

Making the Most of Your CTO Membership – Promoting Sustainable Tourism in the Caribbean

Presented by: Gail Henry
Sustainable Tourism Product Specialist
Caribbean Tourism Organization
Barbados
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Presentation Focus

- Current Projects
- Future Projects
- Other Initiatives and Opportunities





ONGOING PROJECTS



Caribbean Carbon Neutral Tourism Program

- **Launched:**
22 April, 2010, Belize
- **Budget:** >US\$1 million
(incl. IDB/SECCI/MSC, CCCCC)
- **Executing Agency:**
Caribbean Community
Climate Change
Centre (CCCCC)
- Implementation
support by CTO and
other agencies
- **Target Beneficiaries:**
The Bahamas, Belize,
Guyana, T&T
- **Execution period:**
24 months
- **Status:** Consultancy
firm selected for
Components 1 and 2
- Inception meeting
planned for 11-13 May.



Caribbean Carbon Neutral Tourism Program

General Objective

To assist Caribbean in responding to climate change by enhancing its climate resilience and to create a new destination branding platform.

Specific Objective

To devise ways of attracting new sources of financing for:

- 1.the scaling-up of low carbon investments in the tourism sector
- 2.reducing the sector's vulnerability to climate change



Caribbean Carbon Neutral Tourism Program

Components:

1. Assessment of the tourism sector carbon footprint and evaluation of appropriate approaches and technologies to reduce footprint
2. Identification/development of financial mechanisms to establish carbon neutrality for Caribbean tourism sector
3. Preparation of the program to access CIF-SCF funding for CC adaptation and mitigation.



Caribbean Hotel Energy Efficiency Action Programme (CHENACT)

- **Launched:** March 2009, Barbados
- **Budget:** Over US\$ 2 million (incl. IDB, CHTA, CTO, UNEP, GoB, GIZ, CDE)
- **Executing Agencies:** CTO, CHTA
- **Target Beneficiaries:** Barbados, Tobago, Jamaica, DR, OECS
- **Execution Period:** Ends Oct. 2011
- **Status:**
 - EE/ODS audits ongoing
 - RE/EE demo projects to be implemented shortly in Barbados
 - Model hotel sector clean energy policy drafted
 - Final presentation at CREF, Barbados – Oct.



Caribbean Hotel Energy Efficiency Action Programme (CHENACT)

General Objective

To encourage energy efficiency practices and micro-generation with renewable energy in Caribbean hotel sector

Specific Objectives

- Greater EE & RE use, phasing out of ODS
- Analyze suitability of ESCOs to service tourism sector
- Assess possibility of preparing a Programmatic Clean Development Mechanism in EE



Caribbean Hotel Energy Efficiency Action Programme (CHENACT)

Components:

- Hotel energy audits in Barbados (pilot project) + other destinations
- Caribbean ESCOs capacity assessment
- Model Policy for Energy Efficiency and Micro Generation/Renewable Energy
- Assessment of financial alternatives to encourage EE and RE in the hotel sector
- Dissemination of findings



Regional Disaster Risk Management (DRM) for Sustainable Tourism in the Caribbean

- Baseline Data Collection Manual
- DRM Strategy & Plan of Action
- Guide for the Development of National DRM Strategies for the tourism sector
- Standard for Conducting Hazard Mapping, Vulnerability Assessment & Economic Valuation for Risk Assessment for tourism sector
- Circulated to Members and presented at CTO October 2009 Board Meeting and still requires endorsement of CTO Board



Regional Monitoring and Evaluation System for DRM and Climate Change Adaptation in the Tourism Sector II

- **Main Donor:** IDB (US\$750,000)
- **Executing Agency:** CDEMA with implementation support from CTO
- Will contribute to mainstreaming of Comprehensive Disaster Management (CDM) in the Caribbean tourism sector through establishment of a regional ME&R information system for DRM and climate change adaptation as a Regional Public Good.
- **Execution period:** until April 2013
- **Beneficiaries:** include CARICOM/IDB countries



