

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

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- ◆ A Green Economy- Key Ideas
- ◆ Possible Areas for Development I (Traditional)
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The Green Economy- An Introduction

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 Green Economy Technical Steering Committee

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;

GESS- Tourism Industry Stakeholder Consultation

- 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

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Thank You!