tourist satisfaction include amenities such as water, electricity, transport and communication. The tourism product is the sum of all the factors in an area that can result in consumer satisfaction. A tourist or his travel agent combines the different components to get his own tourist product.

## Characteristics

- Tourism marketing differs from marketing in other sectors because of certain characteristics of the tourist product.
  1. Tourism is an intangible product that cannot be transferred from one consumer to another.
  2. Consumption happens at once.
  3. The consumer relies on pre-purchased information to make a decisions.

Demand is seasonal and motivations of consumers vary widely. Intermediaries such as travel agents and tour operators have a strong control over product design, distributions, promotion and pricing. High fixed costs are often involved, resulting in the use of short-run marketing methods.



Features

- Tourism marketing involves several steps. Market research seeks to understand the consumer, while product development aims to meet his needs. Analysis and selections of target markets, also known as segmentation, means studying potential customer groups and selecting only certain groups whose needs and wants can best be met with a certain destination’s products. Marketing strategy seeks to meet the target markets using promotions, advertising, pricing and distribution.

TOURISM  
MARKETING

When making the choice to take a vacation, it is nice to have information available about the location. People often look to the Internet websites such as Trip Advisor and social media platforms, Chambers of Commerce or a destination website for this information. These are highly useful tools employed by tourism marketer.

As cities and regions want to attract more visitors, they look for creative and effective ways to let travellers know what attractions, amenities, activities and experiences they offer.

What is Tourism Marketing?

Tourism marketing is the integrated approach of letting visitors know what the destination has to offer.

What Should Tourism Marketing Include?

- For tourism marketing to be successful and effective, it needs to serve the needs of the visitors

it is trying to attract to the destination. It includes: Printed material (collateral)  
Branded promotional items  
Special promotions  
Social media engagements  
Ads (print, radio, video)  
Promotional videos  
Interactive 3D experiences  
Commercials

What is the Point of Tourism Marketing?

- The point of these marketing resources is to promote what the resort, city, state or region has to offer in an appealing, in an authentic manner.

Things to Consider When Creating a Campaign

- It is important to highlight the unique and desirable aspects of a location without making too lofty promises or painting an unrealistic picture for the tourist that will lead to less tourism in the long run.

How Does One Measure its Success?

- Ultimately, a successful tourism marketing campaign is able to provide economic benefits for those who live in the area while attracting visitors, new citizens and businesses, in a sustainable manner.

Marketing Communication

Marketing communications occur in three ways: external, internal and word-of-mouth.

- External marketing uses formal communication channels to promote the tourism product to the traveller, boasting of its benefits and making promises.
- Internal marketing communication occurs when the tourism service provider makes contact with the tourist and delivers the promised benefits.
- Word-of-mouth communication

occurs informally when visitors or employees discuss their experiences of the tourism product to others.

The British Virgin Islands Tourist Board’s Market-Based Strategic Planning

Our Marketing Plans are based on the following premises:

1. We must increase the traffic to our websites and enable a more informative and entertaining experience once a potential visitor enters our sites.
2. We must ensure that our advertising is in tune with our brand, that it attracts attention, appeals to the senses and emotions and has an appropriate call to action, especially directing potential visitors to go to the web sites or call our offices.
3. We must ensure that we are marketing to the right target audiences: the more discerning, higher spending consumer, the sailor, the diver, the nature lover, and the “foodie”.
4. We must promote ourselves in the right forums and using the most appropriate techniques. We must take special care to represent the British Virgin Islands as a destination of quality and choice.
5. We must be true to who we are: “Nature’s Little Secrets” - exquisite in form, subtle, sophisticated, authentic, inviting, engaging, seductive, memorable, sustainable, genuine and natural.
6. Our organisational values of

respect, service, pride, excellence, passion for our product and our markets must come through at all times.

7. Our creative collaterals must be consistent, must be clear, must contrast us favourably with our destinations and must be credible.
8. We must build collaborative and productive relationships with all our partners, locally, regionally and internationally.
9. We must increase distribution channels for wider outreach to the travelling public
10. We must participate in the tradeshow and exhibitions that connect with our target audiences for trade, media and consumers
11. We must organise awareness missions, introductory and training calls, familiarisation tours and select sponsorships that are appropriate to our target markets
12. We must develop new approaches that branch into niches such as weddings and honeymoons, sailing, diving, sports groups, events, incentive groups and meetings, heritage and eco-tourism, cuisine and others.

FAMILIARISATION / FAM TRIPS

What is a FAM Trip?

In reality, a Familiarisation Trip is known throughout the industry as a “FAM” Trip. FAM trips are one of the

best and most enjoyable ways for media and travel agents to continue their education about a destination. A FAM trip is a training device (in fact, sponsors now frequently describe them as educational tours) that can be turned into a sales tool. It is not a reward in the sense of a holiday, although some managers use them as rewards for productivity.

Most suppliers are enthusiastic about FAM trips as they raise the awareness of the destination to the agents and ultimately hope to increase bookings. Successful FAMs accomplish two purposes: they acquaint agents with the product and they show the most effective way to sell it. Unless agents apply the knowledge gained during a tour by building sales, the experience will be worthless. FAM trips help to build

a counselor's/agent's confidence; they permit a counselor to say "I've been there" and this can have a very strong influence on clients.

Types of FAMS

- Historical FAM- This includes tours to historical sites.
- Accommodation FAM- This includes tours to various hotels/ properties.
- Marine FAM- This includes tours on a charter yacht around the islands.
- Luxury FAM- This includes tours on a mega yacht or a resort.
- Media FAM

Example of a Historical FAM TRIP on Tortola

9:00 a.m.	Taxi pickup at destination and transfer to the J.R. O'Neal Botanical Garden
9:15 a.m.	Tour of the J.R. O'Neal Botanical Garden
9:45 a.m.	Taxi transfer to Her Majesty's Prison Museum
10:00 a.m.	Tour of Her Majesty's Prison Museum
10:45 a.m.	Taxi transfer to Sebastian's on the Beach Hotel
11:30 a.m.	Tour of Sebastian's on the Beach Hotel
12:00 p.m.	Taxi transfer to Callwood Rum Distillery for a tour
12:15 p.m.	Tour of Callwood Rum Distillery
12:45 p.m.	Lunch at Quito's Gazebo
2:00 p.m.	Taxi transfer to Mount Healthy National Park
2:30 p.m.	Taxi transfer to Fahie Hill Mural
3:00 p.m.	Taxi transfer back to destination





# SUSTAINABLE TOURISM

Sustainable tourism is attempting to make as low an impact on the environment and local culture as possible, while helping to generate future employment for local people. According to the UNWTO, sustainable tourism is defined conceptually as “development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability”. The aim of sustainable tourism is to ensure that development brings a positive experience for local people, tourism companies and the tourists themselves. Sustainable tourism is an adopted practice in successful ecotourism.

The term ‘sustainable tourism’, like ‘ecotourism’, is considered by many to be an oxymoron. Tourism in general depends upon and increases air transportation, contributing significantly to greenhouse gas emissions from combustion placed high into the stratosphere where they immediately contribute to the heat trapping phenomenon behind global warming and climate change. As such, so-called ‘sustainable tourism’ is not sustainable except within narrowly defined terms and time frame. Additionally, “the overall effect

of sustainable tourism is negative, where, like ecotourism, philanthropic aspirations mask hard-nosed immediate self-interest.”

## Overview

Global economists forecast continuing international tourism growth, the amount depending on the location. As one of the world’s largest and fastest growing industries, this continuous growth will place great stress on remaining biologically diverse habitats and indigenous cultures, which are often used to support mass tourism. Tourists who promote sustainable tourism are sensitive to these dangers and seek to protect tourist destinations, and to protect tourism as an industry. Sustainable conscious tourists can reduce the impact of tourism in many ways:

- informing themselves of the culture, politics, and economy of the communities visited
- anticipating and respecting local cultures, expectations and assumptions
- contributing to intercultural understanding and tolerance
- supporting the integrity of local cultures by favouring businesses which conserve cultural heritage and traditional values
- supporting local economies by purchasing local goods and participating with small, local businesses
- conserving resources by seeking out businesses that are environmentally conscious, and by using the least possible amount of non-renewable resources

Increasingly, destinations and tourism operations are endorsing and following “responsible tourism” as a pathway

towards sustainable tourism. Responsible tourism and sustainable tourism have an identical goal, that of sustainable development. The pillars of responsible tourism are therefore the same as those of sustainable tourism – environmental integrity, social justice and economic development. The major difference between the two is that, in responsible tourism, individuals, organisations and businesses are asked to take responsibility for their actions and the impacts of their actions. This shift in emphasis has taken place because some stakeholders feel that insufficient progress towards realizing sustainable tourism has been made since the Earth Summit in Rio. This is partly because everyone has been expecting others to behave in a sustainable manner. The emphasis on responsibility in responsible tourism means that everyone involved in tourism – government, product owners and operators, transport operators, community services, NGOs and Community-based organisations (CBOs), tourists, local communities, industry associations – are responsible for achieving the goals of responsible tourism.

