

# Developing and Implementing Sustainable Tourism Indicators in the Greater Caribbean



**ACS AEC**  
ASSOCIATION OF CARIBBEAN STATES  
ASOCIACION DE ESTADOS DEL CARIBE  
ASSOCIATION DES ETATS DE LA CARAIBE

Closing Forum of the  
Project for the  
Extension of the STZC

**IIED Climate Change, Tourism and Socio- Economics Workshop  
Tobago, May 14<sup>th</sup> to 15<sup>th</sup>, 2009**



# Agenda

- Introduction to the ACS
- The ACS and the Greater Caribbean
- The Greater Caribbean and Tourism
- Establishing the Sustainable Tourism Zone of the Caribbean
  - Pilot Phase
  - Phase II
- The future of the STZC



# Introduction to the ACS

- The Convention Establishing the Association of Caribbean States (ACS) - 24 July 1994, Cartagena de Indias, Colombia
- Regional Forum for consultation, co-operation and concerted action
- Focal Areas: Trade, Transport, **Sustainable Tourism** and Disaster Risk Reduction



# ACS and the Greater Caribbean

## ■ 25 Member States

- **Central America:** Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua,
- **Caribbean Community (CARICOM):** Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Haiti, Jamaica, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad and Tobago
- **G-3:** Colombia, Mexico and Venezuela
- **Non Grouped:** Cuba, Dominican Republic and Panama

## ■ 3 Associate Members:

- Aruba
- France (Guadeloupe, Martinique and French Guyana)
- Netherlands Antilles



## ACS and the Greater Caribbean (cont'd)



- The Greater Caribbean Zone of Co-operation is the common geographic space shared by States, Countries and Territories and the common interests and objectives derived there from



# The Greater Caribbean and Tourism

## Direct impact:

- 567,870 jobs
- US\$ 6.5 billion contribution to GDP

## Indirect impact:

- 1,857,000 jobs (12% of total employment)
- US 23.1 billion contribution to GDP (13% of total GDP (**#1 in the world relative to size**))



# Developing a common sustainable tourism framework

- **1995:** 1<sup>st</sup> Summit of Heads of States and/or Government: Tourism is recognised as one of the three regional priority areas, being the other two trade and transport
- **1998:** 2<sup>nd</sup> Meeting of the Ministerial Council: Approval of the support documents for the creation of the STZC
- **2001:** 3<sup>rd</sup> Summit of Heads of State and/or Government: Signing of the **Convention Establishing the STZC**



## **STZC Concept as defined by the Convention**

**“A geographically determined cultural, socio-economic and biologically rich and diverse unit, in which Tourism development will depend on sustainability and the principles of integration, co-operation and consensus, aimed at facilitating the integrated development of the Greater Caribbean”**





# Project Context and Rationale

- **Convention Establishing the Sustainable Tourism Zone of the Caribbean (STZC), 2001**
- Convention to contribute to the achievement of sustainability in the tourist destinations and to determine Sustainable Tourism Indicators
- Expression of Governments commitment to strategies and specific plans of action to facilitate development of tourist products that increase the added value of the regional product and demand



# Ratification of the Convention Establishing the STZC

- **Convention signed** by **25** Member States and **1** Associate Member
- **Ratified** by **7** Member States and **1** Associate Member. Needs 15 ratifications for entry into force
- **Protocol** signed by **14** Member States (El Salvador signed on Nov 14<sup>th</sup>). Needs 15 signatures for entry into force
- **Ratified** by one Member State



# STZC Convention: Sustainable Tourism Indicators

■ Rules Governing the Identification, Approval and Categorisation of Destinations that Constitute the STZC

## 14 Indicators:

- Security
- Identity and culture
- Child Prostitution
- Employment in Tourism
- Bathing Water Quality
- Potable Water Quality
- Energy Consumption Index
- Water Consumption Index
- Use of Resources
- Environmental Management
- Solid Waste Management
- Liquid Waste Management
- Tourist Satisfaction
- Consumption of local and national Products



# Establishing the STZC

## ■ Destinations Selection, Evaluation and Categorisation Process

### Pilot Phase

- **Dominica:** City of Roseau
- **Dominican Republic:** Bayahibe
- **Jamaica:** Ocho Rios Resort Area
- **Mexico:** Cozumel
- **Panama:** Portobelo

### Phase II

- **Guadeloupe:** Verte Vallée and St François – Pointe des Châteaux
- **Martinique:** Presqu'île de la Caravelle and Sainte-Anne
- **French Guyana:** Yalimapo Community
- **Trinidad and Tobago:** Buccoo Reef, Tobago
- **St. Vincent and the Grenadines:** Richmond / Lashum Site

