

# CARL BRO GRUPPEN



## **Summary Review: Sustainable Tourism Workshop and key findings of situational analysis of tourism policies**

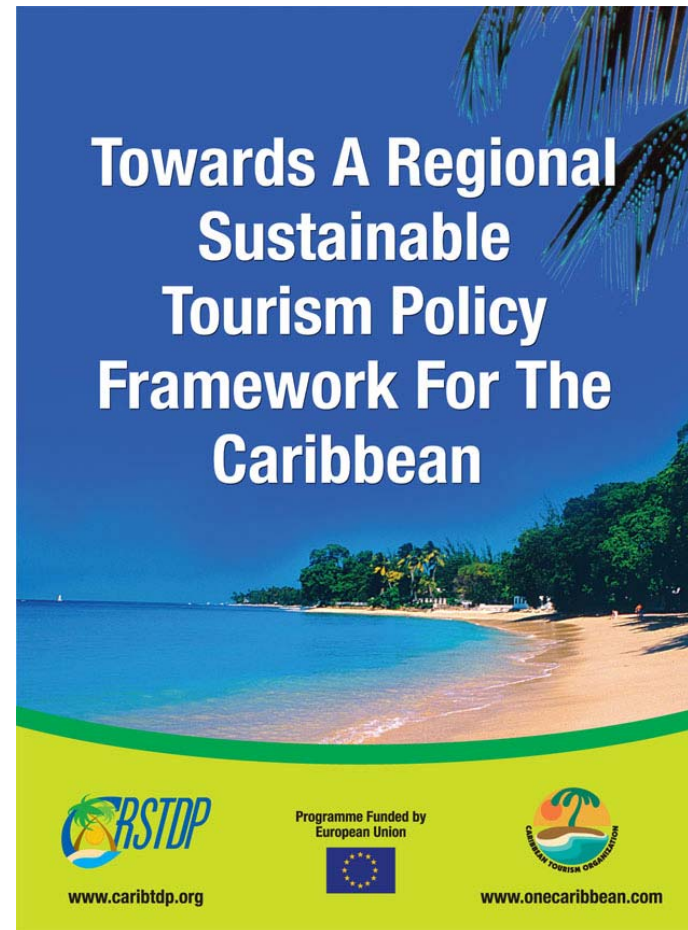
**Caribbean Regional Sustainable  
Tourism Development Programme**