## Stakeholders

Stakeholders of sustainable tourism play a role in continuing this form of tourism. “A stakeholder in the tourism industry is deemed to be anyone who is impacted by development positively or negatively, and as a result it reduces potential conflict between the tourists and host community by involving the latter in shaping the way in which tourism develops.”

## Governments Role

The values and motives of governments often need to be taken

into account when assessing the motives for sustainable tourism. One important factor to consider in any ecologically sensitive or remote area or an area new to tourism is that of carrying capacity. This is the capacity of tourists or visitors in an area that can sustain or be tolerated without damaging the environment or culture of the surrounding area. This can be altered and revised in time and with changing perceptions and values. For example, originally the sustainable carrying capacity of the Galapagos Islands was set at 12,000 visitors per annum but was later changed by the Ecuadorian government to 50,000 for economic reasons and objectives.

# SUSTAINABLE DEVELOPMENT

## The Role of the Tourism Sector in Expanding Economic Opportunity

Tourism has a wide range of dynamic effects on one third to one half of low incomes persons living in destinations such as Namibia and Luang Prabang Province in Laos depend on tourism via the supply chain.

Tourism development can affect the livelihood strategies of local households, the business climate for small enterprise development, patterns of growth of the local or national economy, and the infrastructure or natural resource base of the destination. Tourism also tends to employ a relatively high proportion of women and help them to purchase

products, such as foods and crafts, produced by women in the informal sector – and as a result, may be able to enhance women’s economic positions and help overcome gender barriers.

In certain locations, the tourism sector has a key role to play in planning for and responding to natural disasters, which often have particularly serious effects on poor communities. It is important to note that tourism can also have negative impacts on local livelihoods and economies. For example, increasing local prices and the country’s exchange rate can have adverse effects on those outside of the tourism sector. It can also deprive the local people access to the natural resources on which they rely, such as fishing grounds, forests, and water. There are many examples of improvements in infrastructure that accompany tourism development – such as electricity, water, transport, and telecommunications. These have benefited the poor however, in certain situations they can cause adverse effects. For instance, if a certain resource is scarce, such as water, constructing hotels, golf courses, and other world-class facilities can come at the expense of the local population.

It is imperative that tourism companies understand and seek to influence the dynamic effects of their operations. Some of these effects will be within the company’s own control. Others will result from systemic and governance factors that companies cannot address alone, suggesting a need for collaborative strategies among tourism operators, governments, and other development partners.

In each of these categories – direct, indirect and dynamic – scale of impact will be affected by conditions in the

host economy, supply side factors, government policies, the type of tourist, and, of course, by tourism companies’ business practices. One might ask, “Who benefits from tourism?” The simple answer would be **‘WE ALL BENEFIT FROM TOURISM’**.

### Economic Trends

Extensive data and literature point to the particular and growing importance of tourism in developing countries. The United Nations World Tourism Organisation (UNWTO) cites the following statistics:

- **Growth in tourism arrivals:**

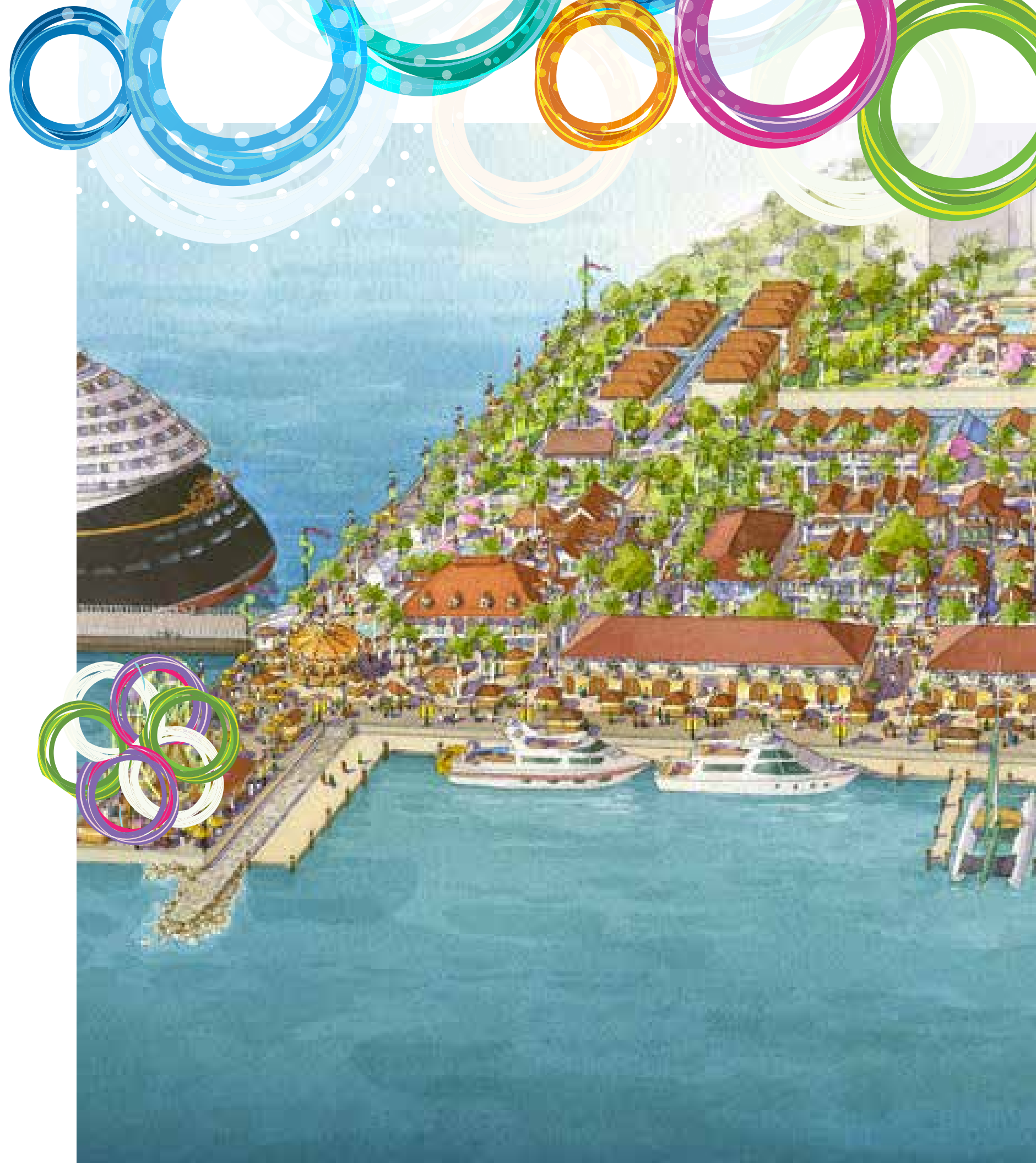
The annual average growth rate of international tourism arrivals in developing countries for the years 1990-2005 was 6.5%, compared to 4.1% growth worldwide over the same period.

- **Growth in tourism revenues:**

The average annual growth rate of international tourism receipts in developing countries for the years 1990-2005 was 9.7% compared to 6.3% worldwide over the same period. In 2005, developing countries recorded US\$205 billion in international tourism receipts.

- **Contribution to gross domestic product (GDP):**

The UNWTO does not have data on the global contribution of tourism to GDP, but estimates that at the country level broadly-defined tourism accounts for between two and 12% of GDP in advanced, diversified economies, and up to 40% of GDP in developing economies, and up to 70% of GDP in small island economies.





# IMPACT OF TOURISM

## Local Communities

Local communities benefit from sustainable tourism through economic development, job creation, and infrastructure development. Tourism revenues bring economic growth and prosperity to attractive tourist destinations which can raise the standard of living in destination communities. Sustainable tourism operators commit themselves to creating jobs for local community members.

