

FIFTH SUMMIT OF HEADS OF STATE AND/OR GOVERNMENT OF THE STATES,  
COUNTRIES AND TERRITORIES OF THE ASSOCIATION OF CARIBBEAN STATES

DRAFT STRATEGIC DOCUMENT – Annex I

***INPUT***  
***DIRECTORATE OF SUSTAINABLE TOURISM***



## ASSOCIATION OF CARIBBEAN STATES (ACS)

### Directorate of Sustainable Tourism (DST) Evaluation of Mandates of the 4<sup>th</sup> Summit of Heads of State and/or Government Declaration of Panama, 2005

#### Introduction

The Directorate in preparing its contribution to the Strategic Document for the Fifth Summit of the ACS, as mandated per the First Meeting of the Drafting Committee of the Declaration of the **FIFTH SUMMIT OF HEADS OF STATE AND/OR GOVERNMENT OF THE ASSOCIATION OF CARIBBEAN STATES (ACS)**, which was held in Panama City, Panama on July 17<sup>th</sup>, 2012, took into consideration the following background documents and/or information:

- ❖ **FRAMEWORK PAPER TOWARDS A NEW VISION OF THE ASSOCIATION OF CARIBBEAN STATES** as background document in preparation of the **DECLARATION OF PANAMA OF 2005**; providing comprehensive analysis of the mandates covering the First to the Third ACS Summit ;
- ❖ Mandates as received from the bodies emanating from the Ministerial Council including the Special Committee on Sustainable Tourism , moreover the discussions and decisions pertaining to the ACS Sustainable Tourism Work Programme;
- ❖ Global and regional developments and initiatives in the pursuit of Sustainable Tourism objectives.

Submitted as the Directorate's contributions to the process of drafting of the Declaration of the 5<sup>th</sup> ACS Summit by Member States are;

1. An Evaluation and relevance statement regarding the Mandates for the 4<sup>th</sup> ACS Summit of Heads of State and/ or Government Declaration of Panama, 2005
2. Considerations of the Directorate of Sustainable Tourism (DST) on the Documents to be presented at the 5<sup>th</sup> SUMMIT OF HEADS OF STATE AND/OR GOVERNMENT, as considered and endorsed for presentation to the Ministerial Council by the 23<sup>rd</sup> Meeting of the Special Committee on Sustainable Tourism (SCST-23), held in Managua , Nicaragua on June 28 and 29 , 2012
3. DST's contribution to the **FRAMEWORK DOCUMENT: Revitalizing the Vision of the ACS for a Stronger and More United** emanating from **XXXVI MEETING OF THE EXECUTIVE BOARD OF THE MINISTERIAL COUNCIL** held in Port of Spain, Trinidad and Tobago , April 30<sup>th</sup> , 2012.

Pursuant to the afore-mentioned the Directorate envisions that the evaluation as presented proves complementary to the document submitted as contribution to the framework document (annex A) and provides a more detailed backdrop to the proposed text in annex 1.

**Directorate of Sustainable Tourism (DST) Evaluation of Mandates of the 4<sup>th</sup> Summit of Heads of State and/or Government Declaration of Panama, 2005**

STATEMENT TYPOLOGY	MANDATES 4 <sup>TH</sup> SUMMIT OF HEADS OF STATE AND/OR GOVERNMENT DECLARATION OF PANAMA, 2005	DST PERCEPTION OF RELEVANCE	DST EVALUATION OF IMPLEMENTATION OF MANDATES IN DECLARATION OF PANAMA, 2005
Fact and Agreement	<p>We agree that the tourism sector is one of the most important sources of foreign direct investment, foreign exchange earnings, and a significant provider of employment in the region, and therefore welcome initiatives within the ACS to establish tourism programmes and increase the number of visitors to the Zone, in accordance with the concept of sustainability.</p>	<p><b>Relevant</b></p> <p>In the Greater Caribbean Region, Tourism is fast becoming the most important industry spurred by the progressive decline of other sectors such as agriculture and manufacturing. In many of the member and Associate Member states of the Association of Caribbean States (ACS), tourism is being pursued not only for its contribution to economic development such as diversifying local economies, but countries have also realized the industry's potential for addressing strategic objectives related to community development, entrepreneurship, social inclusion, gender equity, youth empowerment, and other sectoral linkages.</p> <p>The contribution of the Tourism Industry to the Countries of the Greater Caribbean Region is significant and growing. A report by the United Nations World Tourism Organisation (UNWTO)</p>	<p>The Directorate continued to align the work areas of the Sustainable Tourism Work Programme (STWP) to objectives of the ACS to foster cooperation and dialogue in the area of sustainable tourism. This by presenting concrete proposals for consideration by the Special Committee on Sustainable Tourism , with respect to the four main programmatic areas namely:</p> <ol style="list-style-type: none"> <li>I. Establishment of the Sustainable Tourism Zone of the Caribbean (STZC)</li> <li>II. Promotion of Multi-Destination Tourism</li> <li>III. Promotion of Language and Cultures of the Greater Caribbean</li> <li>IV. Establishment of the Regional Tourist Safety and Security Network</li> </ol>

