

Role of Community Based Tourism in Sustainable Livelihoods approach to ~~Poverty Eradication in the Caribbean~~

A Nous Faire y Fait:

Together, Let us Make IT Happen.

Report of a Study on a bottom-up community based sustainable livelihoods approach to poverty eradication in the Caribbean

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Q. What would a Sustainable Developed Society look like?

- A: It would be characterised by full employment with equity in economic, socio-political and ecological terms and this would be sustained across present and future generations.
- Income and wealth inequality and the related constraints of capabilities and access: aka Poverty is the anti-thesis of Sustainable development and hence poverty eradication is central to Sustainable Development initiatives

Lessons of Policy Research on Sust Livelihoods approach to Poverty Eradication

- 1. Whose Study and for Whom?
- 2. Main Objectives of Study?
- 3. How bottom-up sustainable livelihoods approach to poverty eradication actually conducted?
- 4. Role of Community Based Tourism
- 5. Generic Findings & Guidelines

Whose Study and For Whom?

- Study undertaken by the UWI Sustainable Economic Development Unit (UWI-SEDU) for the United Kingdom Department for International Development (DFID)

SEDU formed Oct.1996 with mission of

- conducting empirical and theoretical research and facilitate interdisciplinary work on the most promising policies for sustainable economic development in small and island developing states. The approach of the unit is policy oriented, its focus is on the wider Caribbean region, and its aim is to contribute to the understanding of sustainable development through rigorous local and regional research and the dissemination of such research results.



Research Focus

- Sustainable Tourism in small islands
- Sustainable Human Development/Sustainable Livelihoods
- Community participation in project evaluation and decision-making
- Determination of Priority Areas in the promotion of Sustainable Economic Development in SIDS
- Economic Valuation and Social & Environmental Impact Assessment
- Policy Instruments for Sustainable Economic Development
- Natural Disasters and the Vulnerability of SIDS
- Trade and the Environment

Commissioned Studies:Sustainable Tourism

- Sustainable Tourism Framework for Tobago(UWICED)
- Sustainable Tourism Development : a comparative analysis of Tobago and Aruba(UNDP)
- Greening of tourism and climate change in Caribbean Small island Developing States (Ford Foundation/UWI)
- Insertion of Environmental Management in Tourism Sector Policies: case studies from the Bahamas, Barbados, St. Lucia and Tobago. (IDB)

Graduate Research: Sustainable Tourism

- **Ph.D. Economics**

- An economic analysis of adaptation to hurricanes in the Caribbean with application to Tourism”

- **Msc. Economics**

- “Sustainable Tourism Development : a case study of St. Lucia”

- “The Role of Infrastructural Development in Sustainable Tourism : a case study of South West Tobago”

- **Research Projects: Msc. Natural Resources Man**

- Study of Tourism Carrying Capacity of the North Coast in Trinidad”

- Cultural Tourism: Case study of Laventille, Trinidad. 8

DFID Study Details

- Project Objective: Draw Lessons for policy making from case studies of sustainable livelihoods in coastal region of Caribbean:
- Project divided into two phases:
 - Phase 1: 2001 – 2003
 - Phase 2: 2003 – 2005 (October).

Research Team: Phase 1&2:

Mr. Dennis Pantin (Economist/Principal Investigator)

Dr. Judith Gobin (Environmental Specialist)

Dr. Michelle Mycoo (Physical Planner)

Dr. Dennis Brown (Sociologist/Poverty Specialist)

Mr. Winston Rennie (Project Manager/Economist)

Mr. Jim Hancock (Natural Resources & Livelihoods Specialist)

Ms. Christine Toppin-Allahar (Legal/Institutional Specialist: Phase 1 only)

Ms. Suzanne Francis-Brown (Communications Specialist: Phase 2 only)

Country Coordinators (Phase 2 only):

St. Lucia: Ms. Colette McDermott

Key Target Institutions: St. Lucia Heritage
Tourism Programme, National Trust

Belize: Mr. Dennis Jones/BEST

Key TI: Coastal Zone Management Authority &
Institute

Grenada: Ms. Judy Williams/
GRENCODA

Key TI: Ministry of Finance

Main Research Question of Phase 1:

- What additional/new knowledge (if any) do policy makers need to enhance support for people living in poverty in coastal regions of the Caribbean, while realising sustainable use of natural resources?

Main Overall Question of Phase 2

- How to effectively communicate Findings of Phase 1, with intention of having policy makers actually accept and begin to utilize policy conclusions in national anti-poverty policy measures?

Four Specific Objectives/Questions:

1. To determine the sustainability of existing, dominant livelihoods of those living in poverty in coastal regions (land-water interface) in the Caribbean, together with feasibility of alternative livelihoods.
2. To identify what new/additional knowledge (if any) Caribbean policy makers need, in order to support existing, sustainable livelihoods and/or a shift to feasible, alternative sustainable livelihood options.

Objectives/Questions continued

3. To identify the most effective methods for communicating the identified new/additional policy knowledge to the relevant policy making institutions, such that there will be buy-in and implementation.
and,
4. To prepare Guidelines on a sustainable livelihoods approach to poverty eradication (drawing on the generic findings of the study); which would be applicable across the region (& potentially elsewhere).