Increase in tourism revenue to an area acts as a driver for the development of increased infrastructure. As tourist demands increase in a destination, a more robust infrastructure is needed to support the needs of both the tourism industry and the local community.

## Tourists

With the advent of the internet, some traditional conventions are being replaced with virtual conventions, where the attendees remain home in their physical location and "attend" the convention by use of a web-based interface programmed for the task. This sort

of "virtual" meeting eliminates all of the impacts associated with travel, accommodation, food wastage, and other necessary impacts of traditional, physical conventions.

Travel over long distances requires a large amount of time and/or energy. Generally this involves burning fossil fuels, a largely unsustainable practice and one that contributes to climate change, via CO<sub>2</sub> emissions. Air travel is perhaps the worst offender in this regard, contributing to between 2% and 3% of global carbon emissions. Given a business-as-usual approach, this could be expected to rise to 5% by 2015 and 10% by 2050. Car travel is the next worst offender.

Mass transport is the most climate friendly method of travel, and generally the rule is "the bigger the better" - compared to cars, buses are relatively more sustainable, and trains and ships are even more so. Human energy and renewable energy are the most efficient, and hence, sustainable. Travel by bicycle, solar powered car, or sailing boat produces no carbon emissions (although the embodied energy in these vehicles generally comes at the expense of carbon emission).

## Direct Effects of Tourism

Direct effects of tourism relate to the \*wages and earnings of those who participate directly in the sector as workers or entrepreneurs. International evidence shows that tourism is more labour-intensive than other non-agricultural sectors. It also uses a relatively high proportion of

unskilled or semi-skilled labour. For these reasons, in some countries, tourism is an important source of employment for poor people. Many examples of responsible tourism come from rural areas, where tourism may be the only formal sector employment option. As agrarian systems decline, tourism may also offer rural dwellers an alternative to unemployment or migration to urban areas. Tourism's employment impact can also be highly significant in urban and coastal areas with higher population densities.

\*Note: Presently the minimum wage in the British Virgin Islands is US\$4.00 per hour.

Employment and enterprise opportunities for those working in the tourism sector includes:

- Local recruiting, training, and promotion of staff
- Access of disenfranchised groups such as women, youth and minorities to employment
- Linkages with Small to Medium-Sized Enterprises (SMEs) producing tourism products or services
- Encouragement and assistance for guests to enjoy activities in the local economy

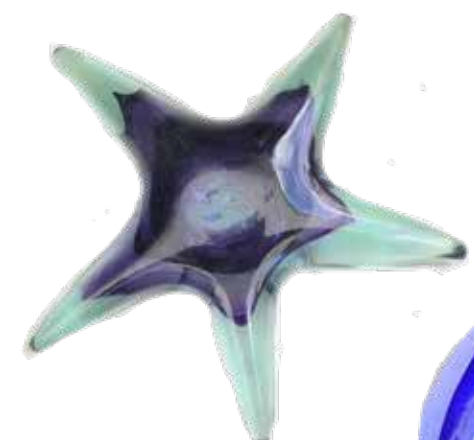
- Joint ventures, profit shares, or regular channels for donations to local people

## Indirect Effects of Tourism

Indirect effects of tourism occur when tourism creates jobs and enterprises by drawing on inputs from the food and beverage, construction, transportation, furniture, and many other sectors. Evidence suggests that in developing countries, this inter-sectorial impact adds an extra 60 - 70% on top of the direct effects of tourism.

## Dynamic Effects of Tourism

Dynamic effects of tourism affect the economy and society more generally. Development of new infrastructure in ways that complement or help fulfill local needs (e.g. for water, transport, and electricity) help to enhance the tourism product. Small enterprises and clusters can position themselves to take advantage of growing markets and economies of scale provided by tourism, while industry members tend to support





local business associations and other local institutions, such as universities and training centres. Local residents are also often involved in joint planning regarding the usage of natural resources in ways that respect local traditions and needs, and the industry generally provides planning and support in cases of natural disasters.

Tourism also benefits the community through investment in human resource skills that can be transferred from tourism to other areas, and through recognition and employment opportunities address specific barriers to women in employment and enterprise.

**Depletion of Natural Resources**  
Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

**Water Resources**  
Water, and especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water

supplies, as well as generating a greater volume of waste water.

In dryer regions like the Mediterranean, the issue of water scarcity is of particular concern. Because of the hot climate and the tendency of tourists to consume more water when on holiday than they do at home, the amount used can run up to 440 litres a day. This is almost double what the inhabitants of an average Spanish city use.

Golf course maintenance can also deplete fresh water resources. In recent years golf tourism has increased in popularity and the number of golf courses have grown rapidly. Golf courses require an enormous amount of water every day and, as with other causes of excessive extraction of water, this can result in water scarcity. If the water comes from wells, over pumping can cause saline intrusion into groundwater. Golf resorts are more and more often situated in or near protected areas or areas where resources are limited, exacerbating their impacts.

*Note: When there are more than one cruise ship in Road Town, the water supply is greatly depleted.*

**Local Resources**  
Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season as in the low season. A high demand is placed upon these resources to meet the high expectations tourists often have (proper heating, hot water, etc.).

**Land Degradation**  
Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and non-renewable, in the provision of tourist facilities

can be caused by the use of land for accommodation and other infrastructure provision, and the use of building materials.

Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing. For example, one trekking tourist in Nepal - an area already suffering the effects of deforestation - can use four to five kilograms of wood a day.

**Pollution**  
Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution.

**Air Pollution and Noise**  
Transport by air, road, and rail is continuously increasing in response to the rising number reported that the number of international air passengers worldwide rose from 88 million in 1972 to 344 million in 1994. One consequence of this increase in air transport is that tourism now accounts for more than 60% of air travel and is therefore





responsible for an important share of air emissions. One study estimated that a single transatlantic return flight emits almost half the CO<sub>2</sub> emissions produced by all other sources (lighting, heating, car use, etc.) consumed by an average person yearly.



Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO<sub>2</sub>) emissions related to transportation energy use. And it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities. For example, especially in very hot or cold countries, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

Noise pollution from airplanes, cars, and buses, as well as recreational vehicles such as snowmobiles and jet skis, is an ever-growing problem of modern life. In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas. For instance, noise generated by snowmobiles can cause animals to alter their natural activity patterns.

**Solid Waste and Littering**

In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment - rivers, scenic areas, and roadsides. For example, cruise ships in the Caribbean are estimated to produce more than 70,000 tons of waste each year. Today some cruise lines are actively working to reduce waste-related impacts. Solid waste and littering can degrade the physical appearance of the water and shoreline and cause the death of marine animals.

In mountain areas, trekking tourists generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment with all the detritus typical of the developed world, in remote areas that have few garbage collection or disposal facilities. Some trails in the Peruvian Andes and in Nepal frequently visited by tourists have been nicknamed "Coca-Cola trail" and "Toilet paper trail", respectively.

The Wider Caribbean Region, stretching from Florida to French Guiana, receives 63,000 port calls from ships each year, and they generate 82,000 tons of garbage. About 77% of all ship waste comes from cruise vessels. The average cruise ship carries 600 crew members and 1,400 passengers. On average, passengers on a cruise ship each account for 3.5 kilograms of garbage daily - compared with the 0.8 kilograms each generated by the less well-endowed folk on shore.

**Sewage**

Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments, and sewage pollution can threaten the health of humans and animals.

**Aesthetic Pollution**

Often tourism fails to integrate its structures with the natural features and indigenous architectural designs of the destination. Large, dominating resorts of disparate design can look out of place in any natural environment and may clash with the indigenous structural design.

