



Climate Change and Community-Based Tourism

- Key Policy Recommendations for Sustainable Tourism

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Presentation Outline

- The current context for Caribbean tourism
- CTO's role in sustaining Caribbean tourism
- Climate change & key policy recommendations
- Community-based tourism & key policy recommendations
- General Recommendations
- Useful Resources

The Current Context

● Global:

- Global economic recession
- Fluctuating energy, commodity & other input prices
- Declining currency values in major source markets of trading partners
- Socio-economic and/or political instability in some countries
- Evidence of global environmental degradation
- But some countries still doing relatively well

● Regional:

- Slowing economic activity & job losses in some sectors e.g. construction, retail, financial services, tourism & hospitality
- Slowing consumer expenditure & changing interest rates
- Socio-economic and/or political instability in some countries
- Airlift capacity issues
- But some destinations still doing relatively well

Caribbean Tourism Organization

Our Role

Facilitating Caribbean sustainable tourism development & competitiveness through:

- ✓ Conduct of research & information provision through various fora and media
- ✓ Provision of ST policy & operational guidelines
- ✓ Creative marketing & branding of the Caribbean as a regional tourist destination
- ✓ Implementation of relevant programmes & projects
- ✓ Liaising & collaborating with partners, stakeholders & member countries as necessary

Climate Change Impacts

- Greater hurricane intensity and probable frequency resulting in losses
- Sea level rise & impacts on coastal areas
- Salt water intrusion into fresh water aquifers
- Warmer winters & summers in northern markets affecting seasonal demand
- Changing precipitation patterns, leading to reduced water supply, potential drought & increased sea surface temperatures

Climate Change Adaptation & Mitigation Policy Recommendations

- Enabling government policy to facilitate the implementation of adaptation measures e.g. including climate change considerations in land use planning:
 - Mainstream tourism & climate change within broader policy frameworks
 - Proactively support the Kyoto-integration of aviation
 - Caribbean should seek to become the world's first 'carbon neutral' tourism region
 - Reduce dependency on high energy source markets while developing new products to increase average length of stay & tourist expenditure
 - Re-invest tourism revenue on projects focusing on energy efficiency, renewable energy & adaptation to climate change

Climate Change Adaptation & Mitigation Policy Recommendations

- Cooperate with voluntary high quality carbon offset programmes to offer travelers to/within the region the opportunity to offset carbon emissions from their flights to the region
- Support general climate change policy aiming at a reduction of greenhouse gases in industrialized countries.
- Take steps to reduce the “carbon footprint” of the national tourism sector & communicate them & the importance of tourism and air transport to the economic sustainability of the Caribbean region at relevant fora.
- Improve education & awareness on climate change & its potential impacts which should be measured.
- Combine voluntary & mandatory measures & use sectoral & participatory approaches for addressing climate change.
- Encourage public & private sector tourism stakeholders & civil society to apply low carbon technology, renewable energy & behavioural change to address climate change e.g. through economic incentives.

Climate Change Adaptation & Mitigation Policy Recommendations

● Take measures to:

- Adapt to sea level rise e.g. build seawalls and breakers
- Adapt to climate change in the water utility sector e.g. water conservation;
- Adapt to climate change in the built environment e.g. design buildings for efficient cooling

Key Elements of Community-Based Tourism

- Collaborative approach to tourism
- Community members exercise control through active participation in appraisal, development, management and/or ownership (whole or in part) of enterprises
- Enterprises deliver net socio-economic benefits to community members, conserve natural and cultural resources & add value to the experiences of local and foreign visitors
- Encompasses both tourism activities in a community and goods and services supplied to the tourism industry by one or more community members

The importance of community-based tourism is its emphasis on active participation and empowerment of local people in the tourism opportunity.

Four Critical Success Factors

1. **Commercial viability:** Product quality & price, marketing, strength of the broader destination & funding mechanisms
2. **Access to the market:** Physical location, economic elites & social constraints on local producers
3. **Policy framework:** land tenure, regulatory context, planning process, government attitudes & capacity
4. **Implementation challenges in the local context:** Filling the skills gap, managing costs & expectations & maximizing collaboration among stakeholders

Commercial Viability Policy Recommendations

- **Ensure quality & attractiveness of individual CBT products through:**
 - Objective criteria to select projects
 - Market research
 - Innovation & authenticity
 - Improving access to local & regional markets
 - Ongoing review of product quality
 - Development of standards

Commercial Viability Policy Recommendations

● Assist marketing efforts through:

- Creative destination/product positioning & branding as environmentally & socially responsible
- Unconventional marketing tactics
- Year-round promotion to domestic/regional markets
- National/regional CBT awards

Commercial Viability Policy Recommendations

● Facilitate funding & access to credit via:

- Technical assistance in business plan preparation
- Establishment of creative & sustainable funding mechanisms e.g. microfinance
- Flexible soft loan repayment terms
- Workshops to sensitize financial sector
- Community equity investment

Access to the market

- Promote access to the market by:
 - Encouraging innovative approaches to authentic products and events
 - Conducting joint market research on product development with private sector to ensure viability
 - Using a community-centric approach to infrastructure improvements & development
 - Facilitating & supporting all marketing activities

Policy Framework

- Provide an enabling national policy framework which incorporates CBT principles in order to:
 - realize national & regional inter-sectoral linkages
 - ensure that communities are able to benefit meaningfully from linkages with tourism

Policy Framework

- Develop & implement fiscal incentives to encourage CBT product development
- Streamline administrative requirements for micro and small tourism businesses
- Encourage participatory planning in tourism to promote consultative & inclusive decision making processes & community empowerment

Policy Recommendations to overcome implementation challenges

- Provide accessible needs-based training interventions to communities
- Ensure sustainable mechanisms for equitable distribution of benefits
- Implement voluntary self-regulatory instruments to ensure appropriate behaviour in environmentally sensitive areas e.g. codes of conduct
- Develop & utilize participatory monitoring & evaluation mechanisms

General Recommendations

- Strengthened political will to ensure tourism competitiveness & sustainability
- Inter-ministerial cooperation & collaboration
- Comprehensive & visionary policy frameworks
- More efficient, effective & collaborative institutional frameworks
- Strengthened HR capacity for research, mgmt. & implementation
- Results-oriented, programmatic approach to sustainable tourism development
- Regional/Cross-border/inter-agency initiatives to maximize the impact of limited resources through coordinated programmes

Useful Resources

◆ CLIMATE CHANGE

- Report – International Policy & Market response to Global Warming & the Challenges & Opportunities that Climate Change Issues Present for the Caribbean Tourism Sector (CTO/EC)
- Handbook - Disaster Risk Management for Coastal Tourism Destinations Responding to Climate Change – A Practical Guide for Decision Makers (UNEP/CAST)
- Hurricane Procedures Manual (CTO/CHA)
- **CTO website:** www.onecaribbean.org

Useful Resources

COMMUNITY-BASED TOURISM

- Manual – Competing with the Best: Good Practices in Community-Based Tourism in the Caribbean (CTO/EC)
- Manual - Development of a Strategic Business Management Model for the Sustainable Development of Heritage Tourism Products in the Caribbean (CTO/EC)
- Making Tourism Count for the Local Economy in the Caribbean - Guidelines for Good Practice (CTO/EC)



Gracias
Thank You
Merci
Danki

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