

Additional Information

Examples of Criteria for CBT Project Selection

St. Lucia Heritage Tourism Programme (SLHTP) Criteria for Strategic CBT Project Interventions

The identification of specific criteria for project interventions was done via a stakeholder consultation comprising community development practitioners, public sector agencies including the SLHTP, heritage tourism private sector entrepreneurs and other interested parties. The criteria developed were determined by several factors, but two dominated the criteria selection. These included the need to assess **feasibility** given the project time frame and other local conditions, as well as the need to **demonstrate** what works. This latter condition was critical given the reality that despite several years of discussion and practice on CBT, there were not many success stories to confirm that this approach was a workable and desirable path for achieving community development.

• Community selection - Feasibility

- experience and accomplishments
- tested entrepreneurship
- access to financial resources
- marketability
- overall interest
- experience in community-based projects
- role of partisan politics.

• Community selection - Demonstrativeness

- combination of natural and cultural sites
- opportunities for geographical expansion
- not exceptionally unique.

Source: Clauzel, S. (2005) *Community development through tourism: Feasibility and demonstrativeness - lessons learnt from the Saint Lucia Heritage Tourism Programme*. Paper presented at, 'Improving coastal livelihoods: Lessons learned from experience and priorities for future research in the Caribbean', July 2005, St Lucia.

Heritage Trails Uganda (HTU) Criteria for Short-Listing CBT Sites

The Heritage Trails Project (1999-2004) focused on developing CBT at traditional cultural heritage sites in Uganda. Following a pilot trail, a countrywide extension phase required criteria to be developed to ensure objectivity in site selection, the commercial viability of projects and to gain consensus amongst stakeholders. The criteria were developed through a consultative process involving key stakeholders from government, NGOs, the private sector and traditional kingdoms in 2001. The criteria were as follows:

1. *Potential to develop a unique and highly marketable cultural tourism product on the Uganda Tourism Board's 'Uganda Trail' for domestic and international markets.*

2. *Viability of business development (e.g. level of site development required, range of income-generating activities and projected number of tourists).*
3. *Potential for the local community to secure land user rights and a guarantee that they will be the prime beneficiaries of income generated through tourism development (within the project time frame).*
4. *Potential and willingness of the local community to engage in tourism development and meet standards (e.g. number and capacity of community-based organisations, availability of English speakers, entrepreneurial spirit, co-operation of cultural guardians and Local Councils).*
5. *Potential for tourism to reduce poverty in the local community through improving individual livelihoods (e.g. basket sales) and providing funds for a community development project (e.g. a clinic). The latter is dependent on criteria number two (2).*
6. *The physical state of the site.*
7. *The historical and/or cultural significance of the site and the corresponding need for conservation.*
8. *Potential of tourism to generate sufficient incentives and resources to conserve the natural and/ or cultural heritage. For the most part dependent on criteria number two (2).*
9. *Potential to promote cross cultural exchange, cultural renewal and cultural education.*
10. *Suitability in terms of time and resource constraints of the implementing agency, Heritage Trails Uganda.*

Source: HTP (2001) National Stakeholder Meeting Minutes on the Future of Heritage Trails Uganda (HTU). Heritage Trails Project, Kampala.

Recommendations for Financing CBT Development in the Caribbean

Recommendations regarding Lenders:

1. *Soft loan packages should be developed that involve a moratorium and creative repayment terms.*
2. *Loans should be designed with repayment terms that take into consideration the seasonality of the tourism industry.*
3. *An invoice financing mechanism can be set up with the banks/financial institutions to grant up to 85 percent of the receivable, pending collection from the supplier.*
4. *Regular workshops should be held with the major players of the financial sector in order to sensitize them to the various attractions in the CBT sector.*
5. *Visits to CBT sites by lenders should be encouraged.*
6. *The National Insurance Corporation, insurance companies and credit unions should be encouraged to 'give back' to the community by setting aside funds to re-lend to the CBT sector.*

Recommendations regarding Site Owners, Investors/Borrowers:

1. *Projects (proposals, feasibility studies, business plans) should be thoroughly researched, prepared and professionally presented to financial institutions.*
2. *Financial data must be accurate and provide a realistic picture of the viability of the project.*
3. *Site owners/investors must understand the importance of contributing equity to their projects.*
4. *Site owners who have existing businesses must keep updated records at all times.*
5. *Site owners should develop a data collection system on visitor receipts.*
6. *Site owners should align themselves to large tour operators and hotels.*
7. *Clusters should be formed within the sector based on the type of attractions.*
8. *Site owners should be encouraged to develop a cooperative.*
9. *Site owners must be trained in marketing and promotion.*

Recommendations regarding Government:

1. *Technical support should be provided to assist the preparation of proposals and business plans for CBT development.*
2. *Government should encourage financial institutions to reduce interest rates for the CBT sector.*
3. *Community participation in the tourism opportunity should be encouraged and a conducive environment for CBT developed.*
4. *A list of professionals, including financial, marketing and environmental experts for CBT, should be drawn up.*
5. *A public education programme should be carried out so the population will be aware of their heritage and the attractions that have been developed in the sector.*
6. *Commercial companies should be encouraged to become shareholders in CBT enterprises.*

Source: Edited extract from Clauzel, S. (2006) Challenges and lessons in financing community based tourism projects: A business perspective. Paper presented at the 8th Sustainable Tourism Conference.