- **Creation of the STZC Webpage**
- **Development of the STZC Observatory**



# Establishing the STZC

## Destinations Selection, Evaluation and Categorisation Process

- Practical tools to facilitate the evaluation and future incorporation of tourism destinations into the Zone
- Identify next steps for the selection, evaluation and possible categorisation of tourism destinations
- Pioneering initiative with several questions. On going learning process



# Establishing the STZC

## The Pilot Phase

- Further developed the technical aspects of the Norms included in the Convention
- Served as catalyser to formalise the inclusion of proposed destinations to become part of the STZC
- Gave life to the concept and created awareness in the region
- Provided important information for future initiatives and facilitated resource mobilisation efforts



# Establishing the STZC

## The Pilot Phase

- **Date of commencement:** October 2005
- **Estimated Date of completion:** June 2006
- **Beneficiaries:** ACS Member States
  - Initial Beneficiaries:** 5 pre-selected destinations – Dominica, Dominican Republic, Jamaica, Mexico and Panama
- **Donor:** Foreign Commonwealth Office (FCO) - Global Opportunities Fund (GOF), Government of the United Kingdom. US\$ 70,930



# **Establishing the STZC Pilot Phase Steps**

- **Destinations Selection Criteria**
- **Evaluation of 5 Pilot Destinations**
- **Evaluation Form based on the Convention's Sustainable Tourism Indicators.**
- **Field Visits. Destination Stakeholders Meeting**
- **Data Collection**
- **Quantification System**
- **Gap Analysis**
- **Proposed Plans of Action**
- **Regional Workshop on Destination Evaluation, Bayahibe, DR, June 2006**





# Establishing the STZC

## The Pilot Phase (cont'd)

### ■ Destination Selection Criteria

- The Applicant Tourism Destination should not be a widely spread out region
- Should have a range of tourism uses, facilities and products i.e. hotels and possibly other types of accommodation and a variety of tourist attractions
- Easily defined: Defined coastal zone; large beach area; a defined area containing natural or cultural heritage sites; a national park; a city or a town; or a defined rural area
- Data availability within jurisdictional limits



# **Establishing the STZC Pilot Phase Recommendations**

- **Seek regional acceptance of the proposed process**
- **Continue evaluations and data collection**
- **Strategic plan for development, management, financing and monitoring**
- **Continue awareness and training**
- **Creation of a dedicated Website for the STZC**
- **Quality monitoring mechanism**



# Bayahibe, Dominican Republic





## Ocho Rios Resort Area, Jamaica



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# Establishing the STZC

## Phase II

- **Date of commencement:** August 2007
- **Estimated Date of completion:** December 2008
- **Beneficiaries: ACS Member States**
  - Initial Beneficiaries:** 7 pre-selected destinations – French Guyana, Guadeloupe, Martinique, Trinidad and Tobago and St. Vincent and the Grenadines
- **Donor:** Regional Council of Guadeloupe via INTERREG *Espace Caraïbe*. US\$124,195



# Establishing the STZC

## Phase II: Activities

### Consultant(s) 1:

- **Activity 1:** Site inspections, gap analysis and action plans to additional selected destinations

### Consultant(s) 2:

- **Activity 2:** Create dedicated STZC Website and a web-based real-time interactive application with capacity for future enhancements
- **Activity 3:** Preparation of an operations manual for the interactive application with instructions for updating and maintaining the system



# Establishing the STZC

## Phase II: Activities (cont'd)

### Consultants 1 and 2:

- **Activity 4:** Conduct a regional workshop for ACS Member States on the use of the application created for the zone and self monitoring of destinations participating in the zone.



# STZC Geographical Vision







# **The STZC as a co-ordinating tool for tourism destinations initiatives**

- **Examples of National Initiatives:**
  - **Colombia: Technical Norm Project – Sustainability Requirements for Tourism Destinations**
  - **Mexico: Agenda 21 – Sustainable Tourism Indicators Set**
  
- **UNWTO Initiatives:**
  - **Applicability of Sustainability Indicators**
  - **World Sustainable Tourism Observatory**



# Establishing the STZC: Next Steps

- Continue **resource mobilisation** efforts to complete evaluations in all ACS Members
- **Phase III** Evaluation of Destinations in remaining ACS Members
- **Estimated Destination Evaluation Cost** US\$17,600. Guidelines distributed to all ACS Members
- **STZC Observatory: UNWTO and UCR** Technical Cooperation Agreements



# Climate Change

- Aware of the vulnerability of the Tourism Industry in the Greater Caribbean to the effects of Climate Change, the ACS welcomes and supports the studies and projects being implemented by regional specialized organizations such as;
  - **United Nations Economic Committee for Latin America and the Caribbean (UNECLAC)**
  - **Caribbean Community Climate Change Centre (CCCCC)**
  - **Caribbean Disaster Emergency Response Agency (CDERA)**
  - **Caribbean Tourism Organization (CTO)**



**Thanks for your attention**  
**Merci de votre attention**  
**Gracias por su atención**

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