



Sustainable Tourism Destination Best Practices

A Caribbean Perspective

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Presentation Format

- The Caribbean Tourism Organization (CTO)
- CTO's sustainable tourism portfolio
- Key sustainability issues affecting the Caribbean
- Sustainable tourism initiatives and implementation challenges
- Future of Caribbean tourism sustainability



Caribbean Tourism Organization

- Caribbean tourism development agency
- Public sector organization
- Government (>30), private sector (hotels, airlines, cruise lines, travel trade, tourism service providers) and non-governmental organization members
- CTO Secretariat (headquarters) in Barbados
- Marketing operations in NYC, London, Toronto



CTO Mission and Services

- **Mission** – to provide to and through our members, the services and information needed for the development of sustainable tourism for the economic and social benefit of the Caribbean people.
- **Services:**
 - Regional marketing
 - Human resource Development
 - Research and Information Technology
 - Sustainable Tourism development
 - Communications



Sustainable Tourism Development

- “...optimal use of social, natural, cultural and financial resources for national development on an equitable and self-sustaining basis to provide a unique visitor experience and an improved quality of life through partnerships among government, the private sector and communities.”

Source: CTO



Caribbean Sustainable Tourism Policy Framework

- **Vision** - sustainable development of Caribbean tourism engenders a sector that is viable and resilient, of high quality, promotes empowerment and ownership, and continues to embrace regional integration.
- Guiding principles, development goals and policy objectives

Sustainable Tourism Capacity Building and Recognition

- Annual Caribbean Conference on Sustainable Tourism Development (STC)
 - STC-13 – April, 2012, Guyana
- Caribbean Excellence in Sustainable Tourism Awards
- CTO-TravelMole VisionExpressed newswire
- Sustainable Tourism Technical Committee
- Sustainable tourism development training (workshops, webinars)

Key Sustainability Issues affecting the Caribbean

- Environmental management:
 - Biodiversity conservation in the face of climate change:
 - Management of natural resource assets (terrestrial and marine biodiversity and coastal areas)
 - Management of water and energy use
 - Waste management

Environmental Management

- Terrestrial and marine biodiversity
- Coastal zone management
- Certification for beaches, marinas, hotels, attractions
- Products and protected areas e.g. national parks, MPAs, underwater sculpture museum in Grenada.
- International protocols and national legislation e.g. hunting season, zoning laws, EIA
- Public ed and school programmes
- NGO/community initiatives e.g. sea turtle patrols, alternative livelihoods; behaviour codes, beach clean-ups
- Environmental management initiatives e.g. Coastal boardwalks, recycling, mangrove replanting
- Green Globe, Blue Flag Programme

Caribbean Challenge Initiative

- Joint initiative of The Nature Conservancy and UNEP's Caribbean Challenge Program (UNEP-CEP)
- Government-led with 8 insular Caribbean Governments
- **Goal** – To establish by 2020, comprehensive and effective national systems of marine and coastal protected areas that cover at least 20% of their near-shore marine/coastal environments.

Caribbean Challenge Initiative

○ Phase 1:

- Master plans for protected area systems
- Declaring 50 new protected areas and improving protected areas management
- Awarding over US\$ 20 million in grants for on-the-ground activities
- Sustainable finance mechanisms
- Capacity building and technical assistance to strengthen marine/coastal protected areas

The Turtle Village Trust Trinidad and Tobago

- Trinidad and Tobago have one of the largest populations of nesting **leatherback sea turtles**.
- **Turtle Village Trust** was established as an initiative of BHP Billiton and community groups in order to bridge the gap between sustainable development of local communities, including livelihood opportunities, and the conservation of natural resources.
- **Partnership** between private sector companies(BHP Billiton, Atlantic LNG), 5 community groups and the Ministry of Tourism.
- **Goals** - to ensure the protection of the environment, with specific emphasis on marine turtles, and to inspire the natural potential of the people by increasing their capacity to generate sustainable livelihood through successful entrepreneurship.
- **Areas of focus:** capacity building; baseline assessment/M&E; public awareness & education; conservation; research & monitoring; climate change & sustainable community development.
- **The Future** - It is expected that an additional 19 communities will join the effort to protect the leatherback turtles and develop the ecotourism product, including establishing Trinidad and Tobago as the premier turtle tourism destination.
- <http://turtlevillagetrust.org/>

Key Sustainability Issues affecting the Caribbean

- Disaster management (tropical cyclones, earthquakes, flooding, volcanic activity)
- Caribbean Disaster Emergency Management Agency and National Disaster Management Organizations
- Support from UN and international disaster organizations
- Comprehensive Disaster Management Strategy
- Coordination and Harmonization Council
- Regional DRM Strategy & Action Plan for Tourism

Key Sustainability Issues affecting the Caribbean

- **Energy, water and waste management**
 - Environmental Management System Guides for hotels
 - Caribbean Hotel Energy Efficiency and Renewable Energy Action Programme
 - Certification systems e.g.:
 - Green Globe
 - Earth Check
 - Travelife (ABTA & The Travel Foundation)- a web-based certification system which allows accommodation providers to monitor and self-assess their sustainability performance
- Rain water harvesting systems in hotels

Key Sustainability Issues affecting the Caribbean

- **Climate Change**
- Liliendaal Declaration on Climate Change and Development (2009)
- Climate Change and the Caribbean – A Regional Framework for Achieving Development Resilient to Climate Change (2009 - 2015) and Implementation Plan
- Regional Climate Change adaptation projects (CARICOM Climate Change Centre, CARIBSAVE, CDEMA, UN projects etc.)

Key Sustainability Issues affecting the Caribbean

- Economic development vs. environmental management and socio-cultural pressures
- Empowering communities e.g.:
 - Community-based tourism projects in T&T, Jamaica, St. Lucia, Dominica, Guyana, Barbados (some involving indigenous communities)

Sustainable Tourism Implementation Challenges

- Mainstreaming sustainable tourism principles into tourism policies and Master Plans
- Continuity of tourism sector policy and plans with changing political administrations
- Inadequate capacity for implementation of policies, plans, programmes and projects
- Diversity of socio-economic conditions across the Caribbean and the tourism product itself
- Limited economic resources to support sustainability of programmes/projects when donor funding ends.

Innovative Financing

- Tourism Challenge Fund – Montserrat
- Branson Centre for Entrepreneurship (Caribbean) located in Jamaica
- Encouraging use of traveler's philanthropy for sustainable financing of sustainable tourism initiatives

Inclusive Tourism

- **Fully Accessible Barbados** programme to evaluate and recognize properties for their level of accessibility to persons with disabilities (physical structure and treatment of persons).
- **FAB awards** are given to properties that have met the standards and criteria based on international accessibility requirements.

Future of Caribbean Tourism Sustainability

- The CTO will continue to work on its own and through partnership initiatives to promote Caribbean tourism sustainability, address the implementation challenges and to grasp available opportunities with a focus on the three sustainability pillars:
 - Environmental
 - Socio-cultural
 - Economic



Thank you for your
attention...

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