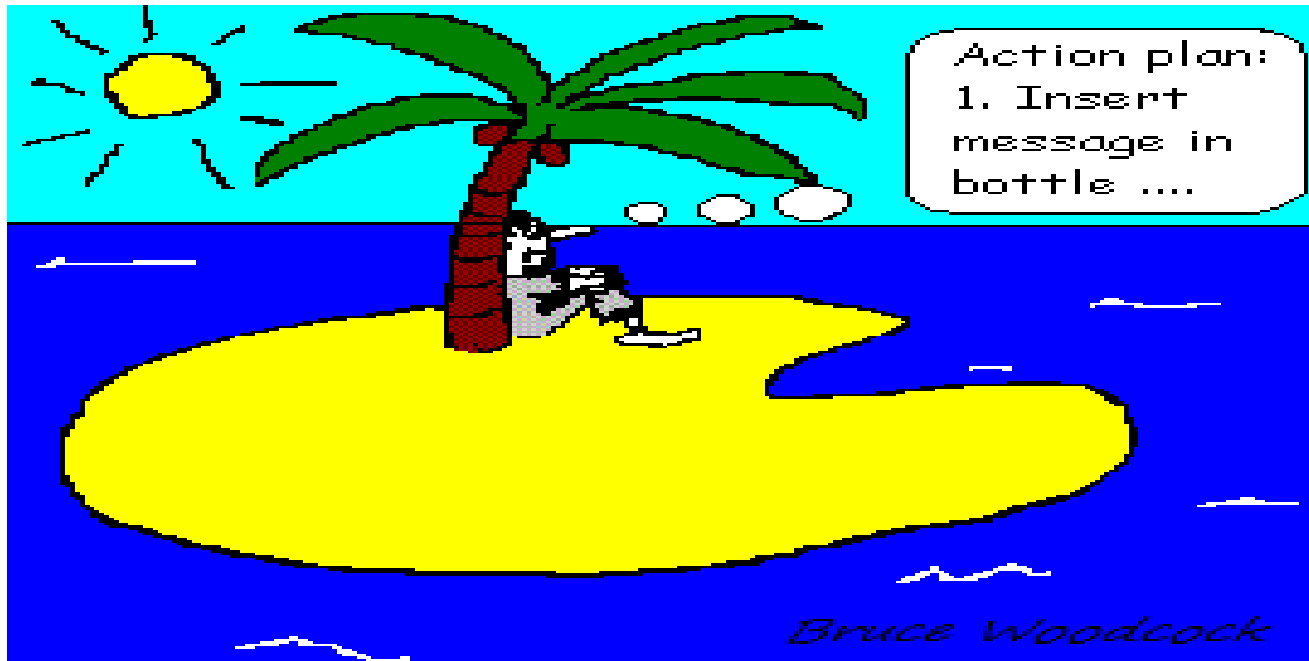


Sustainable Tourism Programming - Group Session -



Sheree-Ann Adams

Objective

- To arrive at a consensus on the priority sustainability actions required for regional tourism industry

Scale: Regional Scope – National Implementation

What we know

- Global Challenges include
 - ❖ Behavioural change among stakeholders
 - ❖ the STD balance of the 3 principle pillars ~
Economic; Environmental (including Climate Change) and the Socio-Cultural
- Caribbean countries are at various stages of Sustainable Tourism Development
- Various needs & priorities

What we know – Issues (Needs)

~ CTO Member Countries Situational Analysis

- Disaster Risks including early warning systems
- Climate Change
- Resource & consumption efficiency
- Pollution control
- Stakeholder management
- Awareness raising/education/capacity building
- Project monitoring & measurement
- Incentives for conservation
- Linkages between tourism and other ministries
- Access to finance for sustainable tourism
- Clear objectives for ST
- Greater political support

Group Exercise

- ... based on the identified issues (needs)
- Engage your experience and expertise to further analyse 3 of these identified issues (needs) – 1 per group
- Your recommended action (s) towards achieving Sustainable Tourism Development
- Using a working document template for guidance

Group Exercise cont.