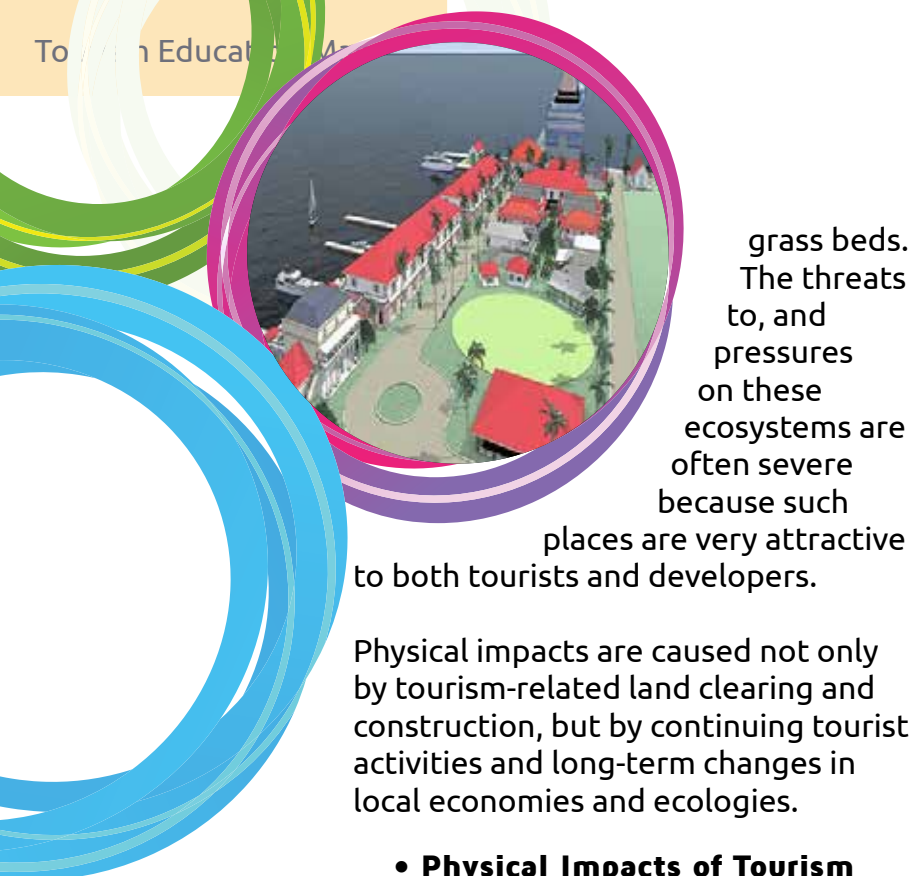
A lack of land-use planning and building regulations in many destinations has facilitated sprawling developments along coastlines, valleys and scenic routes. The sprawl includes tourism facilities themselves and supporting infrastructure such as roads, employee housing, parking, service areas, and waste disposal.

**Physical Impacts**

Attractive landscape sites, such as sandy beaches, lakes, riversides, and mountain tops and slopes, are often transitional zones, characterised by species-rich ecosystems. Typical physical impacts include the degradation of such ecosystems.

An ecosystem is a geographic area including all the living organisms (people, plants, animals, and micro- organisms, their physical surroundings (such as soil, water, and air), and the natural cycles that sustain them. The ecosystems most threatened with degradation are ecologically fragile areas such as alpine regions, rain forests, wetlands, mangroves, coral reefs and sea





grass beds. The threats to, and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers.

Physical impacts are caused not only by tourism-related land clearing and construction, but by continuing tourist activities and long-term changes in local economies and ecologies.

- Physical Impacts of Tourism Development** - Construction activities and infrastructure development; the development of tourism facilities such as accommodation, water supplies, restaurants and recreation facilities can involve sand mining, beach and sand dune erosion, soil erosion and extensive paving. In addition, road and airport construction can lead to land degradation and loss of wildlife habitats and deterioration of scenery.
- Deforestation and Intensified or Unsustainable use of Land** Construction of ski resort accommodation and facilities frequently requires clearing forested land. Coastal wetlands are often drained and filled due to lack of more suitable sites for construction of tourism facilities and infrastructure. These activities can cause severe

disturbance and erosion of the local ecosystem, even destruction in the long term.

Note: Destruction of mangroves, coastline vegetation and coral reefs has been a concern in the British Virgin Islands relating to the construction and development of Marinas, Resorts, Piers, and other coastline structures.

- Marina Development** - the development of marinas and breakwaters can cause changes in currents and coastlines. Furthermore, extraction of building materials such as sand affects coral reefs, mangroves, and hinterland forests, leading to erosion and destruction of habitats. In the Philippines and the Maldives, dynamiting and mining of coral for resort building materials has damaged fragile coral reefs and depleted the fisheries that sustain local people and attract tourists.

Overbuilding and extensive paving of shorelines can result in destruction of habitats and disruption of land-sea connections (such as sea-turtle nesting spots). Coral reefs are especially fragile marine ecosystems and are suffering worldwide from reef-

based tourism developments. Evidence suggests a variety of impacts to coral result from shoreline development, increased sediments in the water, trampling by tourists and divers, ship groundings, pollution from sewage, overfishing, and fishing with poisons and explosives that destroy coral habitat.

- Physical Impacts From Tourist Activities**
  - Trampling** - Tourists using the same trail over and over again trample the vegetation and soil, eventually causing damage that can lead to loss of biodiversity and other impacts. Such damage can be even more extensive when visitors frequently stray off established trails.
- Anchoring and Other Marine Activities** - In marine areas (around coastal waters, reefs, beach and shoreline, offshore waters, uplands and lagoons) many tourist activities occur in or around fragile ecosystems. Anchoring, snorkelling, sport fishing and scuba diving, yachting, and cruising are some of the activities that can cause direct degradation of marine ecosystems such as coral reefs, and subsequent impacts on coastal protection and fisheries.

There are 109 countries with coral reefs. In 90 of them reefs are being damaged by cruise ship anchors

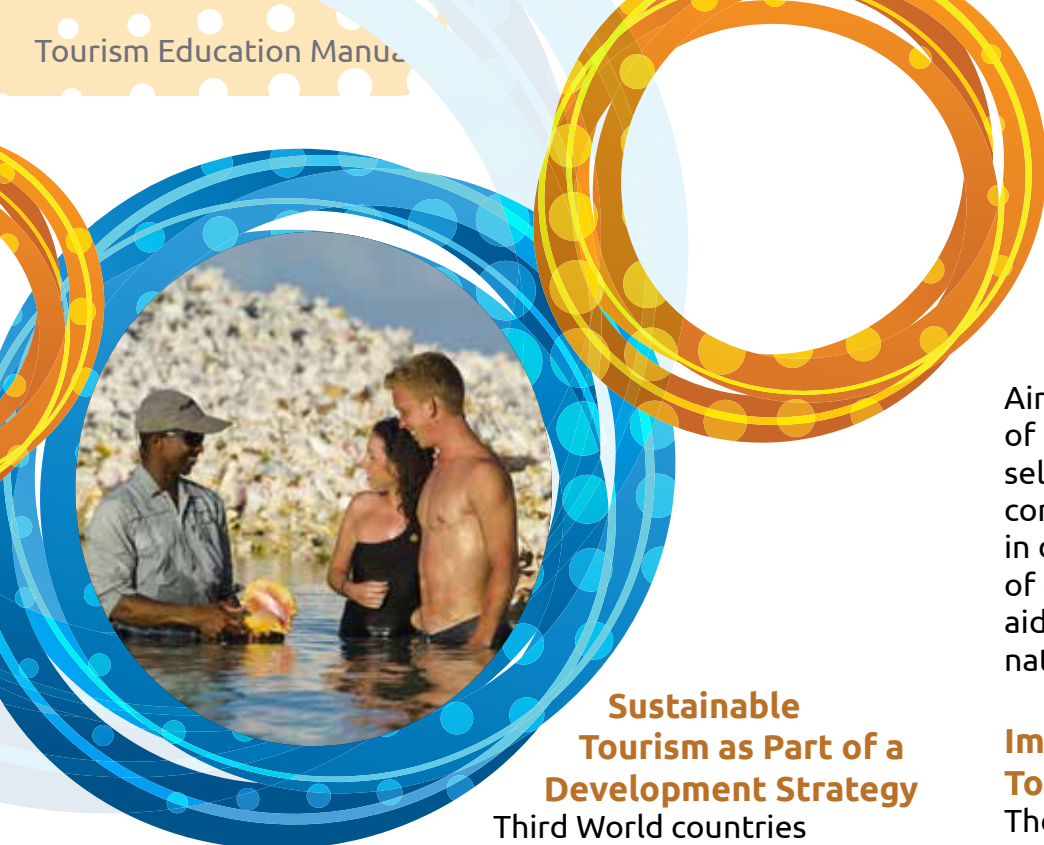


and sewage, by tourists breaking off chunks of coral, and by commercial harvesting for sale to tourists. One study of a cruise ship anchor dropped in a coral reef for one day found an area about half the size of a football field completely destroyed, and half again as much covered by rubble that died later. It was estimated that coral recovery would take fifty years.