Approach to bottom-up community-based sustainable livelihoods research

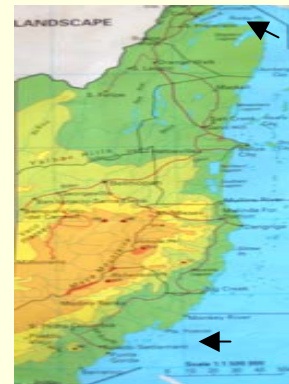
- Random selection of two Caribbean countries and two communities in each of two countries, reflective of the larger Caribbean reality of people living in poverty and with significant dependence on natural resources for their livelihoods.

Approach to bottom-up community based sustainable livelihoods research continued

- ST. LUCIA
 - ANSE LA RAYE
 - PRASLIN

- BELIZE
 - SARTENEJA
 - HOPKINS

- GRENADA
 - GRENADA AS VALIDATION SITE
 - MARQUIS AND SOUBISE communities



Nature of Findings from bottom-up community analysis:

- 1. Specific Findings in terms of the actual livelihoods in the selected, case study communities;
- 2. Generic Findings distilled from specific findings but with intent of being more generally applicable across case study countries and the region as a whole.

Main Specific Findings, Phase 1:

- Fishing: under substantial threat
- Farming: under threat: partly bananas
- Agro-Industry: small but growing
- Tourism offers substantial opportunities as a growing, dynamic and globally competitive industry but has limited community linkages

Main Generic Finding, Phase 1:

A significant gap exists between Policy Intent on poverty eradication (as encapsulated in law, institutions and policy) and Policy Implementation.

Main Research Questions, Phase 2:

- How to facilitate collaboration & partnerships among stakeholders in the public and private sectors and in the actual communities living in poverty in order to fill policy implementation gap?
and,
- How to communicate findings from such facilitated collaboration to policy makers?

Two key Underlying Economic Realities re Poverty Eradication:

- 1. The concept of 'poor' people and even of 'people living in poverty' can be questioned. The communities studied were rich: in natural assets; history and heritage and with significant human enterprise, energy and entrepreneurship. The real problem is that such communities were marginalised from the mainstream of decision-making and unable to internalise these assets and/or benefit from the capture of economic rents from their use (e.g. in tourism)

Underlying Economic Assumptions

continued

- 2. Poverty eradication can only be achieved and sustained if it is based on those currently “living in poverty” being able to market their goods and services (including labour) to the non-poor. (*W.Arthur Lewis revisited*)



Approach to Testing Phase 2

Hypothesis:

- Selection of community based sustainable tourism (CBST) as a case model linking 'poor' supply communities with non-poor tourist demand markets;
- Facilitation of collaboration among stakeholders for implementation of 'do-able' activities which would contribute to filling identified policy implementation gaps in CBST.

Main Hypothesis for Testing in Phase 2?

- Gap between policy intent of Caribbean Governments in terms of eradicating/ alleviating policy, and actual policy implementation, can best be filled through collaboration and partnerships among stakeholders in terms of concrete, 'do-able' activities in support of livelihoods of those living in poverty: illustrated by the case model of community based sustainable tourism.

Definition of CBST

- “ An integrated approach and collaborative tool for the socio-economic empowerment of communities through the assessment, development and marketing of natural and cultural community resources which seek to add value to the experiences of local and foreign visitors and simultaneously improve the quality of life of communities.”
- Elaine Chambers, Jamaica Community Tourism Handbook, 2004)

Two variants of CBST

- Linkages between tourist demand markets and communities whether through direct provision of tourist facilities(e.g. tour guiding, B&B, Guest Houses, restaurants);
- Or through indirect provision of inputs required by more mainstream tourism industry including goods (e.g. food, beverages, craft) and services (e.g. cultural, transport services)

Identified Policy Implementation Gaps in CBST:

1. Finance and Credit access information and policy limitations;
2. Limited linkages between producers at community level and the mainstream tourism operators;
3. Weak linkage between Tour Guide training and business opportunities;
4. Limited infrastructure in communities;

Identified Policy Implementation Gaps

continued

5. Limited practical B&B/Guest House Hospitality Training at community level;
6. Sustainable Tourism policy needs of facilitate further development of B&B/Guest Houses;
7. Insufficient integration of Sustainable Livelihoods into the existing Sustainable Tourism Policy.

‘Do-able’ Activities Identified for Facilitation:

- Two (2) credit/Business Fairs in St. Lucia: Praslin and Anse-la-Raye;
- One (1) Business/Credit Fair in Belize (Hopkins);
- Seamoss/Tourism industry linkages in St. Lucia;
- Craft production linkages with tourism in Grenada (Maquis) together with prospects for fish fry in Soubise (Grenada);
- Appropriate Spanish language sensitive tour guide training in Belize.