Page 1 – Participant & Time Instruction Sheet

Group: _____

Group Assist: _____

Group members

Name	Organisation	Country

Group exercise duration: 1 hour

- 10 minutes to IDENTIFY SYMPTOMS AND CAUSES
- 15 minutes to ANALYSE & JUSTIFY YOUR CHOSEN PRIORITY ISSUE
- 20 minutes to ANALYSE YOUR PROPOSED ACTION BY COUNTRY
- 15 minutes to SUMMARISE YOUR PROPOSED GROUP ACTION

Group reporting and debate: 30 min

- 5 minutes per group to summarise outcomes
- 10 minutes for debate / feedback

Group Exercise cont..

Page 2 – Identify your issue for analysis

IDENTIFY SYMPTOMS AND CAUSES:
Which issues in the rows affect the columns? (1=yes, 0=no)

	Disaster Risks including early warning systems Climate Change	Resource & consumption efficiency (water, energy, pollution control waste)	Stakeholder management	Awareness raising/ education/ capacity building Project monitoring & measurement Incentives for conservation	Linkages between tourism and other ministries Access to finance for sustainable tourism Clear Objectives for ST	Greater political support	TOTAL SCORE
Disaster Risks including early warning systems	1	0	0	0	0	0	
Climate Change	0	1	0	0	0	0	
Resource & consumption efficiency (water, energy, waste)	0	0	1	0	0	0	
Pollution control	0	0	0	1	0	0	
Stakeholder management	0	0	0	0	1	0	
Awareness raising/ education/capacity building	0	0	0	0	0	1	
Project monitoring & measurement	0	0	0	0	0	0	
Incentives for conservation	0	0	0	0	0	0	
Linkages between tourism and other ministries	0	0	0	0	0	0	
Access to finance for sustainable tourism	0	0	0	0	0	0	
Clear Objectives for ST	0	0	0	0	0	0	
Greater political support	0	0	0	0	0	0	

- Do these issues interact?
- Score each Yes - 1 or No -0
- Highest score ~ your working 'issue'
- If there are several equal high scores, then chose your most preferred

Group Exercise cont..

Page 2 – Identify your issue for analysis

IDENTIFY SYMPTOMS AND CAUSES:
Which issues in the rows affect the columns? (1=yes, 0=no)

	Disaster Risks including early warning systems Climate Change	Resource & consumption efficiency (water, energy, pollution control etc)	Stakeholder management	Business raising/	Capacity monitoring & management	Conservation	Green tourism	Marketing for	Support
Disaster Risks including early warning systems	1								
Climate Change									
Marketing and other									
Access to finance for sustainable tourism									
Clear Objectives for ST									
Greater political support									

10 minutes maximum

- Do these issues interact?
- Score each Yes - 1 or No -0
- Highest score ~ your working 'issue'
- If there are several equal high scores, then chose your most preferred

Group Exercise cont..

Page 3 – Issue Regional Analysis

From the previous table (P 2) choose one priority issue only.
(Your chosen priority issue should be different to the other groups).

OUR GROUP PRIORITY IS _____

Specifically the issue of _____

Justify why you have selected to work on this as your **regional** priority issue?

1. What actions are currently being taken as a region to address this issue?
2. What data is collected and shared?
3. Are there any deficiencies in the actions currently taken regionally, to address this issue?
4. Which agency is responsible for coordinating these actions?
5. Are these agency efforts in project monitoring? If yes, are these directed towards a common shared 'integrated' regional goal/s?
6. Are resources being effectively channelled towards meeting national objectives and targets of your countries?
7. What needs to change in terms of scope and themes of projects currently implemented?
8. Are there identifiable indicators of success? YES/NO
What needs to change in how projects are currently managed/monitored?

- Questions are to 'engage' your thought process
- Add more detail if you feel it's required
- Use as a wish-list/ gripe sheet
- ❖ 1 per group

Group Exercise cont..

Page 3 – Issue Regional Analysis

From the previous table (P 2) choose one priority issue only.
(Your chosen priority issue should be different to the other groups).

OUR GROUP PRIORITY IS _____

Specifically the issue of _____

Justify why you have selected to work on this as your priority issue?