Regional Monitoring and Evaluation System for DRM and Climate Change Adaptation in the Tourism Sector II

- Incorporate CC adaptation into DRM Strategy/Plan and include a results framework
- Develop Regional M E & R System linked to CTO Management Info System for Tourism (MIST)
- Develop national level reporting tools, protocols and mechanisms
- Develop Plan of Action for System sustainability



CARIBSAVE PROJECTS

- Caribbean Climate Change, Tourism & Livelihoods: A Sectoral Approach to Vulnerability & Resilience: Impacts, Adaptation, Mitigation & Capacity Building
- Vulnerability and Adaptive capacity Destination profiles developed for Eleuthera, The Bahamas; Montego Bay and Negril, Jamaica
- Climate change modeling projections developed.
- Pilot destination stakeholder workshops held



CARIBSAVE Climate Change Documentation Film Series

- **General Objective:** To increase public awareness of climate change in a cost-effective, consistent and high-visibility manner
- **Expected Outputs:** three 30-minute documentary films which will focus on areas where the Caribbean is particularly vulnerable; (1) Comprehensive Disaster Management, (2) Coastal Tourism and (3) Coastal and Marine Resources
- “The films will be presented by a well-known Caribbean media professional and will include interviews with scientific experts, businessman, politicians and stakeholders. Recommended actions and responses to the threats of climate change will be illustrated using practical examples from successful initiatives from the region.”
- **Time Frame:** Feb. 2010 – Feb. 2101
- **Main Donor:** DFID



CARIBSAVE Climate Change Risk Atlas Project

- **Budget:** £700,000
- **Timeframe:** March 2010 – June 2011
- To assist governments, communities and tourism sector at the local destination & national levels to assess climate change impacts & manage the risks and consequences
 - CCCRA Country Risk Profiles and Plans and climate change scenarios will be produced for the Bahamas, Jamaica, Barbados, Dominican Republic, Turks and Caicos, St. Lucia, Anguilla, St. Kitts, Suriname, and Grenada.
 - Action plans, Strategy documents & Protocols will inform adaptation & mitigation activities in the countries
 - Practical linkages will be formed at National and Regional levels, between the Climate Change, Livelihoods, Tourism Sector, Disaster Risk Reduction (DRR) and Gender institutions (CCCCC, CTO, ACS, CDEMA, UWI, UNIFEM, Bureau of Gender Affairs and UNDP)





NEW PROJECTS



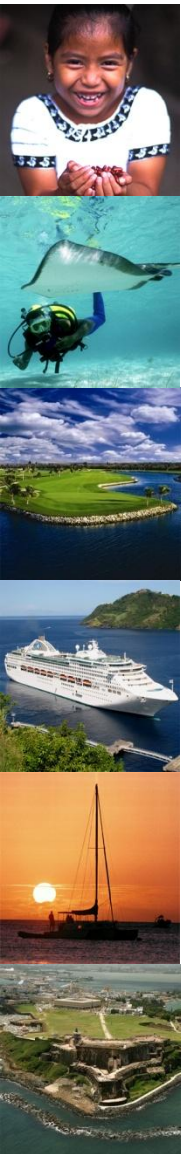
Caribbean Hotel Energy Efficiency Action Programme (CHENACT 2)

- **Main Donor:** IDB US\$2 million (approx.)
- **Execution Time Frame:** 3-5 years
- **Target Beneficiaries:** Barbados, The Bahamas Jamaica, and other interested Caribbean countries
- **Objective:** To encourage implementation of EE and RE practices in the Caribbean hotel sector, hence improving the competitiveness of small and medium sized hotels through improved use of energy, therefore contributing to reduction in the region's dependency on fossil fuels.
- Plus focus on carbon credits PoA under K. Protocol



CULINARY TOURISM PRODUCT DEVELOPMENT

- Project proposal submitted to OAS to facilitate the diversification of the Caribbean tourism product centred on the agro, cultural and cultural tourism niches in order to enhance the socio-economic benefits of tourism at the regional, national and community levels.
- Will focus on capacity building initiatives based on best practices in the LAC region.
- Seminar/webinar on culinary/agro tourism plus study tour highlighting best practices.
- IICA implementation support envisaged.