St Lucia, March 21, 2006



**Carl Bro**   
Intelligent Solutions

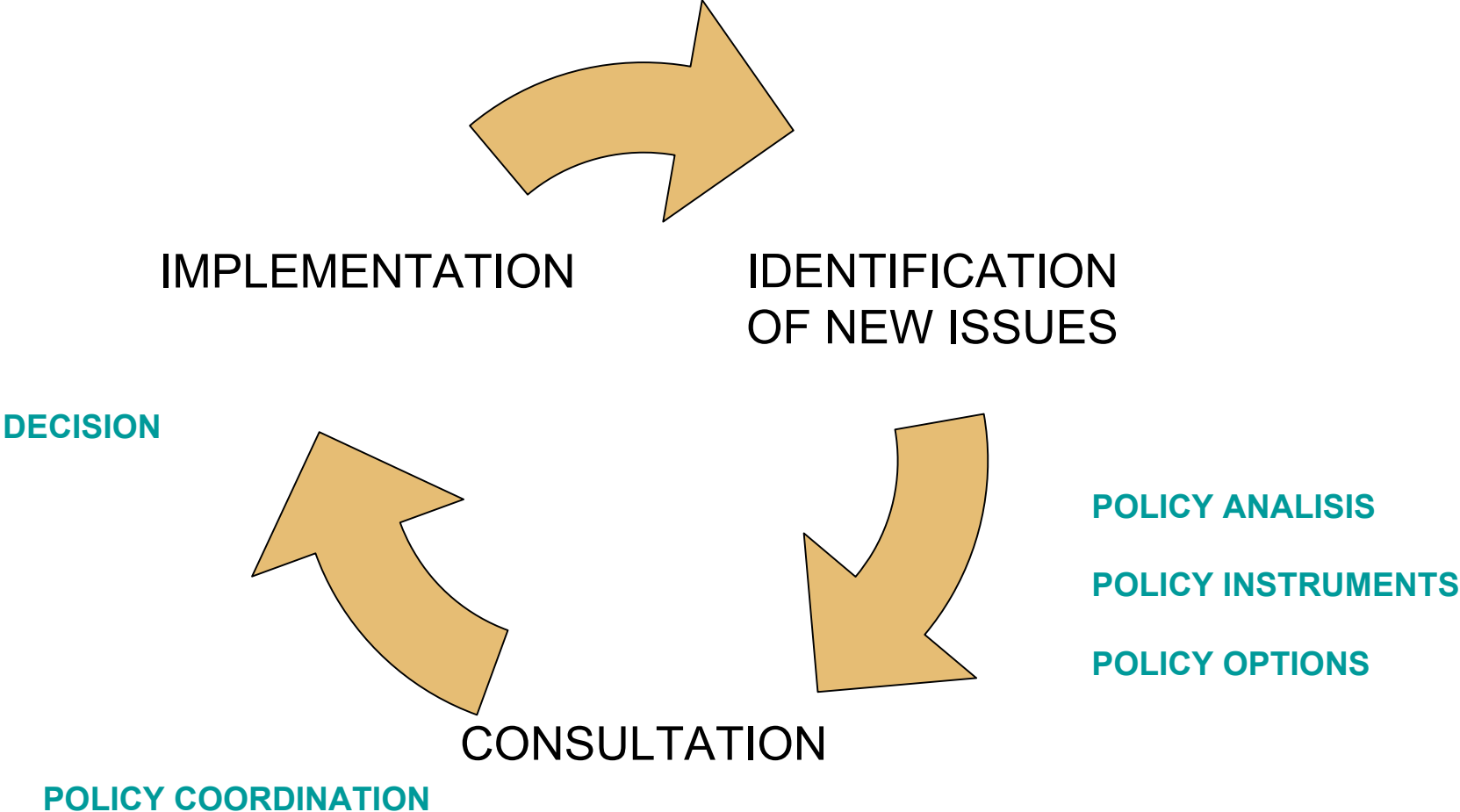
# CRSTDP



# RELEVANT REGIONAL SUSTAINABLE TOURISM POLICY INITIATIVES, FRAMEWORKS AND BASE DOCUMENTS

- **OECS**- SUSTAINABLE TOURISM STRATEGY
- **ACS**-THE ESTABLISHMENT OF THE SUSTAINABLE TOURISM ZONE OF THE CARIBBEAN
  - **CANARI**-TOURISM POLICY BRIEF, DIRECTIONS IMPROVING POLICY DEVELOPMENT PROCESS, 2003
  - **OAS**-SUSTAINABLE TOURISM 1997 DOCUMENTS
- **AGENDA 21-BARBADOS PROGRAMME FOR ACTION FOR SMALL ISLANDS**
- **WTTC**- ST POLICY FRAMEWORK FOR THE CARIBBEAN
- **CTO**-DRAFT REGIONAL SUSTAINABLE TOURISM POLICY FRAMEWORK 2000

