



**ST/2021/32/RR/Anexo.005**

Idioma original: inglés

Última actualización: 28 de julio, 2021

# **El Turismo del Futuro: Replantear el Turismo y las MIPYMES en los tiempos del COVID-19**

ASOCIACIÓN DE ESTADOS DEL CARIBE (AEC)


XXXII REUNIÓN DEL COMITÉ ESPECIAL DE TURISMO SOSTENIBLE

Miércoles 28 de julio de 2021- vía videoconferencia




1

## About UNDP Barbados & the Eastern Caribbean



- The United Nations Development Programme (UNDP) has been operational in Barbados and the Eastern Caribbean, since 1980.
- Our multi-country office works across ten countries: Anguilla, Antigua and Barbuda, Barbados, British Virgin Islands, Commonwealth of Dominica, Grenada, Montserrat, Saint Lucia, Saint Kitts and Nevis, and Saint Vincent and the Grenadines to address common development challenges
- UNDP in Barbados and the Eastern Caribbean supports the strengthening of sustainable human development, climate resilience and inclusive governance.



UNITED NATIONS DEVELOPMENT PROGRAMME

2

## Future Tourism in a nutshell



- Regional MSMEs significantly impacted by COVID-19.
- 18 months: January 2021 – June 2022
- 10 countries and territories
- 2 Main Outputs:
  1. Regional Policy Dialogues and Policy Solutions
  2. Business Adaptation Programme for MSMEs
    - Technical Assistance
    - Financial Assistance

UNITED NATIONS DEVELOPMENT PROGRAMME

3

## 5 Regional Policy Dialogues



Critical **issues**, **opportunities** and **solutions** have been discussed over a 2-month period to help policy makers, donors, the financial sector, and MSMEs reshape the Eastern Caribbean tourism sector into a more inclusive and sustainable industry

Watch the recording: <https://www.bb.undp.org/content/barbados/en/home/future-tourism/regional-dialogues.html>

4



## Key Issues Identified by Panelists



Limited internal capacity in private and public sector tourism organizations.

Convenient and sustainable financial and volunteering mechanisms are not in place to encourage philanthropists, donors and visitors to contribute

Climate change related extreme weather events

MSME access to digital solutions

UNITED NATIONS DEVELOPMENT PROGRAMME

7

## Key Opportunities




- Remote work programmes
- Shifts in consumer demand
- Innovation in digital payments
- Innovation in digitalization
- Innovation in the industry
- Commitment to the sustainable tourism agenda by public and private sectors

UNITED NATIONS DEVELOPMENT PROGRAMME

8


# Solutions and priorities




Assessment and strengthening of the ecosystem to facilitate inclusive environment

Capacity building for MSMEs


Public Awareness Campaigns




Digital transformation for MSMEs, including the informal sector



Product and market development:  
Diversification of the product offering



Stakeholder engagement and Regional coordination



Monitoring of Key Performance Indicators (KPI) related to sustainable and inclusive tourism.

UNITED NATIONS DEVELOPMENT PROGRAMME

9



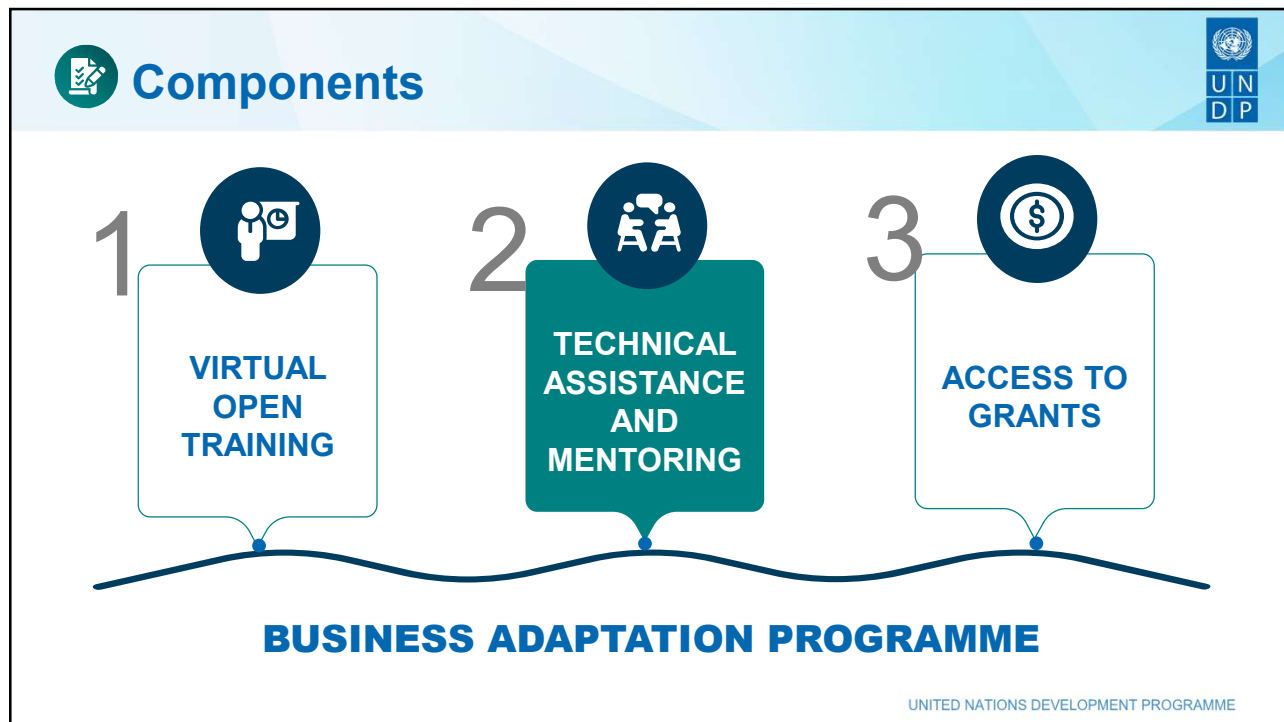
# Business Adaptation Programme

1. Technical Assistance to MSMEs
2. Financial Assistance to MSMEs





10



11



12





2




**TECHNICAL ASSISTANCE & MENTORING**


- Offered to MSMEs that complete the training
- Tailored to specific needs

UNITED NATIONS DEVELOPMENT PROGRAMME

13



3



**ACCESS TO GRANTS**

- Offered to MSMEs that complete a Business Improvement Plan (BIP)
- Average of USD 4,000

UNITED NATIONS DEVELOPMENT PROGRAMME

14

## Expected Outcomes



1. At least **300 MSMEs** have received training to strengthen their digital skills and support their operations considering the effects of COVID-19.
2. At least **100 MSMEs** have digitized at least one key business process related to information management, logistics, inventory management or others
3. **At least 80 businesses** have been received grants to support their digitization plans (40 micro/sole proprietors, 40 female-owned/operated).

UNITED NATIONS DEVELOPMENT PROGRAMME

15

## Next Steps



Informal think tank?  
Sustainable tourism awards for MSME  
Possible project expansion  
Continued working with tourism stakeholders

UNITED NATIONS DEVELOPMENT PROGRAMME

16



*“The sector has been growing without limits which posed challenges in terms of inclusion, fair jobs, climate change and biodiversity. This pause is enabling all of us to rebuild the industry in a safe, equitable and climate friendly manner.”*

- Sandra Carvalho, Chief Market Intelligence and Competitiveness, UNWTO

UNITED NATIONS DEVELOPMENT PROGRAMME