

A sunset over the ocean with a crane silhouette in the foreground. The sun is low on the horizon, casting a warm glow over the sky and water. The crane is visible in the lower right corner, its silhouette dark against the lighter sky.

***TOWARDS THE DEVELOPMENT OF A
SUSTAINABLE TOURISM DEVELOPMENT
POLICY – THE BARBADOS CASE***

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GENESIS

- HEYWOODS DECEMBER 1992
- TOURISM ADVISORY COUNCIL
MANDATE

KEY CONSIDERATIONS

- BROAD POLICY FRAMEWORK TO GUIDE THE SUSTAINABLE DEVELOPMENT OF TOURISM IN BARBADOS
- EMPHASIS ON SUSTAINABLE DEVELOPMENT DUE TO A RECOGNITION THAT SOME OF THE PRACTICES OF TOURISM STAKEHOLDERS IN THE PAST WERE EITHER NOT ECONOMICALLY, SOCIALLY OR ENVIRONMENTALLY SUSTAINABLE AND THAT THESE PRACTICES MUST CHANGE IF BARBADOS IS TO HAVE A FUTURE IN TOURISM

KEY CONSIDERATIONS

CONTINUED

- PROVIDE TOURISM STAKEHOLDERS WITH GUIDELINES FOR THE SUSTAINABLE DEVELOPMENT OF THE INDUSTRY AND ENCOURAGE BARBADIANS AND VISITORS ALIKE TO MAKE USE OF AVAILABLE OPPORTUNITIES TO INVEST IN ITS FUTURE
- PROACTIVE APPROACH BY ALL INDUSTRY PARTNERS TO DEVELOP, MARKET AND MANAGE THE INDUSTRY IN THE MOST RESPONSIBLE MANNER SO AS TO CREATE A COMPETITIVE ADVANTAGE

KEY CONSIDERATIONS

CONTINUED

- BARBADOS SHOULD BE POSITIONED AS AN UPMARKET, QUALITY DESTINATION THAT FOCUSES ON THE BRAND ELEMENTS OF **FRIENDLINESS, CLEANLINESS, SAFETY AND SECURITY** AND PROVIDES VALUE FOR MONEY
- THE ALL-EMBRACING NATURE OF TOURISM MAKES IT IMPERATIVE THAT STRONG PARTNERSHIPS ARE DEVELOPED BETWEEN AND WITHIN THE PUBLIC AND PRIVATE SECTORS, UNIONS AND CIVIL SOCIETY
- HOLISTIC APPROACH TO THE MANAGEMENT OF THE TOURISM INDUSTRY

THE PROCESS

- THE TOURISM ADVISORY COUNCIL (TAC) WAS GIVEN RESPONSIBILITY FOR DEVELOPING THE FIRST DRAFT
- REVIEWED BY THE MINISTRY OF TOURISM AND REVISED IN COLLABORATION WITH THE TAC
- THE DOCUMENT WAS WIDELY CIRCULATED TO ALL TOURISM AND RELATED ORGANISATIONS AND INDIVIDUALS IN THE PUBLIC AND PRIVATE SECTORS AND CIVIL SOCIETY
- RELEVANT REGIONAL AND INTERNATIONAL ORGANISATIONS WITH OFFICES IN BARBADOS WERE ALSO INVITED TO COMMENT

THE PROCESS

CONTINUED

- THE DOCUMENT WAS FURTHER REVISED, INCORPORATING THE SUBMISSIONS RECEIVED AND USED AS A BASE DOCUMENT FOR A NATIONAL TOURISM POLICY FORUM INVOLVING THE STAKEHOLDERS TO WHOM THE FIRST DRAFT OF THE DOCUMENT WAS SENT
- THE DOCUMENT WAS ONCE AGAIN REVISED BASED ON INPUT FROM THE FORUM AND SUBMITTED TO CABINET FOR COMMENT AND PERMISSION TO PUBLISH FOR PUBLIC DISCUSSION. APPROVAL WAS GRANTED TO PUBLISH THE POLICY DOCUMENT AS A DISCUSSION PAPER

THE PROCESS

CONTINUED

TWO (2) STAKEHOLDER MEETINGS WERE HELD IN SEPTEMBER 2000, DURING WHICH THE DOCUMENT WAS AGAIN REVIEWED AND REVISED

A NATIONAL TOURISM FORUM WAS HELD ON SEPTEMBER 5 AT THE GARFIELD SOBERS GYMNASIUM WHICH WAS ATTENDED BY MORE THAN ONE HUNDRED PERSONS

PUBLICATION OF THE AMENDED DOCUMENT IN THE NATION AND ADVOCATE NEWSPAPERS FOR PUBLIC REVIEW AND COMMENTS

THE PROCESS

CONTINUED

- PUBLICATION OF THE AMENDED DOCUMENT IN THE PRINT MEDIA FOR PUBLIC REVIEW AND COMMENTS
- TWO PUBLIC MEETINGS WERE HELD DURING THE MONTH OF NOVEMBER - APPROXIMATELY 250 PERSONS FROM A WIDE CROSS-SECTION OF THE BARBADIAN PUBLIC DISCUSSED ISSUES EMANATING FROM THE POLICY DOCUMENT
- A SPECIAL RADIO PROGRAMME, UTILISING RECORDED OUTPUT OF THESE MEETINGS, WAS AIRED AFFORDING THE WIDER PUBLIC THE OPPORTUNITY TO BECOME AWARE OF THE PROCESS THAT WAS TAKING PLACE
- COMMENTS AND SUGGESTIONS FROM THE VARIOUS FORA WERE USED TO AMEND THIS DOCUMENT WHICH IS INTENDED TO BE A BLUEPRINT FOR TOURISM DEVELOPMENT IN BARBADOS

THE PROCESS

CONTINUED

- DOCUMENT SUBMITTED TO CABINET AS GREEN PAPER FOR APPROVAL
- APPROVED BY CABINET
- DISTRIBUTED TO PUBLIC AS GREEN PAPER
- LAID IN PARLIAMENT

KEY ELEMENTS OF THE BARBADOS POLICY

- VISION
- GLOBAL & REGIONAL PERSPECTIVE
- LOCAL PERSPECTIVE
- SWOT
- APPROACH TO TOURISM DEVELOPMENT
- CRITICAL ISSUES – 19 IDENTIFIED
- OBJECTIVES & STRATEGIES
- ROLE OF STAKEHOLDERS

IMPLEMENTATION

- DOCUMENT USED WIDELY BY MOT
- REFERENCE DOCUMENT FOR OTHER TOURISM STAKEHOLDERS
- BASIS FOR REVISION OF TOURISM INCENTIVE LEGISLATION
- BASIS FOR TOURISM STRATEGY IN NATIONAL STRATEGIC DOCUMENT

NEXT STEPS

- FORMULATION OF MASTER PLAN
 - CARRYING CAPACITY
- IMPLEMENTATION OF APPROPRIATE ECONOMIC IMPACT MODEL
- ON-GOING MONITORING AND REVISION OF DOCUMENT

A sunset over the ocean with the text "THE END" centered in the sky. The sun is low on the horizon, creating a bright orange and yellow glow that fades into a darker blue at the top. The ocean is visible at the bottom of the frame.

THE END

THANK YOU