Business/Credit Fairs Outcomes (Contd)

Exit survey of community participants

- The presence of multi support institutions in the communities was welcomed
- Access to information on loan and credit availability which was not available before
- Comfort of atmosphere prompted open and frank “one on one” exchanges
- The intention to pursue access to facilities identified at the fair



CREDIT FAIR IN PRASLIN, SAINT LUCIA



Praslin was the venue for the second of two Credit & Business Fairs organised in St Lucia to help bring organisations offering credit and finance together with potential users, and to help improve information flows on the available offerings. The first Fair was held at Anse-la-Raye on February 27. The Praslin Fair, held at the 'Bay Front', was held on April 24. Eight institutions came out to meet with interested persons from Praslin and nearby communities: National Research & Development Foundation (NRDF), Bellfund, Microfin, the Poverty Reduction Fund, the Basic Needs Trust Fund, the St Lucia Heritage Tourism Programme, and the Desnery and Châleval Credit Unions. Mr Marina Pascal, Officer in Charge of Research, Information & Planning in the Ministry of Social Transformation, Culture & Local Government, brought greetings. Institutional representations made brief presentations; there was information available and cultural presentations organised by Gretie Joseph of the Praslin Seaweed Farmers Association, who coordinated the arrangements at the village level. Members of the Sustainable Economic Development Unit (SEDU) research team which proposed the activity, joined on-the-ground coordinator Colette McDermott, gathering feedback from the participants.

See www.cochnet.org for a PowerPoint review of the Praslin Fair.



Credit Fairs :Outcomes (Cont'd)

Institutional Feed-back Questionnaire

- Eagerness to replicate activity in other communities, country wide
- Continued discussions among micro-credit institutions
(Need to identify a co-ordinating agency that can “make it happen”)
- “Fine tuning” of operations and products an ongoing process based on feed-back from clients. Reinforced by Credit Fairs

Credit Fairs : Lessons

- Business/Credit Fairs (or community based activities of this type) can be an effective mechanism to bridge the implementation gap
- Developing “buy-in” is a process not an event
 - Ongoing collaboration among all stakeholders is a pre-requirement for success
 - The need for a strategically located institution that can facilitate such collaboration
 - The “Fairs” can be multi-dimensional and address in addition to credit access, community support issues such as linkages with formal sectors and capacity building.

Summary Other Facilitated ‘Gap filling’ Activities

- Linkages between sea-moss producers in St. Lucia and the tourist industry;
- Plans for coastal space after re-location of communities in Soubise, Grenada including prospect for Fish Fry and tourist centre;
- Infrastructural support for Sarteneja community in Belize.

Outcome of Facilitated ‘Do-able’ Activities

- Preparation of Draft Guidelines distilling generic lessons from experience of facilitated ‘do-able’ activities and also drawing on overall generic lessons from Phase 1;
- Sharing of draft Guidelines with a range of stakeholders across the Caribbean;
- Finalised Guidelines.

Four Steps: Eight Guidelines

Eight (8) Generic Guidelines derived from facilitated 'do-able' activities together with lessons from overall project (both phases).

These are divided into **four(4) conceptually distinct steps**:

Step 1: Guideline 1

Step 2: Guidelines 2-5 concurrently

Step 3: Guidelines 6-7 concurrently

Step 4: Guideline 8

Generic Guidelines:

STEP 1

GUIDELINE 1: Establish multi-disciplinary unit

STEP 2

GUIDELINE 2:
Situation
Analysis

GUIDELINE 3:
Stakeholder
Buy-In

GUIDELINE 4:
Multi-
Stakeholder
Communication
Strategy

GUIDELINE 5:
M&E
Indicators

STEP 3

GUIDELINE 6: Identify
concrete, 'do-able'
projects

GUIDELINE 7: Keep Faith
with communities

STEP 4

GUIDELINE 8: DO something!

Generic Guidelines:

■ STEP 1:

Guideline 1: Establish a multi-disciplinary Mainstreaming of marginalised communities (poverty eradication) Unit in a combined Ministry of Finance/Planning with similar nodes in all Ministries and Statutory bodies;

Generic Guidelines:

STEP 2:

Guideline 2	Guideline 3	Guideline 4	Guideline 5
Situation Analysis at national and community level	Identify & bring on board key stakeholders at national & community level	Detail Multi-stakeholder Communication Strategy	Develop & Field test Monitoring & Evaluation Indicators With Stakeholders

Generic Guidelines:

STEP 3:

Guideline 6:

Identify concrete, practical and economically feasible 'do-able' projects which will benefit communities:
with at least some impacts being direct and others indirect in terms of, for eg., relaxing bottlenecks

Guideline 7:

Keep Faith with the communities.
Do not initiate a process of dialogue with communities and then fail to return and report even if news is not as good. Also, seek to address unrealistic expectations from the onset.

Generic Guidelines:

STEP 2: Make it Happen!

Actually facilitate projects and activities identified in Guideline 6 with sensitivity to Guideline 7 and with continuous refining of Communication Strategies and Monitoring and Evaluation Indicators.

- THANK YOU.

- FOR FURTHER DETAILS ON STUDY SEE:

- www.csednet.org or www.uwi.tt/sedu