# POLICY CYCLE MODEL



# TERM VULNERABILITY

REFERS TO PRONENESS TO DAMAGE FROM EXTERNAL FORCES/  
OUTSIDE CONTROL

ECONOMIC  
ENVIRONMENTAL  
SOCIAL  
POLITICAL

11/11

SUNAMI

BIRD FLU

HURRICANES

SARS

GLOBALIZATION

TRADING

TERRORISM

CLIMATE CHANGES

CONSUMER CENTRIC IT

# CAUSES AND EFFECTS OF ENVIRONMENTAL PROBLEMS



**VISION**

STATEMENTS  
GUIDING PRINCIPLES

**ISSUES**

EMBRYO ISSUES REFINED THROUGH  
CONSULTATION BASED ON PROBLEMS  
IDENTIFICATION AND AGREEMENT

**STRATEGIC  
POLICY/  
OBJECTIVES**

AGENDA/PRIORITIES  
OPTIONS/ANALYSIS ALTERNATIVES

**SUBSTANTIVE  
POLICY**

POLICY SPELL OUT  
RELATED TO ISSUES/  
PROBLEMS

**PROCEDURAL  
POLICY**

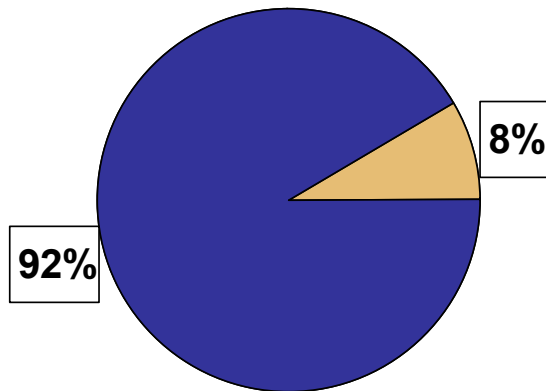
ACTION PLAN  
TIME FRAME  
RESOURCES

## **POLICY MAKING STEP PROCESS**

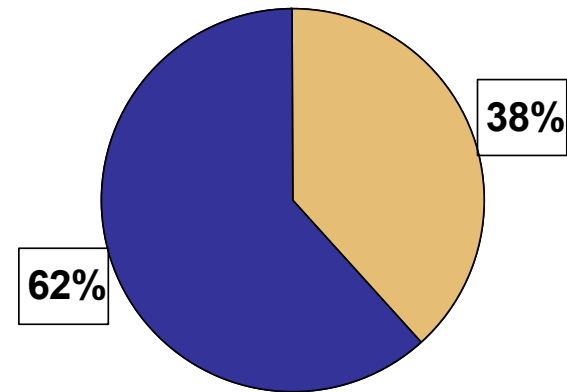
# TOURISM POLICIES ANALYSED VARIABLES

- EXTENT OF ST DEFINITION
- IDENTIFICATION OF ISSUES RELATED TO PROBLEMS ADDRESSED
- REFINING EMBRYO ISSUES AND PROCESS
- RELATING ISSUE TO POLICY ACTION
- CURRENT USE
- COHESION
- PRIORITIES STATED
- BALANCE OF ST SSUES
- SECTORIAL LINKAGES AND INTEGRATION/ROLE IDENTIFICATION
- FUNDINGS AND TIME TABLES
- ABILITY TO INCORPORATE AND ADAPT NEW ISSUES/PRIORITIES

