



THE UNIVERSITY
OF THE
WEST INDIES



GTRCMC
GLOBAL TOURISM RESILIENCE
& CRISIS MANAGEMENT CENTRE

PROJECT BRIEF

Project Title

GTRCMC Online Academic Journal
Sargassum Management

Project Background

Sargassum is a seaweed currently negatively affecting the Caribbean's tourism product and the livelihoods of persons living in the Caribbean. Various governments, non-governmental agencies and private sector entities have already begun significant research and have implemented various initiatives to manage this invasive species. These initiatives have ranged from preventative measures to economic opportunities. Private entities have been using the seaweed for various commercial purposes. To date there exist no coordinated effort to explore what works and what doesn't. Certainly a coordinated and integrated approach is needed to successfully address this crisis.

Project Goals

To implement strategic and other successful programmes, projects and initiatives that will ensure that the sargassum spread does not disrupt the Caribbean tourism product and the livelihoods of persons living in the Caribbean.

Project Methodology

- To undertake a landscape assessment of existing Sargassum initiative to determine best practices and lessons learned.
- To create a digital platform and mobile applications to communicate to tourism stakeholders about the location of the sargassum spread in the Caribbean region and the threat of the sargassum spread on beaches.
- To assist with the development of a regional policy framework aimed at ensuring that the sargassum spread does not disrupt the Caribbean tourism product and the livelihoods of persons living in the Caribbean..

- To establish an action plan to implement sargassum related initiatives with the aim of ensuring that the sargassum spread does not disrupt the Caribbean tourism product and the livelihoods of persons living in the Caribbean.
- To roll out/implement measures aimed with the aim of ensuring that the sargassum spread does not disrupt the Caribbean tourism product and the livelihoods of persons living in the Caribbean.

Project Beneficiaries

- People living in the Caribbean
- Global Citizens/Travellers
- Hotels, Villas, etc
- The Tourism Product of a country

Project Duration: 12 months

The Global Tourism Resilience and Crisis Management Centre

Vision

The Global Tourism Resilience and Crisis Management Centre is a transformative tool, which seeks to safeguard and protect the tourism product of countries around the world as well as to ensure the sustainability of tourism globally.

Mission

The vision of the Global Tourism Resilience and Crisis Management Centre is to assist global tourism destinations with destination preparedness, management and recovery from disruptions and/or crises that impact tourism and threaten economies and livelihoods globally.

Thematic Areas

Currently, the Centre focuses on four critical issues during its first year in operation as a project in the Ministry of Tourism. These thematic areas are:

- (1) Tourism Climate and Seismic Resilience
- (2) Tourism Pandemic/Epidemic Resilience
- (3) Tourism Security/Cyber-Security Resilience, and
- (4) Tourism Entrepreneurial Resilience

Strategic Objectives

The overall goal of the Centre will be to assess (research/monitor), plan-for, forecast, mitigate, and manage risks related to tourism resilience and crisis management. This will be achieved through four objectives:

- Research and Development
- Policy Advocacy and Communication Management
- Programme/Project Design and Management
- Training and Capacity Building

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