**Source:** Ocean Planet

- Alteration of Ecosystems by Tourist Activities** - Habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behaviour when tourists come too close. Safaris and wildlife watching activities have a degrading effect on habitat as they often are accompanied by the noise and commotion created by tourists as they chase wild animals in their trucks and aircraft. This puts high pressure on animal habits and behaviours and tends to bring about behavioural changes. In some cases, as in Kenya, it has led to animals becoming so disturbed that at times they neglect their young or fail to mate.





### Sustainable Tourism as Part of a Development Strategy

Third World countries are especially interested in international tourism, and many believe it brings countries a large selection of economic benefits including employment opportunities, small business development, and increase in payments of foreign exchange. Many assume that more money is gained through developing luxury goods and services in spite of the fact that this increases a country's dependency on imported products, foreign investments and expatriate skills. This classic 'trickle down' financial strategy rarely makes its way down to benefit people at a grassroots level.

It has been said that the economic benefits of large-scale tourism are not doubted but that the backpacker or budget traveller sector is often neglected as a potential growth sector by Third World governments. This sector brings significant non-economic benefits which could help to empower and educate the communities involved in this sector.

Aiming "low" builds upon the skills of the local population, promotes self-reliance, and develops the confidence of community members in dealing with outsiders, all signs of empowerment and all of which aid in the overall development of a nation.

### Improvements to Sustainable Tourism in the Third World

There has been the promotion of sustainable tourism practices surrounding the management of tourist locations by locals or more concisely, the community. This form of tourism is based on the premise that the people living next to a resource are the ones best suited to protect it. This means that the tourism activities and businesses are developed and operated by local community members, and certainly with their consent and support. Sustainable tourism typically involves the conservation of resources that are capitalized upon for tourism purposes. Locals run the businesses and are responsible for promoting the conservation messages to protect their environment.

Community-based sustainable tourism (CBST) associates the

success of the sustainability of the ecotourism location to the management practices of the communities who are directly or indirectly dependent on the location for their livelihoods. A salient feature of CBST is that local knowledge is usually utilized alongside wide general frameworks of ecotourism business models. This allows the participation of locals at the management level and typically allows a more intimate understanding of the environment. The use of local knowledge also means an easier entry level into a tourism industry for locals whose jobs or livelihoods are affected by the use of their environment as tourism locations. Environmentally sustainable development crucially depends on the presence of local support for a project. It has also been noted that in order for success projects must provide direct benefits for the local community. However, recent research has found that economic linkages generated by CBST may only be sporadic, and that the linkages with agriculture are negatively affected by seasonality and by the small scale of the cultivated areas. This means that CBST may only have small-scale positive effects for these communities.

Research findings also indicate that partnerships between governments

and tourism agencies with smaller communities is not particularly effective because of the disparity in aims between the two groups, i.e. true sustainability versus mass tourism for maximum profit. In Honduras such a divergence can be demonstrated where consultants from the World Bank and officials from the Institute of Tourism wanted to set up a selection of 5-star hotels near various ecotourism destinations.

### Confusion Surrounding Governmental Management of Sustainable Tourism

There has been significant discussion regarding the role of inter-governmental organisations and the development of sustainable tourism practices in the third world. In Mowforth and Munt's book *Tourism and Sustainability: New Tourism in the Third World*, they criticized a document that was written by the World Travel and Tourism Council (WTTC), the World Tourism Organisation and the Earth Council, which was included in Agenda 21. It was entitled *Agenda 21 for the Travel and Tourism Industry Towards Environmentally Sustainable Development*.

Mowforth and Munt commented on the language used to describe the environment and local culture in such documents because the



preservation of the environment and local culture are the two main objectives when practicing sustainable tourism. They pointed out that some of the key words used were core asset, core product, product quality and preserve. They argued that the treatment of the environment as a marketable product was clear and that such documents provide a good list of advice for Third World governments regarding sustainable tourism but do not actually provide the resources to incorporate them into the development of their tourism industries.

It is arguments such as these that postulate that there is a gap between the advice given by non-governmental or inter-governmental organisations to Third World governments and what can actually be brought to realisation. These arguments try to persuade readers that documents like the one released by the WTTC on the development of sustainable tourism actually 'bypasses the interests of local people'.

**Responsible Tourism**

Responsible tourism is regarded as behaviour. It is more than a form of tourism as it represents an approach to engaging with tourism, be that as tourists, businesses, locals at a destination, or any other category of tourism stakeholder. It emphasizes that all stakeholders are responsible for the kind of tourism they develop or engage in. Whilst different groups will see responsibility in different ways, the shared understanding is that responsible tourism should entail an improvement in tourism. Tourism should become better as a result of the responsible tourism approach.

Within the notion of betterment resides the acknowledgement that conflicting interests need to be balanced. However, the objective is to create better places for people to live in and to visit. Importantly, there is no blueprint for responsible tourism: what is deemed responsible may differ depending on places and cultures. Responsible tourism is an aspiration that can be realized in different ways in different originating markets and in the diverse destinations of the world.

Focusing in particular on businesses, according to the Cape Town Declaration on Responsible Tourism, responsible tourism will have the following characteristics.

- minimization of negative economic, environmental, and social impacts;
- generation of greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry;
- involvement of local people in decisions that affect their lives and life chances;
- positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;

- provision of more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues; and
- provision of access for people with disabilities and is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.

Through sustainable tourism, tourists can enjoy their holiday and at the same time respect the culture and environment of other people. It also means that local people have a fair say about tourism and also receive financial benefit from the profit which the game reserve make. In the British Virgin Islands, damage to the environment by tourists is indeed cause for concern and part of sustainable tourism is to make sure that the damage does not continue. For example, Myett's Garden and Grill Restaurant and Cooper Island Beach Hotel are examples of local tourism businesses that practice sustainable tourism.

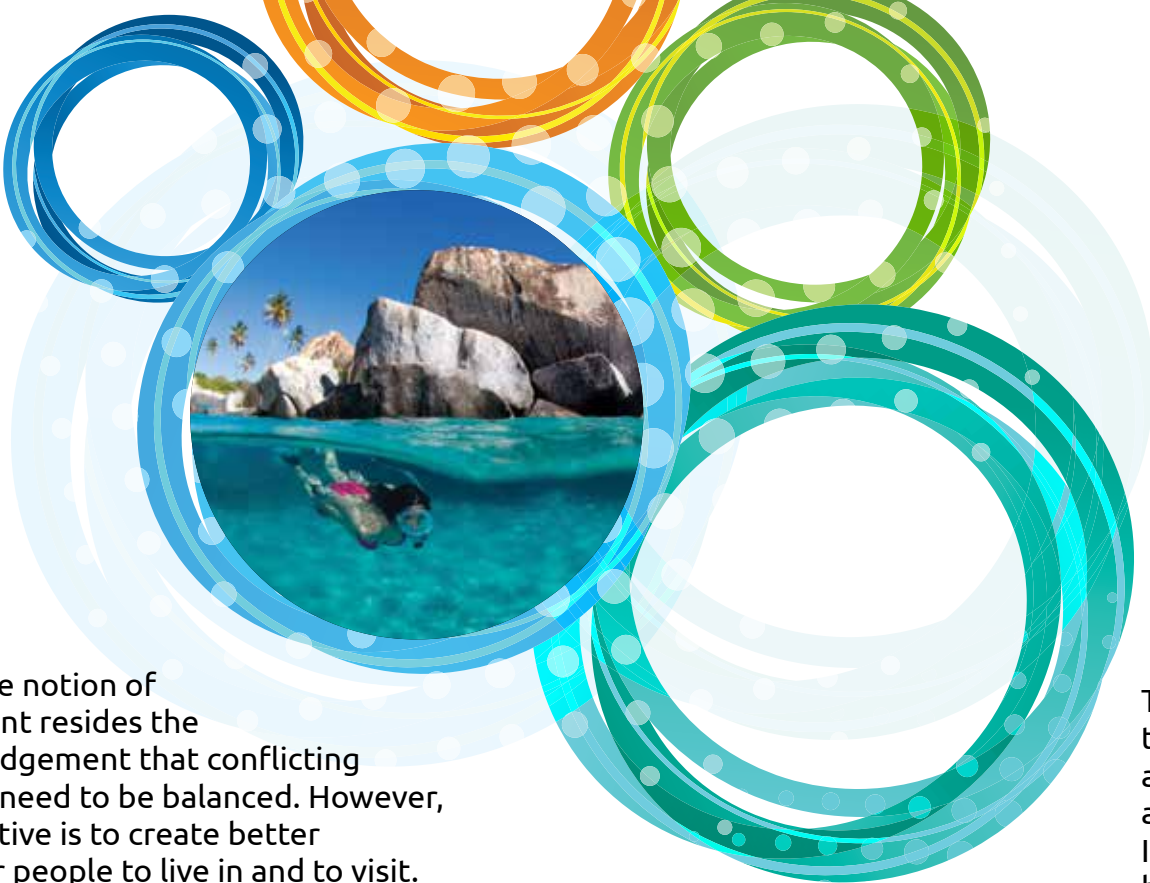
There are many private companies who are working to embrace the principles and aspects of Responsible Tourism, some for the purpose of Corporate Social Responsibility activities, and others such as responsibletravel.com and WorldHotel-Link, which was originally a project of the International Finance Corporation, have built their entire business model around responsible tourism, local capacity building and

increasing market access for small and medium tourism enterprises.

