



GOVERNMENT OF SAINT LUCIA

Ministry of Tourism, Information and Broadcasting,
Culture and Creative Industries

Department of Culture and Creative Industries

3rd Floor, Sir Stanislaus James Bldg.
The Waterfront, Castries
Saint Lucia, West Indies
Tel. No. (758) 468-4629/4603
Fax: (758) 451-7414

For Immediate Release
September 13th, 2019

Ministry of Tourism collaborates with the Travel Foundation for the launch of the Transforming Tourism Value Chains (TTVC) Project Action Plan and Capacity Building Workshop for Hotel Operators

Saint Lucia, through the Ministry of Tourism, Information, Broadcasting, Culture and Creative Industries, is scheduled to host the launch of the (TTVC) Transforming Tourism Value Chains action plan and capacity building workshop on **Thursday September 19th, 2019** at the Bay Gardens Hotel, commencing at 9:00 a.m. Funded by the International Climate Initiative (IKI) of the German Federal Ministry for the Environment, the main objective of the project is “*promoting the adoption of resource efficient and low-carbon development strategies within the value chains of the accommodation sector in Saint Lucia*”.

The action plan, therefore, will include recommendations for government and related public agencies, such as, policy formulation, incentives and infrastructure changes; as well as recommendations for hotels and their suppliers to improve energy efficiency, reduce fossil fuel consumption and for sustainable procurement. In addition, the plan will emphasize the importance of collaboration between and within the public and private sectors.

The launch will conclude with a Capacity Building Workshop for hotel operators, with a focus on “Advancing Resource Efficiency, Low Carbon Emissions and a more Competitive Tourism Sector”. Workshop facilitators will emphasize on strategies to improve efficiency in waste management and customer relations; and, promoting the development of low carbon practices and implementing monitoring activities.

The Ministry of Tourism, together with its private sector partner agencies, is hopeful that following the workshop participants will be equipped to address the effects associated with poor environmental management practices and to transition to more effective, green and environmentally-friendly alternatives.

For additional information please contact:

Mr. Martin Satney /Project Manager – Saint Lucia

Telephone: 285-2059

Email: martin.satney@thetravelfoundation.org

Ms. Agatha Charles / Project Assistant – Saint Lucia

Telephone: 717-6937

Email: Agatha.charles@thetravelfoundation.org

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