1. What actions are currently being taken to address this issue?

2. What do you think should be done to address this issue?

5. How do you think this issue fits with the regional goals?

6. Are there any channels or mechanisms currently in place that are channelling towards meeting national or regional targets of your countries?

7. What needs to change in terms of scope and themes of projects currently implemented?

8. Are there identifiable indicators of success? YES/NO
What needs to change in how projects are currently managed/monitored?

Not sure of an answer?
- Put down what you do know and why you are unable to answer the question

- Questions are to 'engage' your thought process
- Add more detail if you feel it's required
- Use as a wish-list/ gripe sheet
- ❖ 1 per group

Group Exercise cont..

Page 4 – Issue National Analysis

Following from the previous page (3), please suggest a plan of action for your individual country to address your group's chosen priority issue.

MY SUGGESTED PLAN OF ACTION FOR _____

1. Are there currently key actions being taken to address the priority issue? YES / NO. If yes, please list.
2. What would you suggest needs to be done to address the priority issue?
3. Who will be the beneficiaries of these actions? What would change for them in practice?
4. In whose interest would it be for this plan to not work and how can they be convinced to participate?
5. How will the impact be measured before action is taken?
6. What targets would you set and how?
7. What evidence do we have of similar interventions having achieved the targets you suggest?

- Questions are to 'engage' your thought process
- Add more detail if you feel it's required
- Use as a wish-list/ gripe sheet
- ❖ 1 per island in each group

Group Exercise cont..

Page 4 – Issue National Analysis

Following from the previous page (3), please suggest a plan of action for your individual country to address your group's chosen priority issue.

MY SUGGESTED PLAN OF ACTION FOR _____

1. Are there currently key actions being taken to address your priority issue? YES / NO. If yes, what are they?

35 minutes between pages
3 & 4

Each island, have your page 4
handy while you are discussing
and completing page 3 as a
group

7. What evidence do we have of similar interventions having achieved the targets you suggest?

- Questions are to 'engage' your thought process
- Add more detail if you feel it's required
- Use as a wish-list/ gripe sheet
- ✦ 1 per island in each group

Group Exercise cont..

Page 5 – Group’s Action Plan Summary

ACTION PLAN SUMMARY	GROUP _____
Our priority issue is:	
Countries included:	
Our objective is to:	
We will accomplish this by:	

- You have a ‘creative license’

❖ 1 per group

❖ 5 minutes per group presentation

Group Exercise cont..

Page 5 – Group's Action Plan Summary

ACTION PLAN SUMMARY	GROUP _____
Our priority issue is:	<div style="border: 2px solid purple; border-radius: 25px; padding: 10px; text-align: center;"><p>Based on what you know using pages 3 & 4</p><pre>graph TD; Plan --> Act; Act --> Monitor; Monitor --> Review; Review --> Plan;</pre></div>
Countries included:	
Our objective is to:	
We will accomplish this by:	

15 minutes to compile

- You have a 'creative license'
- ❖ 1 per group
- ❖ 5 minutes per group presentation

Presentations

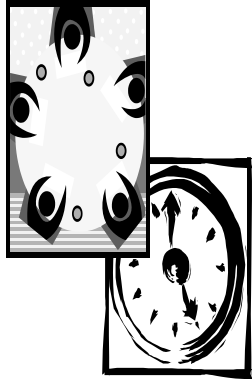


Debate

- Discussion, feedback way forward?

10 minutes

Each Group



Role of the facilitator/timekeeper:

Enable everyone to participate fully in the activity

Help the group to keep on the set activity and manage the time allocated for it



Role of the recorder/reporter:

Record notes from the discussion/brainstorm

Quick presentation/feedback to the main group

Group Assignments

Group 1	Group 2	Group 3
Group Assist: Gail - CTO	Group Assist: Deirdre - UNEP	Group Assist: Sheree-Ann - LMU
Barbados Bahamas Jamaica Turks & Caicos Islands	Dominica Grenada St. Kitts St. Lucia St. Vincent & the Grenadines	Belize Curacao Guyana Trinidad