## SUSTAINABLE TOURISM BASED DEFINITION GUIDING PRINCIPLES



## DRAFTED/APPROVED

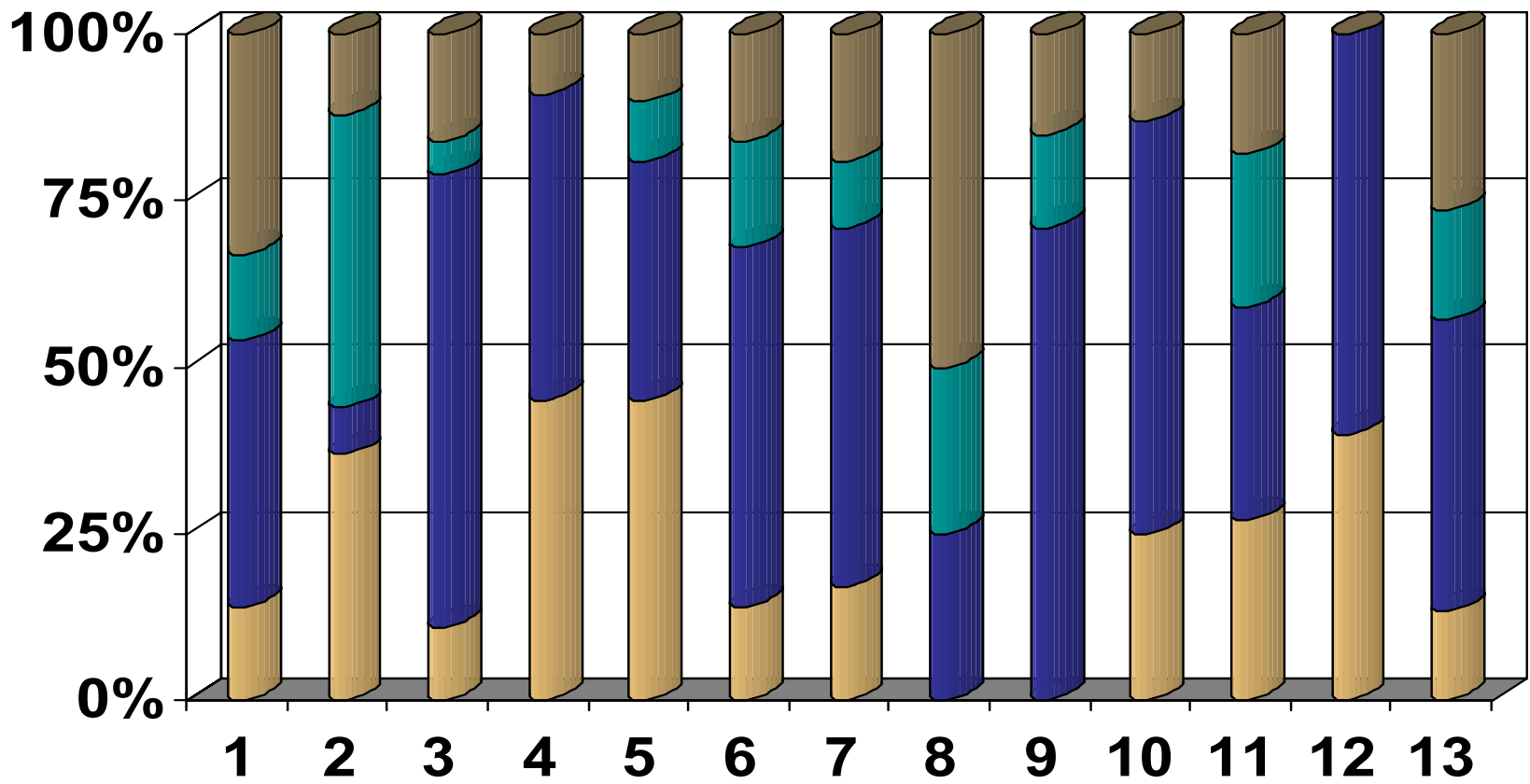


**2005**

- 6 INDEPENDENT POLICY AS DOCUMENT**
- 2 IN MASTER PLANS**
- 3 IN STRATEGIC PLANS**
- 1 WITHIN A SECTORIAL PLAN**
- 1 FOR ONE REGION ONLY**

