

Caribbean Green Globe Watch

<http://www.cha-cast.com/GGproperties.html>

Certified Properties = 55

Benchmarked = 61

Awards & Commendations Green Globe Caribbean Program, 2005

🏆 Best Overall Performance

Winner: Amsterdam Manor, Aruba
1st Runner-Up: 3 Rivers Eco-Lodge, Dominica
2nd Runner-Up: Playa Linda Beach Resort, Aruba

🏆 Most Improved Performance

Winner: Manchebo Beach Resort, Aruba
1st Runner-Up: Playa Linda Beach Resort, Aruba
2nd Runner-Up: Bucuti Beach Resort, Aruba

2006 American Express Caribbean Environmental Awards

Announced June 27th 2006 at the recently concluded CHA - Caribbean Hotel Industry Conference (CHIC) in Miami, featuring 2 Green Globe certified properties:

🏆 **Sandals Montego Bay, Jamaica (Large Hotel)**

🏆 **3 Rivers Eco Lodge, Dominica (Small Hotel)**

Note from the Editor.....

The 2 biennial Green Globe international conference will be held in the Caribbean during November 1st – 3rd 2006. This conference was inaugurated in New Zealand in 2004. At that time CAST agreed to host the next edition of the conference in the Caribbean during 2006, combined with the biennial Green Tourism Conference. The latter was staged at the Half Moon Hotel in Montego Bay Jamaica in July 2002 and July 2004, under the auspices of the Environmental Audits for Sustainable Tourism (EAST) Project funded by USAID. This year's Conference will also be at the Half Moon Hotel, which was selected through a competitive bidding process. Beginning with this issue of the *Globe Trotter*, and continuing until the Conference in November 2006, we will provide you with updates on confirmed speakers and events. This is your conference! We therefore encourage you to participate and to send your comments and suggestions to: cast@caribbeanhotels.org.

200 More Standard Words on...the Environmental Management System (EMS)

As a functional management system, the EMS requires top management in any business to establish the organization's environmental objectives and targets, and to hold staff accountable for the results. Establishing targets is just as important as achieving them, and responsible department managers and staff are just as accountable for meeting targets as are top management for establishing them. The EMS should be considered everybody's business. Setting new targets should also breathe new life and purpose into any EMS. So if your EMS has become staid, uninteresting and staff motivation is low, consider raising the performance bar.

Remember that resources are required to meet targets. Management should always provide the best environment for success. Remember also that if your staff is not included in setting targets, the chances of achieving these are also diminished. Cultivate a good corporate culture of staff involvement, creativity and enthusiasm for raising the bar of environmental performance. Reward successful efforts and the generation of good ideas, and challenge the laggards to improve. An effective EMS can win you awards as it is a function of leadership and management style, an ability to communicate effectively, and a demonstration of commitment to and enthusiasm for the mission.

Was this article helpful? Send your comments to cast@caribbeanhotels.org

Green Globe International and
Green Tourism Conference

At the award winning
Half Moon Hotel, Montego Bay, Jamaica

November 1st - 3rd 2006

Sessions for hoteliers and hotel staff on:

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Find us on the web!!

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Green Globe Website:
www.greenglobe.org

Featuring...the Award Winners

Jem Winston, Owner/Manager: [3 Rivers Ecolodge](#), Rosalie, Dominica (At the Caribbean Hotels Industry Conference, Miami, Fl, June 26th 2006); 2006 American Express Caribbean Environmental Award (Small Hotel)

Q. How did you and your staff react to the news of this year's award?

A. We danced around the snooker table! Everybody was pretty excited when we won again, because it brought us a lot of benefits last year, as well as enjoying the kudos and the publicity. Last year, all of my staff saw direct cash benefits through extended working hours because of this award.

Q. What does it take to prepare an application form for an awards process like this one?

A. . Because of our Green Globe program we are constantly trying to improve the way we do things. Reporting and writing it up takes quite a lot of thought as well. There are probably a lot more hotels doing good things than we know about because they just do not take the time to report it.

