



THE GLOBAL PARTNERSHIP FOR  
SUSTAINABLE TOURISM

# BUILDING SUSTAINABLE TOURISM WORLDWIDE

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# Sustainable Tourism

## Summarizing the Key Priorities

### Awareness Raising

Re-emphasizing what is “sustainable Tourism”

Adopting CTO’s definition: “*the **optimal use** of social, natural, cultural and financial resources for national development on **an equitable and self-sustaining** basis to provide **a unique visitor experience and an improved quality of life** through **partnerships** among government, the private sector and communities.*”

Pursuing a balance across the 3 pillars of sustainable development: economic, environmental, social

Spreading a consistent message: campaigns, project/programme initiatives, training, marketing etc.

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### Climate Change

Water Availability: supply, conservation of use

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Coastal zone management: resource efficiency, ICZM etc.

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**Stakeholder  
Networking  
Nodes for:  
clarity,  
coordination,  
collaboration**

**CTO:** main regional tourism organization – build its network of partner organizations including OCTs; advising on sustainable tourism; information management and dissemination etc.

**CDEMA:** Disaster management – collaborating on the engagement of the tourism industry response

**OECS Secretariat:** OECS sub-region (9 member states)

**CARICOM** Climate Change Centre: priority of climate change issues



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### Monitoring and Measurement of Results and Outcomes

Shift to more results-based project and programme monitoring

Re-thinking and selecting appropriate indicators and measures of success

Accountability in achieving desired outcomes

Engagement of all stakeholders in a culture of monitoring and measurement