Climate and Disaster Resilient Tourism

Jamaica’s Experience

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A Snapshot of Tourism in Jamaica

- Largest foreign exchange earner: US $3.3 billion in 2018
- Reliant on natural resources: Sun, Sand and Sea
- Provides employment: Direct employment: 120,000 persons
  Indirect employment: 250,000 jobs
- Attracts thousands of visitors: 4.3 million tourists in 2018
- ~22% of revenue towards GDP: US $450 million in 2018
Vulnerability

- Small Island Developing State (SID)
- Located in the Atlantic Hurricane Belt
- Geography and Geology
- Loss of Natural Buffers
Climate Variability

• Predominantly exposed to storm events
  - 11 storm events (including 5 hurricanes) experienced between 2001-2012

• Unseasonal rains early March-June & November 2017

• Major drought periods in 2000, 2010 as well as May-September 2015
### National Outcome 14: Hazard Risk Reduction and Adaptation to Climate Change

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<th>Improve resilience to all hazards</th>
<th>Develop measures for c-change adaptation</th>
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<td>Improve emergency response capability</td>
<td>Contribute to reduction of global rates</td>
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Ministry of Tourism Strategic Plan

01. Strengthen linkages with other sectors of the economy, particularly agricultural and manufacturing sectors

02. Strengthen benefits to be derived by local residents and communities

03. Promote broader participation by all Jamaicans

04. Ensure safety, security and sustainability of the natural and built environment
Actions: Programmes, Policy & Planning

• Development of new Tourism Strategy and Action Plan

• Implementation of the Climate Change and Multi-Hazard Contingency Planning Programme

• Use of Climate Data (State of the Jamaican Climate Report, 2015)
Action: Capacity Building

01 Damage Assessment Training
02 Business Continuity Planning
03 Climate Change Adaptation Sensitization
04 Earthquake, Tsunami & Hurricane Preparedness
Challenges and Partnerships

- Diversifying tourism product to reflect more sustainable forms
- Impact of inefficiencies in other sectors/development areas
Thank You!