Useful References

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Relevant Organisations

Agro-Tourism Linkages Centre

Inter-American Institute for Cooperation on Agriculture (IICA)

Chelsea House, Chelsea Road, St. Michael, Barbados.

Tel: +246 427 4740/1 Fax: +246 429 350

Email: barbados@iica.com.bb www.iica.int

Asociacion Costarricense de Turismo Rural Comunitario y Conservacionista (ACTUAR)

Rural Community Tourism Association, Apartado 719-1260 Escazu, San Jose, Costa Rica.

Tel: +506 248 9470 Fax: +506 248 9731

Email: info@actuarcostarica.com www.actuarcostarica.com

Caribbean Alliance for Sustainable Tourism (CAST)

1000 Ponce de Leon Ave., San Juan, Puerto Rico

Tel: +787 725 9139 Fax: +787 9108

Email: cast@cha-cast.com www.cha-cast.com

Caribbean Natural Resources Institute (CANARI)

Fernandes Industrial Centre, Administrative Building, Eastern Main Road, Laventill, Trinidad.

Tel: +868 626 6062 Fax: +868 626 1788

Email: info@canari.org www.canari.org

Caribbean Tourism Human Resource Council (CTHRC)

C/o CTO, One Financial Place, Lower Collymore Rock, St. Michael, Barbados.

Tel: +246 427 5242 Fax: +246 429 3065

Email: ctobar@caribsurf.com

www.onecaribbean.org/information/categorybrowse.php?categoryid=334

Community Tourism Foundation (CTF)

'Halsworth', Welches Road, St. Michael, Barbados.

Tel: +246 228 6828 Fax: +246 437 3381

Email: ctf@sunbeach.net www.ctfonline.org

Countrystyle International Ltd./ Countrystyle Community Tourism Network

Astra Inn, Mandeville, Manchester, Jamaica.

Tel: +876 488 7207/ 962 7758

Email: countrystyle@yahoo.com www.countrystylecommunitytourism.com

Fair Trade in Tourism South Africa (FTTSA)

Email: info@fairtourismsa.org.za www.fairtourismsa.org.za

Namibian Community Based Tourism Association (NACOBTA)

Email: office.nacobta@iway.na www.nacobta.com.na

Pro-Poor Tourism (PPT) Partnership

Email: info@propoortourism.org.uk www.propoortourism.org.uk

Responsible, Ecological, Social Tours (REST)

Email: rest@asiaaccess.net www.rest.or.th

Saint Lucia Heritage Tourism Programme (SLHTP)

Sir Stanislaus James Building, The Waterfront, Castries, St. Lucia.

Tel: +758 451 6220/ 6967 Fax: +758 451 6940

Email: Nigel@stluciaheritage.com www.stluciaheritage.com

Sustainable Communities Foundation Through Tourism (SCF)

62 Ward Avenue, Mandeville, Jamaica.

Tel: +876 962 7758 Fax: +876 962 1461

Email: scfttourism@hotmail.com www.uwimona.edu.jm

Sustainable Economic Development Unit (SEDU)

St. Augustine Campus, Department of Economics, University of the West Indies, Trinidad.

Tel: +868 645 3232/6 Fax: +868 662 6555

Email: sedu@fss.uwi.tt www.uwi.tt/sedu

Toledo Ecotourism Association (TEA)

Reyes Chua, Punta Gorda, Belize.

www.belizehome.com/toledomaya

Tourism Concern

Email: info@tourismconcern.org.uk www.tourismconcern.org.uk

Travel Foundation Tobago Ltd.

Email: tftobago@tstt.net www.thetravelfoundation.org.uk

Uganda Community Tourism Association (UCOTA)

Email: ucota@africaonline.co.ug www.ucota.or.ug

UNESCO Youth PATH (Poverty Alleviation through Heritage Tourism) Programme

Email: youthpath@unesco.org www.unescocaribbean.org/culture_youthpath.htm

Related Tourism and Environment Awards

Equator Prize	
Organisation	United Nations Development Programme Equator Initiative
Award recognition	Outstanding local efforts to reduce poverty through the conservation and sustainable use of biodiversity.
Award categories	<ol style="list-style-type: none"> 1. Latin America and the Caribbean 2. Africa 3. Asia and the Pacific 4. Community-based project in a UNESCO World Heritage Site. 5. Sustainable biodiversity-based business.
Prize	US\$30,000 for each winning organisation.
Eligibility criteria	Initiatives must be located within the equatorial belt and in a developing country. Nominations may be submitted for community-based organisations and entrepreneurial initiatives, indigenous groups, non-governmental organisations and others but not for individuals.
Selection criteria	<ul style="list-style-type: none"> - Impact - Partnerships - Sustainability - Innovation and transferability - Leadership and community empowerment - Gender equality and social inclusion
Entry process	Nomination form.
Entry dates	Call for nominations in August and the submission deadline in October
Past regional winners	2002 Toledo Institute for Development and Environment (TIDE), Belize
Website	www.equatorinitiative@undp.org
Email	equatorinitiative@undp.org