	<p>We recognize that the Convention Establishing the Sustainable Tourism Zone of the Caribbean (STZC) creates the first sustainable tourism zone in the world. We appeal to the Member States and Associate Members who have not yet done so and who are in a position to do so, to consider the possibility of signing or ratifying, as the case may be, the Convention and its Protocol, so that they may enter into force as soon as possible</p>	<p>indicated that for the 2009 period, Travel and Tourism contributed an estimated 14.8 per cent of the region's GDP, contributing approximately 2.4 million jobs, this despite the impacts of the global economic recession and the after-effects of 9/11.</p>	
<p>Appeal</p>	<p><b>Relevant</b></p> <p>It has become critical for the Convention to enter into force since it impacts factors such as the mobilization of resources and the validity of the projects to be pursued.</p> <p>In the absence of a fully effective Convention the international community is reluctant to pledge resources to an initiative that does not possess the basic constitutive instrument in the form of its own convention. The failure to give effect to the Convention gives the impression that there is little or no faith in the initiative by the very states that have set it in motion.</p> <p>It should be recognized that the establishment of the STZC is a world pioneer initiative that would promote the advances made by Greater Caribbean in terms of incorporating the principles of sustainable development in integrated tourism planning and management.</p>	<p>To date eleven (11) instruments of ratification have been deposited. This means that there is a need to have four (4) ratified agreements deposited before the STZC Convention can have the force of law.</p> <p>The countries that have signed the Convention but not deposited instruments of ratification include:</p> <ul style="list-style-type: none"> <li>• Group of three: Colombia and Venezuela;</li> <li>• Central America: Honduras;</li> <li>• Non-grouped countries: Dominican Republic;</li> <li>• CARICOM countries: Antigua and Barbuda; Barbados; Belize; Dominica; Guyana; Haiti; Jamaica; St. Kitts and Nevis; St. Vincent and the Grenadines; and Suriname.</li> </ul> <p><b>PRAGMATIC APPROACH TO THE STZC PROJECT</b></p> <p>The Sustainable Tourism Directorate's decision to move ahead the project on Developing and Implementing Sustainable Tourism Indicators in the Greater Caribbean, in the dearth of STZC entry into force, has been successful in giving life to the STZC concept by providing tangible and practical tools for</p>	

			<p>the selection and evaluation of tourism destinations to become part of the STZC.</p> <p>At this moment the various actions and activities generated within the STZC Project scope are at a destination, institutional and regional level and are as follows:</p> <ul style="list-style-type: none"> <li>• Completion of the First and Second Phase of the Project for the Expansion of the Sustainable Tourism Zone of the Greater Caribbean (STZC)“ with the evaluation of twelve additional destinations;</li> <li>• Convening of the 8<sup>th</sup> Meeting of the Group of Experts on Sustainable Tourism Indicators (STIE-8) to discuss and disseminate information on the Second Phase of the STZC Indicators;</li> <li>• Development of a concept for an Internet site dedicated to the STZC.</li> <li>• Development of the following destination evaluation tools :             <ul style="list-style-type: none"> <li>○ Guidelines for the Selection of Applicant Destinations</li> <li>○ Destination Profile Form Template</li> <li>○ Destination Evaluation Form</li> <li>○ Indicative Guide to Destination Evaluation Form</li> <li>○ List of Suggested Sectors Stakeholders for attending STZC Applicant Destination Workshops;</li> </ul> </li> <li>• Drafting of Project Concept Documents (PCDs) to facilitate the resource mobilization outreach to funding agencies and/or donor countries for projects and activities identified as having the</li> </ul>
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			<p>potential to strengthen and operationalise the STZC as follows:</p> <ul style="list-style-type: none"> <li>• Implementation of the STZC Website (Internet based management information tool) created for the management of general information on the STZC and its establishment process, destinations profiles, and destination management tools and resources.</li> <li>• The establishment of STZC Regional Co-operation Mechanism to facilitate the consultation among the STZC stakeholders as well as their interaction with regional and international agencies/organizations on STZC implementation matters.</li> <li>• Development of the STZC Observatory aligned to the United Nations World Tourism Organization (UNWTO) Global Tourism's (GOST) initiative as an information management tool to improve the exchange between national and local level tourism organizations and promote the use of indicators and related tools.</li> <li>• Convening of national and/or regional capacity building exercises on Destination Evaluation and Management.</li> <li>• Expansion of the Sustainability Indicators Project to include at least one destination in each of the ACS Member States.</li> </ul>
Mandate	<p>We have decided that the <u>Ministers or the highest tourism authorities of ACS Members</u>, in the framework of the <u>Special Committee on Sustainable Tourism</u> and in conjunction with the <u>specialized organizations in the Greater Caribbean</u>, should <u>convene a meeting</u></p>	<p><b>Relevant</b></p> <p>The ACS Tourism Ministerial Meeting (TMM) is considered a political platform for Ministers of Tourism of the different Greater Caribbean sub-regions to coordinate efforts and address common challenges in Tourism, one of the most</p>	<p>1. The 1<sup>st</sup> Meeting of Ministers of Tourism of the Greater Caribbean (TMM-1) was held in Havana, Cuba, on October 19<sup>th</sup>, 2006. It was attended by delegations from sixteen Member States and one Associate Member and chaired by the Minister of Tourism of Cuba, Mr. Manuel Marrero Cruz. The recommendations made by</p>