OTHER INITIATIVES AND OPPORTUNITIES



Sustainability, Climate Change, Biodiversity Issues

- CARICOM Climate Change Declaration, Regional Framework and Implementation Plan
- UNECLAC Review of Economics of Climate Change Study – focus on sectors incl. tourism
- IUCN Integrating Biodiversity in the Caribbean Hotel Sector Project – alleviating hotels siting and design impacts on critical coastal ecosystems



Promoting Sustainable and Responsible Tourism

- Documentation, dissemination and promotion of ST good practices in Caribbean
 - ST Technical Committee
 - ST Conference
 - ST newsletter (Caribbean Vision)
 - ST good practice database
 - ST Awards (CTO-TravelMole Caribbean Excellence in Sustainable Tourism, Tourism For Tomorrow (WTTC), Responsible Tourism (Virgin))
 - Global Sustainable Tourism Criteria:
www.sustainabletourismcriteria.org
- Training - seminars, webinars, workshops, study tours



Annual CTO Sustainable Tourism Development Conference (STC) “Keeping The Right Balance...”

- **STC-12** was held in Bermuda from 4-6 April, 2011
- **Theme:** Rising Above The Numbers
- **STC-13** Host Country: Guyana
- **Proposed Dates:** 2-4 April, 2012
- **Location:** International Conference Centre, Guyana
- **Theme:** (TBD)
- **Website:** CaribbeanStc.com



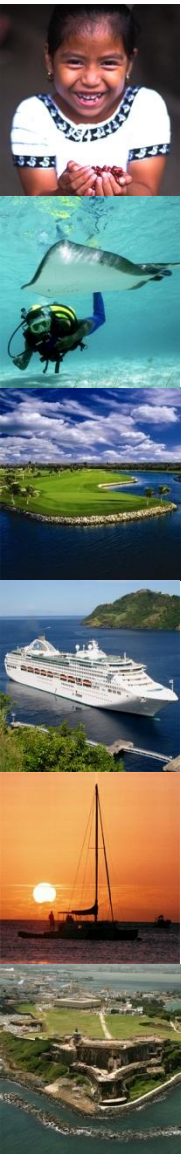
Member/Partner Organization Initiatives

- Association of Caribbean States: www.acs-aec.org
- Inter-American Institute for Cooperation in Agriculture: www.caribbeanagrotourism.com
- The Travel Foundation: www.thetravelfoundation.org.uk
- The CARIBSAVE Partnership: www.caribsave.org
- Sustainable Travel International: www.sustainabletravelinternational.org
- TravelMole: www.travelmole.com
- Caribbean Community Climate Change Centre: www.caribbeanclimate.bz
- Caribbean Disaster Emergency Management Agency: www.cdema.org



The CARIBSAVE Partnership Future Initiatives

- The C-Fish Fund - to establish a regional financing mechanism to increase resilience to climate change and support sustainable livelihoods in vulnerable Caribbean coastal communities
- Partnership for Canada-Caribbean Climate Change Adaptation (ParCA) - to integrate scientific and local knowledge from comparative 'learning sites' in Canada and the Caribbean to understand the multi-scale socioeconomic, governance and environmental conditions that shape vulnerability and capacity to adapt to climate change within and between communities.



The CARIBSAVE Partnership Future Initiatives

- Climate Change Risk Atlas Phase II - will develop Country Profiles based on climate change data specific for the country, tourism and related sectors
- Mangrove Restoration and Re-plantation
- Capacity building of Caribbean people e.g. postgraduate studies under ParCA
- Programmes to mitigate climate risk for micro, small and medium-sized enterprises (MSMEs) in coastal communities in the Caribbean





Thank You!
Gracias
Merci
Danki

Gail Henry
Sustainable Tourism Product Specialist
ghenry@caribtourism.com