**SUSTAINABLE  
TOURISM IN THE  
BRITISH VIRGIN  
ISLANDS-STEP**

In November 2011 the British Virgin Islands Tourist Board introduced its Sustainable Tourism Environmental Programme (STEP). STEP was founded by the British Virgin Islands Tourist Board in order to achieve several objectives:

- To introduce sustainable tourism practices to the accommodation sector;
- To introduce environmental management systems with the hotel sector as a pilot project;
- To familiarize the British Virgin Islands Tourist Board staff with sustainable tourism practices and international certification requirements (Green Globe Certification); and
- To reposition the British Virgin Islands in the global marketplace as a destination committed to sustainable development and responsible tourism.





Green Globe

Since the launch of STEP, Gordian Terrace House was the first accommodation property in Virgin Gorda to be certified by Green Globe in April 2013. In October 2012, Myett’s in Cane Garden Bay became the second British Virgin Islands property to be certified as Eco-Friendly by this globally recognized organisation. Through its STEP initiative, the British Virgin Islands Tourist Board, continues to work with industry partners in the Territory to preserve the local natural beauty and habitat of the British Virgin Islands and help the Territory become the premier destination for sustainable tourism in the Caribbean.

Cooper Island Beach Club is also noted for its commitment to supporting sustainable tourism in the British Virgin Islands. Their efforts include:

- The installation of 144 Photo Voltaic panels which produce 75% of its electricity and LED lighting reduces their energy consumption
- Efficient Solar water heaters supply hot water to all showers
- Collection of rainwater from each roof and their cisterns can hold over 250,000 gallons
- Use of a water treatment plant to recycle waste water into 1000gals of clean irrigation water daily
- Absence of air-condition; guest rooms are fan-cooled with louvered windows and a cupola roof
- Encouraging guests to support their laundry reduction scheme and re-use their towels
- Use of eco-friendly detergent, cleaning products and organic, paraben-free guest amenities
- Hypo-allergenic guest pillows and mattress covers made from recycled plastic bottles
- Restaurant disposables such as cups, straws and boxes made from corn, not plastic
- Furniture throughout the resort made from recycled teak wood including reclaimed fishing boats



- They compost organic waste and cultivate a kitchen garden which produces herbs, vegetables, and fruits to help reduce imports

Caribbean Challenge Initiative

The British Virgin Islands also joined the Caribbean Challenge Initiative (CCI) in May 2013, which provided the Territory with an additional avenue to partner with Caribbean governments and international corporations in a collective commitment to preserve our respective environments. The Caribbean Challenge Initiative, founded in 2008 by a group of Caribbean governments eager to enhance the conservation of their marine and coastal resources, has since grown to include private sector membership and garner over US\$75 million in funding commitments. CCI Governments and territories signed a CCI Leaders

Declaration in May 2013 committing them to protect and conserve 20 % of their marine and coastal resources by 2020.

Recycling

Additionally, f, a not-for-profit organisation whose mission is to demonstrate the principles and benefits of sustainable living and enhance capacity for adaptation to climate change, launched a garden project that facilitated the training of seven British Virgin Islands representatives at the USVI Recycling Partnership composting workshop in St John in December 2012.

The project demonstrated that sustainability is a practical and profitable model for the youth of the British Virgin Islands to integrate into their daily lives, and it focused on the following principles of sustainability:

- creating food gardens and

- promote self-sufficiency
- promoting composting and demonstrating that ‘waste’ is a resource
- rehabilitating and maintaining the natural environment
- promoting the aesthetic, ecological, historical and cultural value of British Virgin Islands gardens, past and present
- promoting an understanding of the value of indigenous plants and the principles of permaculture
- encouraging entrepreneurship and demonstrating agriculture & horticulture as feasible businesses
- serving as a catalyst for further sustainable projects in schools and communities in the territory

Green VI operates a Glass Studio which uses waste glass bottles from local restaurants to create beautiful, handmade, recycled glass art. The Glass Studio has welcomed thousands of visitors that include tourists, media, locals and students from every school in the British Virgin Islands to observe the transformation from “trash to treasure” in action!

The Glass Studio also runs its machinery on used waste vegetable oil (UVO) collected from local restaurants in Cane Garden Bay and Road Town to reduce the overall carbon footprint of the studio as well as decrease its operating costs. Reuse of UVO is also a teaching tool for the general public because it is not only a great alternative fuel source, but affords a good demonstration of proper disposal. Reusing vegetable oil can help alleviate major waste management problems such as grease clogging up sewer lines and drains, as it cools and solidifies.



In 2013, the Government of the Virgin Islands, as part of a new waste management strategy, launched a recycling programme by placing 30 recycling bins in selected areas of the Valley and Gun Creek in Virgin Gorda.

The multi-coloured triple compartment recycling bins are clearly marked, and are designed to collect glass, cans and other waste materials which include styrofoam containers, cups and paper.

The collected glass and cans will be processed by recycling partners “Clean and Green VI”, “Greencret (pronounced Green-crete) British Virgin Islands” and “British Virgin Islands Recycling”. Other waste materials will be taken to the Virgin Gorda landfill.

Once the programme is successful in the selected areas, the Government’s Waste Management Department will proceed to implement the recycling bins throughout the Territory.



# SERVICE EXCELLENCE

## Quality of Service in the Tourism Sector

- Service and Attitude: A good attitude is the key to good service.
- Communication: Welcome / Greet your guest or customers- Good Morning, How may I help you?
- Perception: We judge ourselves by our intent; others judge us by our behaviour.
- Positive Impression: Instead of saying I don't know, perhaps you can say "that's a good question; let me find out for you right away."
- Problem Solving: Step 1: Deal with the person's feelings (Let the person vent, listen to understand, apologize, ask questions to clarify, recognize the customer's reasoning). Step 2 Deal with the person's problem (Fix the problem quickly and fairly, reaffirm customer's importance, keep your promises and follow up).
- Meet Expectations: Going over and beyond to satisfy a customer's/guest's needs will not cost you. It will pay you.

## Importance of Communication Skills in Customer Service

- Customer service is of vital importance to all organisations in the travel and tourism sector. Excellent customer service results in a high level of satisfaction and encourages customers to return and to recommend the organisation to others.
- Many organisations in the travel and tourism sector offer the same or similar products and services, and it is often the quality of the customer service which distinguishes one from another. Travel and Tourism organisations realize that consistently high standards of customer service will ensure customer loyalty and improve business performance.

## Importance of Customer Service in Hospitality & Tourism

When you stay in a hotel or fly across the country, top-notch customer service is needed to make the trip as enjoyable as possible. Traveling from New York City to San Francisco could be a long, uncomfortable flight if you have to ask flight attendants for assistance or are greeted with a look of annoyance. Across the industry, good customer service is needed to succeed with any tourist business.



## Loyalty

- The best way to build customer loyalty in the tourism and hospitality industry is to provide good customer service. Customers who are treated with respect and feel important will return. If you are running a hotel chain they will most likely seek out your hotel in other cities they visit. Perhaps they will even come back regularly to utilize your services.

## Growth

- Customers who receive good customer service at hotels, restaurants and tourist attractions will tell other people about their experiences. It is then likely that others will come, expecting good customer service. If they enjoy their visit they will probably tell their friends and family, and ultimately your business can begin to boom.