TO DO! Contest for Socially Responsible Tourism

Organisation	Non-profit organisation, Studienkreis für Tourismus und Entwicklung (Institute for Tourism and Development), Germany.
Award recognition	Socially responsible tourism
Award categories	Not specified
Prize	TO DO! Trophy and cash prize.
Eligibility criteria	Tourism development projects and measures whose planning and realisation ensured broad local participation.
Selection criteria	<ul style="list-style-type: none"> - Broad participation of the local population in planning and implementation - Awareness raising - Wide-ranging benefit - Qualified jobs in tourism - Strengthening of identity - Minimisation/avoidance of damage - Environmental compatibility and sustainability
Entry process	By nomination and application form
Entry dates	Nomination and application deadline in August
Past regional winners	1996 Toledo Ecotourism Association (TEA), Belize
Website	www.todo-contest.org
Email	info@studienkreis.org

First Choice Responsible Tourism Awards	
Partner organisations	First Choice, The Times, World Travel Market, Geographical Magazine Award recognition
Award recognition	Contribution to conservation, the economies of local communities and minimization of the negative impacts of tourism.
Award categories	<ol style="list-style-type: none"> 1. Best in a Marine Environment 2. Best for Mountain 3. Best Protected Area 4. Best Tour Operator 5. Best Small Accommodation/hotel (<50 rooms) 6. Best Larger Accommodation/hotel (>50 rooms) 7. Best for Poverty Reduction 8. Best for Innovation/Technology 9. Best Transport Initiative 10. Best for Conservation of Endangered Species 11. Best Personal Contribution 12. Best Volunteering Organisation 13. Best Destination
Prize	Members of the public who nominate a successful entry are automatically entered into a competition (open to UK residents only).
Eligibility criteria	World-wide – refer to categories
Selection criteria	Not specified
Entry process	Nominations by members of the public. A minimum of 20 nominations is required for an entry to go through to the consideration stage.
Entry dates	Call for nominations in June and the submission deadline is in August
Past regional winners	<p>2004 Best Hotel Casuarina Beach Club in Barbados</p> <p>2006 Highly Recommended, Best Destination, The Travel Foundation Tobago</p>
Website	www.responsibletravel.com
Email	awards@responsibletourism.com

Islands Magazine - Caribbean Tourism Organization Sustainable Tourism Award

Partner organisations	Islands Magazine and the Caribbean Tourism Organization (CTO)
Award recognition	Contribution to a better quality of life in the destination and provision of a unique visitor experience as stated in the CTO Sustainable Tourism definition for the Caribbean.
Award categories	Not applicable - one award
Prize	Not applicable
Eligibility criteria	The product should be at least three years in operation
Selection criteria	<p>Projects submitted must cover at least 5 of the following areas:</p> <ul style="list-style-type: none"> - Environmental management - Land use planning and management - Tourism management: visitors and staff - Local community involvement: training, management, benefits - Heritage protection: cultural, built and natural heritage - Education: staff training, communication and public awareness - Safety and security - Financial sustainability - Partnership: support to other environmental or social initiatives
Entry process	Nominations must be presented by National Tourism Organisations of CTO Member Countries. Only one entry per country is allowed.
Entry dates	Annual
Past regional winners	<p>2006 Hidden Valley Inn, Belize 2005 Runaway Bay HEART Hotel and Training Institute, Jamaica 2004 Tiamo Resorts, Bahamas 2003 Casuarina Beach Club, Barbados</p>
Website	www.onecaribbean.org
Email	ctobar@caribsurf.com

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Contact us

CTO's Headquarters

One Finacial Place
Lower Collymore Rock
St. Michael
BAR

CTO's New York Office

80 Broad St.
32nd floor
New York, NY 10004
Tel: (212) 635 9530
Fax: (212)6359111
Email: ctony@caribtourism.com

CTO's London Office

22 The Quadrant, Richmond, Surrey
TW9 1 BP
England
Tel: 011 44 208 948 0057
Fax: 011 44 208 948 0067
Email: ctolondon@caribtourism.com

CTO's Toronto Office

130 Bloor Street West, Suite 301
Toronto
Ontario M5S 1N5
Canada
Tel: (416) 9350767
Fax: (416) 935 0939
Email: ctotoronto@caribtourism.com

Website: www.onecaribbean.org