# SUMMARY OF AREAS ADDRESSED IN TOURISM POLICY

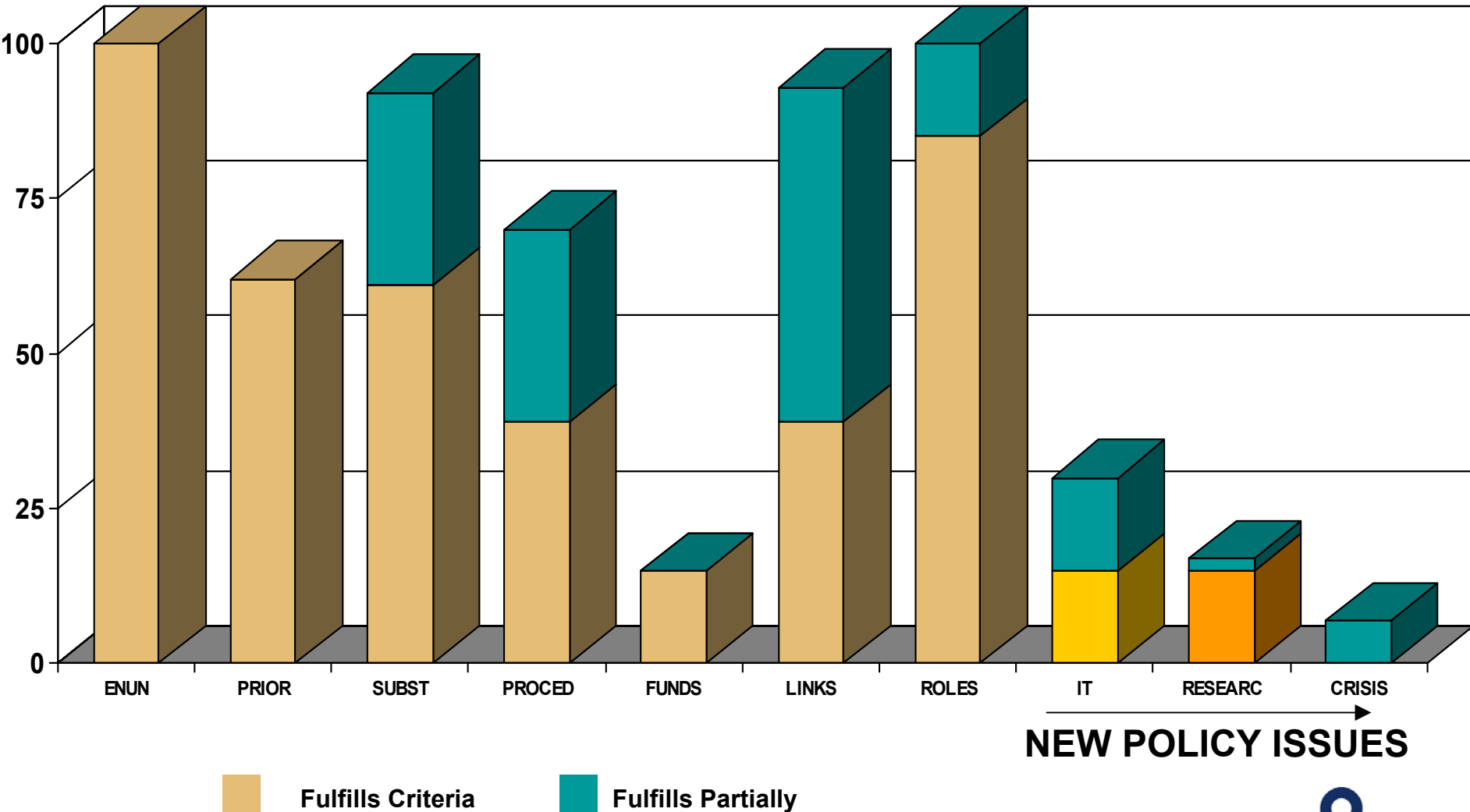
■ INSTITUTIONAL 
 ■ ECONOMIC 
 ■ ENVIRONMENTAL 
 ■ SOCIO CULTURAL



**CARIFORUM COUNTRIES WITH A TOURISM POLICY**

# POLICY PROCESS= POLICY FORMULATION + IMPLEMENTATION

## INTEGRATION AND COHESION OF POLICIES




**NEW POLICY ISSUES**

**Fulfills Criteria**      **Fulfills Partially**

# FIRST SUSTAINABLE TOURISM POLICY AND INTERSECTORIAL PLANNING WORKSHOP

- HEALTH, SAFETY AND SECURITY IN TOURISM
- RESEARCH AND SUSTAINABLE TOURISM
- INFORMATION AND COMMUNICATION TECHNOLOGY AND THE TOURISM INDUSTRY
- THE ROLE OF HUMAN RESOURCE DEVELOPMENT AND TOURISM





The poster features the Barbados coat of arms at the top left and a palm tree at the top right. The main title is in white text on a blue background. Below the title, the dates and location are listed. The bottom half of the poster shows a photograph of a tropical beach with turquoise water and a sandy shore. At the very bottom, there are logos for the Caribbean Sustainable Tourism Development Programme (CSTDP) and the One Caribbean Commission, along with their respective websites.

