



# Keeping **The Right Balance** **Communities, Environments and Economies**

**9th Annual Caribbean Conference  
on Sustainable Tourism Development (STC-9)**

**Cayman Islands • May 21-24, 2007**



# *Defining the Way Forward*

Reflect

Discuss

Develop "My" Action Plan

# Agenda

- Recap of Conference
- Emerging Themes
- Recommended Actions
- The Challenge for the Cayman Is.
- The Challenge for the Caribbean
- Concluding Thoughts
- General Discussion (All)

# STC-9

- General Sessions
- Workshops
- Study Tours
- Fitness and Wellness opportunities
- Social Interaction
- Informal Exchange of Ideas,  
Information and Best Practices
- Exhibition

# *Health & Wellness Tourism: Opportunities & Challenges*

General Session I

# *Health & Wellness Tourism: Opportunities & Challenges*

- Health and Wellness Tourism Market
- Caribbean Spas
- Cuban Medical Tourism
- Caribbean Alternative and Complementary Medicine

*Securing  
Environmental & Human Capital*

General Session II

# *Securing Environmental & Human Capital*

- Community Sports Tourism
- Caribbean Culinary Trail
- Recreational Carrying Capacity
- Tourism and Climate Change

# *Cayman Is. Stakeholders Speak Out*

## General Session III

# *Cayman Is. Stakeholders Speak Out*

- National Trust
- GO EAST
- Case Study: Economics of Greening Your Business

*Southern Cross Club*

# Other Highlights

- Workshops
- Study Tours
- Fitness and Wellness opportunities
- Social Interaction
- Informal Exchange of Ideas, Information and Best Practices
- Exhibition

# Themes

1. Engagement
2. Collaboration
3. Vision
4. Planning
5. Action!

# Get Engaged.

## WHO:

- Individuals
  - Policy Makers
  - Communities
  - Special Interests
  - Business
  - Students
  - Media
  - Others
- *Locally and Regionally*

WHY: waiting, hoping or blaming are not viable options.

# Collaborate

- Willingly Share Information
- Ask for Help
- Invite different opinions
- Develop a systematic approach
- Have a Champion

# Clarify the Vision

- 10-15 year vision of desired outcome
- What does sustainable tourism look like in your community, your country and our region?
- Be specific about the vision for the socio-cultural, environmental and economic aspects

# Plan

- With Vision
- Develop a systematic approach
- Organize Stakeholders, Resources and Issues
  - Assess current situation
- Use the appropriate language for the stakeholder
- Communicate

# Take Action

- Get Engaged
- Start where you are
  - Individual
  - Business
  - Policy Level
- Organize Stakeholder Groups
- Use a Systematic Approach
- Focus on the desired results

# Challenge for the Cayman Is.

- Engage: Activate the country
  - Individuals
  - Engage Policy Makers
  - Media
- Collaborate
- Defining our Vision for Sustainability
  - NTMP, The Development Plan
- Plan.
  - Our Priority is for a national strategy and framework for sustainability that is internalized at all levels, public and private.
- Act now. Allocate Resources. Power of Small Choices. Make positive impact. Deliver Results.

# The Challenge for the Caribbean

- Clarify our Vision for the Region
  - Sustainable Tourism Development for the Region
- Goals
  - Bring about a Paradigm Shift
  - Change Behaviors = Change Outcomes
- Develop a Systematic Approach
  - Collaborate\*
  - Define regional roles and allocate resources
  - Engage Stakeholders
- CTO must champion the change process, provide leadership and coordinate stakeholder engagement to get us started

# Summary

- Good Progress, but insufficient
- Issues of Sustainability are not yet true priorities
  - Economic Issues drive the discussion
- Sustainability must be a national priority, not just a tourism priority
- A Dedicated Conference is Necessary

# Conclusion

*Until sustainability is the guiding paradigm for tourism decision making at all levels, we are choosing to avoid the dynamic balance of communities, environments and economies.*

Let us start working together, using effective language and focus on results.

# General Discussion:

*All Delegates*

# Themes

1. Engagement
2. Collaboration
3. Vision
4. Planning
5. Action!