Q. There has been a lot of criticism about certification programs like Green Globe especially from small properties concerning the onerous amount of paperwork, etc. – what advice would you give to small properties?

A. Firstly I would say that those people are mistaken and that they perhaps don't understand what it involves. Yes, there is a fair amount of paperwork, and the first year it was quite daunting to design your own system to suit your hotel. But Green Globe is flexible, as we discovered with our electricity meter readings – and are willing to adapt to suit small properties. Once we got used to the paperwork and the documentation system and we adapted it to fit to our hotel, it never changes after that. So writing the monthly reports, the monthly action plans the first time is a bit time consuming, but the 2nd time around it involves only adding in new subjects or new plans to the same documents without having to redo the whole system. So I think it is certainly not as much paperwork as people say.

The second point is that the paperwork turns out in the long run to be beneficial for quite a few reasons. In reviewing all of our action plans, our monthly reports, our corrective actions, product screening papers etc., everything that we have been through in the past year – and....we have an awards application.

If you win an award, not only do you get prizes or trips, but you also get reports in every travel magazine and links to your website. A link to your website means that when people go to Google, they find you first. We are getting hits onto our website every time we win awards. So it works! When people see your name once and then again a few months later, it rings a bell; you are being talked about and you are getting more and more customers coming through the door. Since last year I have taken on 6 new staff and it is a direct result of not just this (American Express) award but the other awards we have won.

I think this year we are a serious player in the market on both the tourism and the educational sides. Everybody is talking sustainability and we are proving that not only is it a nice way to live your life, but that it also makes good business sense. After 3 years in business, 3 Rivers Eco Lodge is now in profit. I have never done a business like this before, but I am told that normally you would expect to wait at least 5 years before you turn a profit. We doubled the amount of rooms we had since last year's (2005) award and our occupancy rates are in the high 80% and that's including the supposed dead season. It is these awards – I truly believe that, and my staff work very hard to achieve them. At the end of the day these awards and our Green Globe certification is physically putting money in the bank and creating jobs at 3 Rivers. *(Part 2 will be continued in the August 2006 Edition).*

TIP ↙ ↘ PiT....

We are well into the 2006 Atlantic Hurricane Season. At the time of writing, the north eastern Caribbean was threatened by Tropical Storm Chris. We are in a period of increased storm activity. September to October is statistically the peak period of activity although as we learned over the past few years, major storm activity has been known to occur in August. Here are 5 key preparedness tips, presented to you as a reminder of the urgent need to prepare your staff and businesses for potential crisis situations:

- **Check your stocks of non-perishable food and water supplies.** You should have on hand a minimum of 3-5 days emergency food and water supply.
- **Check that all emergency response equipment is fully serviced and operable.** You should have ample stocks of batteries, personal protective equipment for staff, first aid and CPR equipment; torchlight, 2-way, transistor and short-wave radios for maintaining continuous communication.
- **Trim all overhanging vegetation.** This would limit any potential damage to adjacent buildings
- **Maintain a list of current guests and key staff including next-of-kin contact details.** This you will find useful for roll calling and for notifying relatives in the event of an emergency and within the shortest possible time frame.
- **Know your emergency and communications plans well and be ready to act if a crisis arises.** Preparedness is the first step to recovering speedily from an emergency and resuming normal business operations.

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Send all feedback and comments to cast@caribbeanhotels.org.

Please include your name and location. CAST reserves the right to edit all letters for grammar and accuracy prior to publishing.

Readers' Vent!

"The Globe Trotter no longer looks to me to be a professional document. The use of multiple colours is distracting and makes it look like the publication is created by inexperienced people." Clarissa Jimenez, Puerto Rico;

"It's the best way to keep me informed about everything, sending me the news letters. Thanks, it's wonderful your new design." Grethel Castellanos, Dominican Republic;