**“Regional Sustainable Tourism Policy And Intersectoral Planning Workshop”**

December 1-3, 2005  
Barbados Beach Resort,  
Barbados

Programme Funded by  
European Union

 [www.caribtstp.org](http://www.caribtstp.org)

 [www.onecaribbean.com](http://www.onecaribbean.com)

# HEALTH SAFETY AND SECURITY FOR TOURISM POLICY



- SECURITY ISSUES AFFECT OTHERS COUNTRIES
- SECURITY ISSUES ARE OF INTERSECTORIAL RESPONSIBILITY
- CALL TO STRENGTHEN LEGISLATIVE FRAMEWORKS
- ADOPT HEALTH AND SAFETY STANDARDS
- DEVELOP RISK MANAGEMENT STANDARDS
- IMPROVED ACCESS TO HEALTH CARE TO TOURISTS

# ROLE OF RESEARCH IN TOURISM POLICY

- QUALITY OF RESEARCH MUST BE IMPROVED
- FLEXIBLE MODELS TO ENABLE RESOURCE CAPACITY
- REGIONAL POLICIES BASED ON RESEARCH AND PRIORITIES OF NATIONS
- RESEARCH METHODOLOGY IN THE REGION NEED TO BE MODERNIZED
- CULTURE OF RESEARCH AND DEVELOPMENT ABSENT
- DISSEMINATION OF RESEARCH IS KEY



# HUMAN RESOURCE DEVELOPMENT AND TOURISM POLICY

- NEEDS ASSESSMENT A VITAL SET
- TOURISM POLICIES AT NATIONAL LEVELS
- DISASTERS CAN BRING EXPERIENCES TO HRD OPPORTUNITIES
- LINKS REQUIRED BETWEEN TOURISM AND ENVIRONMENTAL EDUCATION
- DEVELOPMENT OF TOURISM LINKAGES PROGRAMMES
- DEVELOPMENT SPECIFIC WEBSITE
- SHARING OF BEST PRACTICES IN THE REGION



# ICT AND TOURISM POLICY DEVELOPMENT



- NEED FOR REGIONAL ICT POLICY
- FORMAL MECHANISMS NEED TO FACILITATE DATA AND INFORMATION
- A PLACE FOR TOURISM IN NATIONAL ICT POLICIES
- IMPORTANCE OF ICT AS TOURISM DEVELOPMENT TOOL
- LACK OF NATIONAL LEGISLATION
- CONTINUE ENSURANCE OF UPDATING TO MEET GLOBAL REQUIREMENTS

“The problems of tourism are **known**,  
the importance of tourism is **known**,  
and now it is time to present guidelines for  
tourism policy formulation, no matter how  
loosely structured”

**THANK YOU**

## DEFINITIONS

**[policy is]** is a set of interrelated decision take by a political actor or group of Actors concerning the selection of goals and the means of achieving them within a specified

Situation. Jenkins 1978

**[public policy is]** a choice made by government to undertake some course of action  
Howlett and Ramesh 1995

**[public policy is]** whatever governments choose to do or not to do. Dye 1998

**[SUBSTANTIVE GOVERNMENT POLICIES** OUTLINE WHAT THE GOVERNMENT INTENDS TO DO THROUGH STATED PLANS OF ACTION]

**[PROCEDURAL POLICIES** CONSIDER HOW SOMETHING WILL BE DONE AND BY WHOM]

**[POLICY MAKING]** THE ACTIVITY OF DECIDING ON NEW POLICIES

# RELEVANT TOURISM POLICY PAST RESEARCH

- PAUL WILKINSON (YORK UNIVERSITY) **ANGULLA, BARBADOS, DOMINICA, ST LUCIA, BAHAMAS, CAYMAN ISLANDS**
- DONNA CHAMBERS-DAVID AIREY (SURREY UNIVERSITY) **JAMAICA**
- DR HAWKINS (WTO) **DOMINICAN REPUBLIC**
- DENNIS PANTIN (WEST INDIES UNIVERSITY) **T&T IN POLICY INDICATORS**
- DR CARL JENKINS, **TOURISM POLICIES IN DEVELOPING COUNTRIES & SMALL ISLANDS. SURINAME**