## Reputation

- Poor customer service will give restaurants, hotels and other tourism and hospitality businesses a bad reputation. People will opt to choose other hotels because they are afraid of having a bad trip. Just one poor review can be bad for your business in the tourism industry.

## Sales

- The happier customers are the more likely they are to spend more money at your establishment. If they are given extra little perks, like a 15 minute massage for free, they are likely to come back the next day for another massage or may pay for other services. If the hotel staff is friendly they may visit the hotel bar or restaurant because they know they will receive good customer service there as well.

## Types of Customer Service Training Provided by the British Virgin Islands Tourist Board

- Train the Trainer Customer Service Training
- Customer Service Training – with Taxi Professionals and Tour Operators
- Customer Service Training – with Customs, Immigration, Airports Authority, Ports Authority
- Customers Services Training – with Ferry Operators
- Service Provider and Leader Experience Training for all stakeholders – done in collaboration with the Disney Institute.



# CAREERS IN TOURISM

The chart below shows careers in the Tourism Industry. Tourism is big business and offers lost of careers opportunities.

NOTE: Salary ranges at high-end resorts in the British Virgin Islands: **Resort General Manager** - US\$90,000.00 - US\$92,000.00 per annum;

**Spa Director** - US\$70,000.00 - US \$72,000.00 per annum; Executive Sous Chef - US\$75,000.00 - US\$80,000.00.

CAREERS		
Director of Tourism	Operations Manager	Human Resource Manager
Destination Host	Social Media Manager	Tourism Blogger
Hotel General Manager	Front Desk Manager/ Clerk/Receptionist	Event and Conference Coordinator
Food and Beverage Manager	Sales Promoter	Tour Operator
Restaurant Hostess	Room Inspector	Tour Promotion Manager
Research Specialist	Attraction Guiders	Concierge
Executive Chef	Maître D'/ Sommelier	Incentive Travel Specialist
Sous Chef	Museum Curator	Guest Services Agent
Dish Washer	Bartender/Mixologist	Tourism Analysts
Massage Therapy	Waiter/Waitress	Baggage Porter & Bell Hop
Spa Manager	Security Guard	Laundromat Attendant
Leisure Activity Coordinator	Maintenance Manager	Housekeeper & Janitor
Transportation Professional	Group Sales Agent	Statistician
Host/Hostess	Wedding Coordinator	Travel Writer
Parking Lot Attendant	Travel Consultant	Public/Media Relations Manager
Switchboard Operator	Water Sports Manager/ Attendant	Lifeguard
Photographer	Set & Exhibit Designer	
Amusement & Recreation Attendants	Tourism Business Consultant	
Scuba Diving Instructor		
Visitor Service Manager		
Translator		
Videographer		





# DID YOU KNOW

• **Significant Dates BVITB**

1968 - The British Virgin Islands Tourist Board was run by a Chairman and Board of Directors.

1968 - The British Virgin Islands Tourist Board was established as a Statutory Body to develop and promote the British Virgin Islands tourism product and markets the British Virgin Islands as "Natures Little Secrets".

1972 - The British Virgin Islands Tourist Board opened its office on Main Street, Road Town.

1972 - The Board had two full-time staff - 2015 a total of 54 staff

1973 - The British Virgin Islands Tourist Board received a Government subvention of US\$55,000.00. At the end of 2015 the budget was US\$10 million.

1976 - The Chairman of the British Virgin Islands Tourist Board was Hon. Ralph T O'Neal

1978 - A Tourism Officer starting salary was US\$4,500.00 per annum.

• **Present and Past Directors of Tourism**

Sharon Flax-Mars  
Hadassah Ward  
Janice Braithwaite-Edwards  
Anne Lennard  
Kedrick Malone  
Russell Harrigan  
Allen O'Neal

## Passenger & Tourist Statistics 1979

	% Increased	1978	1979
Passenger Arrivals	22%	169,070	206,607
(a) By Sea	27%	100,336	127,909
(b) By Air	14%	68,722	78,698
Tourist Arrivals	26%	105,514	133,827
(a) By Sea	31%	53,486	70,426
(b) By Air	21%	52,026	63,401
Cruise Ship Passengers	156%	2,387	6,130
Visitor Expenditure	25%	\$24M	\$30M
Average length of stay	7.6 nights		

Source: British Virgin Islands Government Report 1979

# GLOSSARY OF TOURISM TERMS

- **Advanced Ecotourism:** A level of accreditation consisting of all core criteria as well as some of the advanced certification criteria.
- **Adventure Tourism:** Tourism designed around an adventurous activity such as rafting or hiking.
- **Alternative Tourism:** In essence, tourism activities or development that are viewed as non-traditional. It is often defined in opposition to large-scale mass tourism to represent small-scale sustainable tourism developments. AT is also presented as an 'ideal type', that is, an improved model of tourism development that redresses the ills of traditional, mass tourism.
- **Agritourism:** involves any agriculturally based operation or activity that brings visitors to a farm or ranch. Agritourism has different definitions in different parts of the world, and sometimes refers

specifically to farm stays, as in Italy. Elsewhere, agritourism includes a wide variety of activities, including buying produce direct from a farm stand, navigating a corn maze, picking fruit, feeding animals, or staying at a B&B on a farm. Agritourism is a form of niche tourism that is considered a growth industry in many parts of the world, including Australia,[2] Canada,[3] the United States,[4] and the Philippines.[5] Other terms associated with agritourism are "agritainment", "value added products", "farm direct marketing" and "sustainable agriculture."

- **Accessible Tourism:** Accessible tourism enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments. This definition is inclusive of all people including those travelling with children in prams, people with disabilities and seniors.
- **Biodiversity:** a variety of wildlife in an area.



- **Cultural Authenticity:** Ensuring the appropriate dreaming stories, spiritual beliefs, history, ceremony and art is attributed to the relevant area.
- **Diversification:** The process of developing new products for new markets, in order to achieve business growth.
- **Domestic Tourism:** Travel within the country of residence.
- **Eco-Tourism:** a combination of tourism and the environment (e.g. planning before development; sustainability of resources; economic viability of a tourism product; no negative impact on either the environment or local communities; responsibility for the environment from developers, the tourism industry and tourists; environmentally-friendly practices by all parties concerned and economic benefits flowing to local communities).
- **Experimental Tourism:** Experimental tourism is a novel approach to tourism in which visitors do not visit the ordinary tourist attractions (or, at least not with the ordinary approach), but allow whim to guide them. It is an alternative form of tourism in which destinations are chosen not on their standard touristic merit but on the basis of an idea or experiment.
- **Green Globe/Green Globe 21:** GREEN GLOBE 21 is the worldwide benchmarking and certification programme which facilitates sustainable travel and tourism for consumers, companies and communities. It is based on Agenda 21 and principles for Sustainable Development endorsed by 182 governments at the United Nations Rio de Janeiro Earth Summit in 1992. [www.greenglobe21.com](http://www.greenglobe21.com)
- **Health (Wellness & Medical) Tourism:** Health and wellness tourism is now an international trend driven by health conscious consumers seeking to enhance their wellbeing through their travel experiences. Health tourism is travel undertaken by clients with medical conditions to enjoy a more salutary environment, to seek out alternative therapeutic treatments/therapies, or to visit a health spa. – See more at: <http://www.imtj.com/news/health-and-wellness-tourism-one-fastest-growing-segments-global-tourism/#sthash.EsSNbFsw.dpuf>
- **Indigenous Tourism:** Includes tour products offering unique, authentic cultural experiences for the traveller. It allows adventure travellers to genuinely connect with the places they visit, and to be transformed by their experiences.
- **Marijuana Tourism:** seeks to attract tourists who would like to access the marijuana for recreational purposes during their vacation.
- **Mass Tourism:** Traditional, large scale tourism commonly, but loosely used to refer to popular forms of leisure tourism pioneered in southern Europe, the Caribbean, and North America in the 1960s and 1970s.

