

## RESOLUTION NO.

## PARLIAMENT

**WHEREAS** the Government of Barbados has determined that there should be a Tourism Policy to direct tourism development in the medium to long-term through the development of a Tourism White Paper;

**AND WHEREAS** this strategy sets the policy direction for the Tourism Master Plan 2012-2021, articulating a national guide for the sustained growth of the Barbados' tourism sector to ensure the sector leads economic growth, social progress and economic sustainability;

**AND WHEREAS** this broad policy calls for the development of a 'New Tourism' informed by an underlying philosophy that stresses: the need for greater participation and collaboration and a recognition that Barbadians must be placed at the centre of all tourism efforts.

**AND WHEREAS** this 'New Tourism' embraces the fundamentals of sustainable tourism which calls for a proactive approach by all relevant stakeholders to develop, market and manage the industry with a view to creating a competitive advantage, maintaining environmentally sound tourism, embracing cultural promotion and respect for local cultures, involving local people through community tourism and developing strong linkages with other sectors;

**AND WHEREAS** the Master Plan has at its core the positioning of Barbados as an up-market and quality destination focusing on the brand elements of "friendliness", "cleanliness", "value for money" and a "safe and secure environment";

**AND WHEREAS** the Plan recognizing the extremely difficult global economic environment within which the Barbados Tourism sector operates-

one characterized by economic volatility; catastrophic effects of climate change; increasing global competition from emerging markets; shifting global demographic; the rise of the Brazil, Russia, India and China the so-called (BRIC) block;

**AND WHEREAS** the Barbados Tourism sector confronted by rapidly changing consumer behaviours, preferences and expectations; the advent of new information and green technologies; increased focus on sustainable and responsible tourism; and increased concerns about safety, security and health issues;

**AND WHEREAS** the Draft White Paper on the Development of Tourism in Barbados has as its eight (8) pillars: Sustainable and Responsible Tourism Development, Product Development, Marketing and Promotion, Human Resources Development, Educational Awareness, Development of a Comprehensive Research Framework, Effective Participation, Collaboration and Access, and Standards and Regulations;

**AND WHEREAS** the these eight pillars will form the foundation upon which the transformation of the tourism sector rests leading to a successful tourism industry characterized by heightened levels of competitiveness, innovation and sustainability;

**AND WHEREAS** this White Paper on Tourism Development with its clear articulation of policy direction prescribes the role of the Ministry of Tourism, the Private Sector, non-governmental organizations, trade unions, employees and the youth in the holistic and all embracing development of the tourism sector over the next 10 years;

**AND WHEREAS** the Cabinet at its meeting of October 26, 2012 approved the White Paper on the Development of Tourism in Barbados and agreed that it should be laid in Parliament.

**BE IT RESOLVED** that Parliament take note of and approve the White Paper on the Development of Tourism in Barbados 2012-2021.

Approved by the House of Assembly this      day of                      2012.

**SPEAKER**

Approved by the Senate this      day of                      2012.

**PRESIDENT**