



## TECHNICAL OFFICER CONSULTANCY - HEALTHIER SAFER TOURISM

### TERMS OF REFERENCE

The consultant will manage a Caribbean Healthier, Safer Tourism Award scheme which targets tourism business and destinations (countries) within the CARICOM Region. This is a joint award of the Caribbean Public Health Agency (CARPHA), the Caribbean Tourism Organization (CTO) and the Caribbean Hotel and Tourism Association (CHTA). The Award Scheme builds on CARPHA's ongoing efforts, in collaboration with the CTO and CHTA, to ensure the Region's health security, in particular the Tourism and Health Program (THP), an initiative geared towards improving the health, safety and security of Caribbean visitors and locals while promoting the reputation, destination and marketability of the users' tourism product.

#### THE REGIONAL TOURISM AND HEALTH PROGRAM

The Regional Tourism and Health Program (THP) is a novel, innovative program that aims to enhance the health and well-being of visitors and locals and thereby improve the quality, competitiveness, reputation, and resilience of Caribbean tourism. It is being executed by the Caribbean Public Health Agency (CARPHA), the Caribbean's sole public health agency responsible for preventing disease, promoting, and protecting health, in collaboration with the Caribbean Tourism Organization (CTO), Caribbean Hotel & Tourism Association (CHTA) and Member States.

The program is improving countries' capacities to provide cost-effective, quality health, food safety and environmental sanitation (HSE) solutions to the HSE threats impacting on sustainable tourism in the Caribbean through: *i) real time, early alert, and response monitoring systems for tourism-based health issues; ii) training and certification, iii) HSE standards, and iv) multisectoral regional and international partnerships.* Countries will have enhanced capacity to mitigate against HSE threats to sustainable tourism.

This integrated, multisectoral program is the first Caribbean-wide and global effort of its kind, setting an international precedent for improving sustainable tourism. There is no better time than now, as new threats to health and travel in the region emerge and in this era of real time, instant information flow, for creating mechanisms for monitoring and responding to tourism health and safety threats.

#### THP HSE Philosophy

- A visitor can become ill at any point in the destination.
- Key is to maintain health, safety, and environmental sanitation threats at destination.

#### NEED FOR AN INCENTIVE (MANAGING CHANGE)

*In September 2019, the CARICOM Council of Health Ministers (COHSOD) approved the Regional Traveller's Health Policy Framework (RTHPF) that mandates the reporting of illnesses to national authorities.* Moreover, as noted above, the THP promotes the adoption of new HSE standards for the tourism sector, with training and certification of personnel to enable meeting the standards.

Altogether, implementation of the THP in Member States represents a significant adjustment in operation and management for tourism businesses and destinations themselves. Bearing in mind proven change management approaches<sup>1</sup>, the proposed [CARPHA-CTO-CHTA Healthier, Safer Tourism Award](#) is a tangible recognition award to incentivize both targeted hospitality/tourism businesses as well as destinations to faithfully implement the THP.

Recognized facilities would be listed as a 'preferred' healthier, safer tourism businesses/destinations on CARPHA, CTO and CHTA websites, with links to regional and international health and tourism stakeholders trusted by travel agencies and travellers for example, the World Health Organization, the Pan American Health Organization, the US Centre for Disease Control, and the Association of British Travel Agents.

Notably, the concept of a joint [CARPHA-CTO-CHTA Healthier, Safer Tourism Award](#)/Recognition scheme was supported by CTO, CHTA, United Nations World Tourism Organization and the Minister of Tourism Jamaica, national tourism associations, hoteliers, and countries<sup>2</sup>.

#### **OBJECTIVES OF THE AWARD SCHEME**

- 1) To prevent or mitigate disease outbreaks from tourism related travel across the Caribbean Region.
- 2) To ensure the Caribbean Region health security.
- 3) To enhance profitability and sustainability of the Caribbean Region's Tourism Sector.
- 4) Worldwide recognition of the Caribbean's leadership in global tourism development as it relates to traveller's health.

#### **POTENTIAL BENEFITS OF THE AWARD SCHEME**

The Award (incentive) will add value to the quality of service provided by the hospitality sector, protecting the Image, Investment and People, and be used as a marketing tool. Other benefits include:

- Regional and global recognition.
- Enhance product quality, service delivery.
- Cost savings for awardees and destinations due to reduced health outbreaks.
- Potential for increased visitor arrivals with improved reputation.
- Improved risk management through regular review of operations and management among participants organizations.

#### **KEY COMPONENTS/ELEMENTS TO BE DEVELOPED**

The consultant is expected to identify, develop, and implement a preferred model for the proposed award scheme, in keeping within the objectives. This will entail determining and choosing the best options for an effective award/recognition incentive program with respect to inter alia:

- a) Types of Awards
- b) Categories of Awards e.g.
  - ✓ Bronze: Use of the Tourism and Health Information system (THIS) to report visitor-related illness in real time to promote health and safety of its visitors and locals.
  - ✓ Silver: In addition to 1 above, 10% of staff certified in Advanced Food safety.
  - ✓ Gold: In addition to 1 & 2 above, adopts regional hospitality health, food safety and environmental sanitation standards.

<sup>1</sup> For example, PROSCI's ADKAR model for supporting people through change; Kurt Lewin's Change Model of Unfreezing, Chaining and Refreezing

<sup>2</sup> CARPHA TORs Healthier, Safer Destination Award

- ✓ Platinum: In addition to 1 -3 above, employs HSE standards and meeting minimum standards inspection requirements.
- c) Modalities for assessment and verification of nominations.
- d) Requirements for branding, awareness, promotion, and interest generation.
- e) Options for funding/sponsorship.
- f) Alignment with existing Tourism awards schemes.
- g) Governance and management systems and structures.
- h) Training and development requirements.
- i) Technology requirements.

## **SCOPE OF WORK**

The consultant is expected to undertake the following tasks.

Establish mechanisms for implementation of Award Scheme, to include:

### **a. Governance and Management**

- i. Produce and maintain database to log, monitor and track eligible tourism facilities to receive the stamp, as well as to remove the stamp.
- ii. Communicate with businesses on queries or requirements to receive the stamp.

### **b. Processes and procedures**

- i. Develop application form for the HST Scheme.
- ii. Manage the receipt of all applications.

### **c. Monitoring and Evaluation**

- i. Monitor and Record all businesses that satisfy existing requirements for the HST Stamp e.g., "Zero Cases", THiS usage etc.
- ii. Provide weekly excel updates of THiS Usage, This registered and HST awardees for evaluation by Project coordinator for award of the stamp.
- iii. Provide weekly listing of THiS registered and HST awarded facilities for placement to the App.

### **d. Technological supports**

- i. Monitor the THP email to record and respond to queries from prospective and participating businesses.

### **e. Contact for HST**

- i. Develop and Maintain Contact lists of Hoteliers, HST Awardees, Hotel associations, Directors of Tourism and THP steering Cttees.
- ii. Develop and Maintain WhatsApp groups of Hoteliers, HST Awardees, Hotel associations, Directors of Tourism and THP steering Cttees.

### **f. Research and Development**

- i. Provide ongoing research of existing and new award schemes and develop measures for alignment of schemes besides HST, e.g., WTCC, Grenada and Jca safe travel stamps.
- ii. Databases to compare safe travel initiatives by countries and facilities (HST, SWTCC, JST etc).
- iii. Development and maintenance of database for moving into the Tier system (Sliver, Gold and Platinum).

### **g. Any other Duties**