The Tourism Sector & the Green Economy

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“Advancing Sustainable Tourism in the Caribbean Region: A Regional Progress Report”

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Presentation Outline

- The Green Economy- An Introduction
- A Green Economy- Key Ideas
- Possible Areas for Development I (Traditional)
- Possible Areas for Development II (Innovative)
- The Green economy Scoping Study
- The Green Economy Technical Steering Committee
- GESS- Tourism Industry Stakeholder Consultation
- Why? The Motivation
- The Context
- Current Status
- Strategic Opportunities
- Programme Opportunities
- The End
The Green Economy:

• “An integrated production, distribution, consumption and waste assimilation system, that at its core reflects the fragility of our small island ecosystems as the basis for:

  - natural resource protection policy intervention;
  - business and investment choice;
  - human development programming; and
  - facilitation of export market development strategies
A Green Economy - Key Ideas

low carbon economy and society naturally replenished renewable resources

rigorously strives for sustainable development

spans microeconomic & macroeconomic levels

Process EFFICIENCY is key
Possible Areas for Development (Traditional)

- Carbon capture & storage
- Carbon markets & renewable energy credits
- Climate Change adaptation services
- Ecosystem Services
- Energy efficiency, recycling, conservation
- Sustainable and organic agriculture, food and products
- Waste & waste-water management
Possible Areas for Development (Innovative)

- Green buildings, materials and construction products
- Green transportation technologies and green vehicles
- Smart grid
- Waste-to-energy
- Water and water technologies
- Wind energy, Solar energy, Ocean power, Natural gas
- Energy storage, batteries and fuel cells
- Bio-fuels
- Landscape character
The Green Economy Scoping Study

- The Green Economy Scoping Study (GESS)
  - a collaborative effort
  - a macroeconomic study supportive of national initiatives
  - facilitated macroeconomic assessments and policy analysis – income growth, economic development and/or diversification, and job creation
  - study focused on four sectors (tourism, construction, transport, agriculture & fisheries)
  - water, waste, energy and land were identified as cross-cutting issues
The steering committee comprised representatives from the following organisations:

- Ministry of Environment, Water Resource Management and Drainage – Chair:
- Ministry of Transport and Works;
- Ministry of Housing and Lands;
- Ministry of Agriculture, Food, Fisheries, Industry and Small Business Development;
- Economic Affairs Division;
- Ministry of Tourism;
- Energy Division, Office of the Prime Minister;
- Town and Country Development Planning Office;
- Barbados Chamber of Commerce and Industry;
- Barbados Investment and Development Corporation;
- Barbados Sustainable Finance Group; and
- University of the West Indies, Cave Hill Campus
The Green Economy Technical Steering Committee

The associate members of the Steering Committee were:

- Barbados Water Authority, Minister of Agriculture, Food, Fisheries and Water Resource Management;
- Coastal Zone Management Unit, Ministry of Environment and Drainage;
- Environmental Protection Department, Ministry of Environment and Drainage;
- Government Information Service;
- Ministry of Foreign Affairs and Foreign Trade;
- Natural Heritage Department, Ministry of Environment and Drainage;
- Public Investment Unit, Ministry of Finance and Economic Affairs;
- Sanitation Service Authority, Ministry of Environment and Drainage;
- Barbados National Standards Institute;
- Congress of Trade Unions and Staff Associations of Barbados; and
- Caribbean Policy Development Centre;
The Tourism Industry Stakeholder Consultation meeting was held on September 29, 2011.

Discussions included:
- Transport and local services
- Plant infrastructure and building technology
- Heritage and culture
- Sectoral linkages and Agro-tourism and other industries
- Community tourism
- Coastal and marine tourism
- Travel industry: air, ship and destination management
Why? The Motivation

- Tourism has been identified as a key economic growth sector

- In 2011,
  - there were 567,724 visitors
  - cruise passengers visiting the island numbered 619,054
  - Barbados recorded a total expenditure of USD $954,662,500
  - the sector contributed $104.5 million or 14.4% to GDP.

- Demonstrates close linkages with our natural environment and its resources

- Tourism development is influenced by, and in turn influences:
  - our built environment,
  - our infrastructure,
  - the landscape character,
  - and our society
Why? The Motivation

• Tourism represents a confluence of the environmental expectations/standards of overseas markets and national/community interests

• Consistent with the concept of a Green Economy, tourism should be oriented around our island’s strengths to produce something that is truly sustainable, and desirable

• Tourism has the potential to positively orient a range of sectors, industries, practices and minds towards a Green Economy
The Context

• The Green Paper on the Sustainable Development of Tourism in Barbados - A Policy Framework (2001) set the tone …

• An argument for a sustainable environmental approach was found in the:
  - Vision Statement
  - Justification - catalyst for environmental stewardship
  - SWOT
  - Critical Success Factor
The Context

- The Tourism White Paper (2011) *(recently approved by Cabinet)*
  - Continues along the same trajectory as the initial Green Paper w.r.t. the relationship between environment and tourism
  - Heavy focus on physical resources - traditionally sea, sand & sun (physical landscape)
  - Moved from a basic environmental outlook to a more strategic and fundamental Green Economy stance

- The Tourism Master Plan
  - will detail the programmes required to implement the policy
  - Work is currently ongoing, due to conclude June, 2013
Current Status

- MOT has incorporated a policy of environmental protection, does this reflect a full focus on the Green Economy??
  - Goals are same
  - An appreciation of scarce resources
  - Drivers (economic, societal, environmental) are the same

- What differs within a Green Economy context??
  - Vision differs (“the how” as opposed to “where”)
  - Focus differs
    - Process driven
    - Appreciation of a wider range of issues
Strategic Opportunities

• Tourism White Paper

• Tourism Master Plan- will provide an organized and structured framework for tourism development and promotion

• Tourism Development Act- concessions granted for energy efficiency/ water saving devices
Programme Opportunities

• Disaster Risk Management, Heritage Tourism, Community Tourism, Home Accommodation, Agro Tourism, CHENACT

• Barbados Tourism Authority
  - Marketing e.g. market identification/development

• Relations with Stakeholders
Thank You!