- **Multi-Generational Travel/Tourism:** incorporates travel packages that include activities/attractions for different visitor ages. It is generally targeted at families who chose to include children and/or grandparents in their holiday trips.
- **Nature Tourism:** Ecologically sustainable tourism with a primary focus on experiencing natural areas.
- **Responsible Tourism:** Type of tourism which is practiced by tourists who make responsible choices when choosing their holidays. These choices reflect responsible attitudes to the limiting of the extent of the sociological and environmental impacts their holiday may cause.
- **Sustainable Tourism:** Tourism that can be sustained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.
- **Tourism Product:** Tourism products are the basis for a destinations tourism sector operation: unless the tourism product meets the needs and expectations of tourists, the destination cannot realise its full potential. However, only few destinations focus their attention on the development and delivery of the various attractions and activities that make up the tourism product. [http://www.etc-corporate.org/?page=report&report\\_id=5&subject=handbook\\_n\\_reports&theme=products](http://www.etc-corporate.org/?page=report&report_id=5&subject=handbook_n_reports&theme=products)
- **Wedding & Honeymoon Tourism:** This niche tourism market is geared

at encouraging couples to incorporate their weddings and/or honeymoons into a planned vacation. To facilitate this, several countries have made it easier for their visitors to get married in their destination by making the pre-requirements less strenuous. Additionally, most accommodation properties in their bid to capture this market, offer specialized wedding and/or honeymoon packages at discounted and/or value-added rates.

# ADDITIONAL RESOURCES

## British Virgin Islands Tourist Board Legislation

### CHAPTER 280.

### TOURIST BOARD

(1st July, 1969)

1. This Ordinance may be cited as the Tourist Board Ordinance.
2. In this Ordinance –  
  
“Board” means the British Virgin Islands Tourist Board established by section 3 (1);  
  
“Director” means the Director of Tourism appointed under section 6;  
  
“Minister” means the Minister responsible for the subject of Tourism.
3. (1) For the purposes of this Ordinance, there is established a Board to be known as the British Virgin Islands

Tourist Board which is a body corporate with perpetual succession and a common seal that shall be officially and judicially noticed.

(2) The Board may sue or be sued in its corporate name and service of any process or notice on the Board may be affected by leaving the same at the office of the Board.

(3) The Board consists of not less than five and not more than nine members appointed by the Minister and each member holds office for a period of four years from the date of his appointment but is eligible for reappointment except that—

(a) a member of the Board may at any time resign his office by submitting to the Minister a notice in writing to that effect; and

(b) from the date of receipt of the notice by the Minister the member ceases to hold office unless some other date is specified in the notice, in which case the member ceases to hold office from that other date.

(4) The Minister shall appoint one of the members of the Board to be Chairman of the Board and where the Chairman ceases to be a member of the Board he immediately ceases to be Chairman.

(5) If at any meeting of the Board the Chairman is absent the members present shall elect one of their members to act as Chairman at that meeting.

(6) The validity of any proceeding of the Board shall not be affected by any vacancy in the membership thereof or by any defect in the appointment of a member thereof.

4. The names of all members of the Board as first constituted and every change in the membership thereof shall be published in the Gazette.
5. (1) The Board shall meet at such times as may be necessary or expedient for the transaction of business and such meetings shall be held at such places and times and on such days as the Board may determine.
- (2) The quorum of the Board at any meeting shall be four including the Chairman or person duly elected to act as Chairman.
- (3) The decisions of the Board shall be by the majority of votes of the members present and voting on the question or matter:  
Provided that in any case in which the voting shall be equal the Chairman shall have an original and a casting vote.
- (4) Subject to the foregoing provisions of this section the Board shall have power to regulate its own proceedings.
6. (1) Subject to the approval of the Minister, the Board shall appoint a person to be Director of Tourism, and may employ such number of persons as may be necessary for the efficient performance of the functions of the Board.
- (2) The Director has responsibility for the management of the affairs of the Board.
- (3) Subject to the approval of the Minister, the Board may assign to an office created under subsection (1), including the

office of Director, such salary and other emoluments as it thinks fit; and may determine the terms and conditions of service that are applicable in respect of any office created under the subsection.

7. No member or servant of the Board shall be personally liable for any act of default of the Board done or omitted to be done in good faith in the course of the operation of the Board.

**British Virgin Islands Film Commission Legislation**

**Chapter 294.**

**MOTION PICTURE INDUSTRY**

(2nd January, 1990)  
11/1989

1. This Act may be cited as the Motion Picture Industry Act.  
Short Title

2. In this Act ----

“motion picture production” means the manufacturing, making and producing of motion picture and television films, acoustical accompaniments, recordings and sound transcriptions of every kind, nature and description, and leasing, importing or otherwise acquiring equipment supplies, rights and personnel useful therefor and distributing, selling, licensing, renting, exporting or otherwise disposing of such motion picture and television films, acoustical accompaniments, recordings, and sound transcriptions and developing, improving and maintaining a film industry; and of exercising, taking and delegating whatever

powers and actions are or may become necessary or convenient to the effectuating of these and other related purposes.

3. No person shall engage in motion picture productions in the Territory except under the authority, and in accordance with the terms or conditions of a location permit issued by the Minister (in this Act referred to as a “permit”). Permit for motion picture productions

4. A permit that may be issued to an applicant shall be of the following description, that is to say ----  
Description of Permit

- (a) a Documentary permit;  
(b) a Commercial permit;  
(c) a Feature Film permit;  
(d) a Stills permit;  
(e) a Music Video permit

5. (1) An application for a permit----  
Application for permits  
(a) Shall be made in writing to the Minister in such form as may be provided by him for the purpose and shall contain such particulars as may be required therein; and  
(b) Shall be signed by the applicant  
(2) On receipt of an application for a permit, the Minister may allow or disallow such application:

Provided that in any case where the Minister disallows an application for a permit to the applicant for a permit, he shall give his reasons therefor.  
(3) Where the Minister allows an application for a permit, he shall issue to the applicant such permit in such form as may be determined by him.



(4) A permit may be issued by the Minister subject to such terms or conditions as he may deem necessary for securing compliance with the provisions of the Act and shall be specified in such permit, and upon the payment of the appropriate fee specified in the Schedule.

6. (1) Notwithstanding anything to the contrary in this Act, the Minister may, if he is satisfied that it is expedient in the public interest to do so, grant a special license to any person to engage in motion picture production for the purpose of producing any particular film to be specified in such special license, subject to such terms and conditions as may be set out therein.

(2) Where a special license is granted to any person under subsection (1) the Minister may exempt such person from the payment of all of the fees set out in the Schedule.

7. It shall be a condition of every permit or a special license that in the event of a contravention or failure to comply with any term or condition specified therein, the Minister may cancel such permit or special license:

Provided that in any case where the Minister cancels a permit or special license he shall give his reasons for such cancellations. Contravention of terms and conditions of a permit or special license

Organisation

The CTO was established in 1989 with the merger of the Caribbean Tourism Association (founded in 1951) and the Caribbean Tourism Research and Development Centre (founded in 1974).

The CTO’s vision is to position the Caribbean as the most desirable, year round, warm weather destination by 2017, and its purpose is Leading Sustainable Tourism - One Sea, One Voice, One Caribbean. The primary objective of the Caribbean Tourism Organisation is to provide to and through its members the services and information necessary for the development of sustainable tourism for the economic and social benefit of the Caribbean people by:

- Providing an instrument for close collaboration in tourism among the various territories, countries and other interests concerned;
- Developing and promoting regional travel and tourism programmes to and within the Caribbean;
- Providing members with opportunities to market their products more effectively to both the Caribbean and the international tourism marketplaces;
- Assisting member countries, particularly the smaller member countries with minimal promotional budgets, to maximize their marketing impact through the collective CTO forum; and
- Carrying out advertising, promotions, and publicity and information services calculated to focus the attention of the public upon the Caribbean as one of the world’s outstanding tourist destinations.

The British Virgin Islands Chamber of Commerce and Hotel Association (BVICCHA)

- Aims to actively promote a positive business and social environment for the benefit of the Territory while sustaining the unique advantages of the British Virgin Islands.
- To be the leading private sector organisation for the competitive and strategic positioning of British Virgin Islands businesses in the domestic and global environment.

BVICCHA has a membership of 250. BVICCHA currently holds membership in the Caribbean Hotel and Tourism Association.

Caribbean Hotel and Tourism Association (CHTA)

CHTA first began in 1959 as a committee of the Caribbean Tourist Association - a public/private sector organization created to promote and market the region - in response to a specific hotel lobby. In 1962, CHTA became an autonomous body as a not-for-profit limited liability corporation registered in the Cayman Islands. CHTA was very much market-focused during its genesis - airlines controlled access, wholesalers controlled traffic and payments, and hotel reps controlled communications with travel agents, while the hotels themselves were not protected. Our main concern back then was for the hotel sector to regain some measure of control and address these issues as one.

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