

Project Brief

Hurricane Melissa Tourism Resilience and Recovery Initiative



- **Title:** Building Tourism Resilience: Hurricane Melissa Tourism Resilience and Recovery Initiative
- **Lead(s):** The University of the West Indies - Global Tourism Resilience & Crisis Management Centre (GTRCMC) with Sir Arthur Lewis Institute for Social and Economic Studies (SALISES)/The University of the West Indies (UWI) and local community networks
- **Geography:** Jamaica (with scalable playbooks for Caribbean countries and Small Island Developing States (SIDS))

THE PROBLEM

Hurricane Melissa pushed thousands of tourism-dependent families (room attendants, guides, drivers, craft vendors etc) into income shock. Infrastructure aid flows to roads and hotels, but frontline workers are frequently last to be helped and first to lose income.



WORKERS LACK:

- FOOD, WATER, CLOTHING, HEALTH SUPPLIES
- ACCESSIBLE RE-TRAINING TO RE-ENTER THE WORKFORCE
- RAPID INCOME REPLACEMENT COMMUNITY & MENTAL-HEALTH SUPPORT.

SOLUTION

Provide immediate care packages to tourism-worker communities, rapidly resolve priority tourist needs in high-density areas to ease distress and protect the destination, and build lasting resilience by training the workforce and embedding SOPs in an offline, interactive, gamified app.



PHASE 1: EMERGENCY MANAGEMENT (IMMEDIATE NEEDS) – PROVIDE EMERGENCY CARE PACKAGES TO COMMUNITIES PREDOMINANTLY OCCUPIED BY TOURISM WORKERS, COVERING FOOD, WATER, HYGIENE & HEALTH, CHILDREN & EDUCATION.

PHASE 2: RECOVERY MANAGEMENT - RAPIDLY DETERMINE AND RESOLVE PRIORITY TOURIST NEEDS IN HIGH-DENSITY TOURISM COMMUNITIES TO REDUCE DISTRESS, RESTORE MOBILITY, AND PROTECT DESTINATION REPUTATION.

PHASE 3: RESILIENCE BUILDING - EQUIP THE TOURISM WORKFORCE TO PREPARE, MANAGE, AND RECOVER EFFECTIVELY, AND INSTITUTIONALIZE THESE PRACTICES VIA AN OFFLINE-CAPABLE APP WITH INTERACTIVE ANIMATIONS AND A GAMIFIED LEARNING EXPERIENCE.



IMPACT

- IMMEDIATE RELIEF:** 10 PARISH HUBS; 10,000 INDIVIDUALS IN TOURISM COMMUNITIES REACHED WITH EMERGENCY KITS (OVER 10,000 PACKAGES) ACROSS 5-7 COMMUNITIES
- SKILLS & CERTIFICATION:** 1,000 WORKERS TRAINED, 20 TRAINERS CERTIFIED; 500 BUSINESSES ADOPT ROLE-BASED BCPS.
- DIGITAL READINESS:** TOURISM RESILIENCE APP (OFFLINE FIRST) LAUNCHED; 5,000 DOWNLOADS, 70% 30-DAY RETENTION.
- PUBLIC ENGAGEMENT:** 4 NATIONAL WEBINARS, 3,000 TOTAL PARTICIPANTS.
- ACCOUNTABILITY:** MEL DASHBOARD; TARGET 95% KIT COMPLETENESS; RESOLVE 95% RED CASES IN 12 HRS/80% AMBER IN 48 HRS; QUARTERLY BRIEFS TO DONORS AND GOVERNMENT. (TARGETS ALIGN WITH THE ATTACHED PLAN.)

TIMELINE AND BUDGET

Component	Notes / What Workers See	Amount (USD)
Phase 1 - Emergency Management (Immediate Needs)	Establish 10 parish hubs; deliver 10,000 care packages (Food, Water, Hygiene & Health, Children & Education, Livelihood Business Recovery Kits).	\$500,000.00
Phase 2 - Recovery Management (Tourist Recovery Needs Assessment)	Enhanced TRNA (Tourism Recovery Needs Assessment) covering all affected parishes looking at the structural and other needs of tourist workers to be able to cope in long term to develop a sustainable plan that will future their livelihoods in the face of future situation.	\$120,000.00
Phase 3 - Resilience Building (Training, App & Awareness)	1,000 workers trained in role-based resilience; Train-the-Trainer (ToT) certification for 50 trainers; 6-part webinar series; advanced Business Continuity Planning (BCP) toolkit; mobile app for preparedness and recovery with gamified lessons, e-badges, and offline packs; public awareness campaign targeting MSMEs, youth, and community tourism groups.	\$230,000.00
Monitoring, Evaluation & Learning (MEL)	Design and implementation of a real-time MEL dashboard; baseline/endline testing, resilience scorecards, TRNA analytics, post-training user evaluations, and quarterly policy briefs for decision-makers. Supports evidence-based tourism recovery and resilience planning.	\$50,000.00
UWI Project Management & Administration (10%)	Central coordination, staffing, financial management, procurement, contingency, compliance, audit, and reporting support through SALISES/GTRCMC. Includes partner engagement, project documentation, and lessons learned dissemination.	\$100,000.00
Total		\$1,000,000.00

TIMELINES: 1 YEAR



FUND THIS PROJECT

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