



**Tourism**  
Responding to the Challenge of  
**Climate Change**  
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## **World Tourism Day**

27 September 2008

### ***World Tourism Day 2008 Climate Change Seminar & Exhibition***

***"Climate Change and the Bottom-line ...***

***the Strategic Business Outlook for Jamaica's Tourism Sector"***

**Friday, September 26, 2008**

This year on September 27, the United Nations World Tourism Organisation (UNWTO) celebrates World Tourism Day (WTD) 2008 under the theme, "***Tourism Responding to the Challenge of Climate Change***". Jamaica is a member of the UNWTO, and through the Ministry of Tourism, will commemorate the Day by hosting a seminar and exhibition entitled "***Climate Change and the Bottom-line...the Strategic Business Outlook for Jamaica's Tourism Sector***", on the eve of World Tourism Day, **Friday, September 26, 2008**.

In recent years, the Ministry of Tourism has been steadily building its capacity to respond to the challenge of climate change. In recognition of this year's theme, we plan to bring greater emphasis to the linkages and implications of this important global issue for the tourism sector in Jamaica.

Climate Change presents many challenges and opportunities. Tourism is a 'danger zone' sector where the sector's level of risk is outweighed by its level of preparedness. By strategically planning to confront the challenges and optimising the opportunities presented by climate change, tourism businesses can improve their resilience and sustain or enhance their market position.

Over 300 tourism stakeholders will be invited to attend the seminar, including General Managers, Managing Directors and/or Chairmen of hotels, attractions, tour companies etc., as well as senior government officials responsible for investment, destination marketing, climate and environmental services and disaster mitigation.

The exhibition will be open to the wider tourism sector and will feature displays of information and products related to the issues of climate change and alternative energy as well as a panel discussion on the theme.

Through these initiatives, we seek to inform the public on the linkages between Climate Change and Tourism, offer the Jamaican tourism industry solutions to the formidable challenges posed by climate change, and motivate business leaders to mitigate the risks and optimise the opportunities.