<p>during the first half of 2006, during which experiences would be exchanged and proposals and alternatives regarding public tourism policies would be examined, especially those associated with cruise ships, so that the possibilities of this type of tourism providing a greater contribution to the sustainable development of the sector in countries within the zone can be evaluated.</p>	<p>important economic sectors of our region. The opportunity is also taken to provide Ministers with updated and practical information that would assist in the development of tourism policies in a sustainable manner.</p>	<p>the Ministers as well as their commitment to further develop tourism in a sustainable manner in the Greater Caribbean were compiled in the "Havana Declaration on Tourism in the Greater Caribbean".</p>
<p>The theme of the Ministerial and corresponding sub-topics are selected to facilitate the formulation of policies where needed and development of intervening strategies that can be addressed through co-operation. As such, international and regional partner organizations are invited to share their initiatives and considerations of contemporary and complex issues affecting the development of tourism, such as visitor safety and security, air accessibility, the global financial situation and climate change.</p> <p>The objective of the Tourism Ministerial Meeting is to exchange views, consolidate common actions that would yield benefits for the diverse composition of the ACS membership and propose alternatives to increase the contribution of the tourism industry to the sustainable development of the Greater Caribbean countries.</p>	<p>2. The decisions and recommendations of this meeting of high level tourism authorities were captured in the Declaration of Havana on Tourism in the Greater Caribbean (DHAV). The ACS Ministerial Council signed Agreement N° 11/07 institutionalising the DHAV.</p>	<p>2. The decisions and recommendations of this meeting of high level tourism authorities were captured in the Declaration of Havana on Tourism in the Greater Caribbean (DHAV). The ACS Ministerial Council signed Agreement N° 11/07 institutionalising the DHAV.</p>
<p>Ministers of Tourism of the different Greater Caribbean and high-level tourism officials are invited to exchange views on strategic alliances in the area of tourism as it relates to the regional economy, transport, the environment, as well as regional initiatives on product diversification and community involvement in order to ensure the sustainability of this</p>	<p>3. Acknowledging the relevance of this Greater Caribbean Tourism forum, the TMM-1 "agreed to analyse the proposal to institutionalise the ACS Tourism Ministerial Meeting on a biennial basis". Having TMM-1 been held in 2006, the SCST proceed to request ACS States and Associate Members their expression of interest to host the 2<sup>nd</sup> Tourism Ministerial Meeting (TMM-2) in 2008. However, countries were not forthcoming in offering to host this meeting in 2008. It was at the 14<sup>th</sup> Ordinary Meeting of the ACS Ministerial Council in January 2009 that the Republic of Colombia officially presented its offer to host TMM-2 in April 2009, offer that was accepted means of the signing of Agreement N° 08/09.</p>	<p>3. Acknowledging the relevance of this Greater Caribbean Tourism forum, the TMM-1 "agreed to analyse the proposal to institutionalise the ACS Tourism Ministerial Meeting on a biennial basis". Having TMM-1 been held in 2006, the SCST proceed to request ACS States and Associate Members their expression of interest to host the 2<sup>nd</sup> Tourism Ministerial Meeting (TMM-2) in 2008. However, countries were not forthcoming in offering to host this meeting in 2008. It was at the 14<sup>th</sup> Ordinary Meeting of the ACS Ministerial Council in January 2009 that the Republic of Colombia officially presented its offer to host TMM-2 in April 2009, offer that was accepted means of the signing of Agreement N° 08/09.</p>
<p>order to ensure the sustainability of this</p>	<p>4. TMM-2 was therefore held in Barranquilla on April 24<sup>th</sup>, 2009. With the participation of delegations from eight Member States (four at the Ministerial level) and two Associate Members, two Funding Observers (CTO and ECLAC), as</p>	<p>4. TMM-2 was therefore held in Barranquilla on April 24<sup>th</sup>, 2009. With the participation of delegations from eight Member States (four at the Ministerial level) and two Associate Members, two Funding Observers (CTO and ECLAC), as</p>

	<p>important source of foreign revenue for the Greater Caribbean.</p> <p>Additionally, international and regional partner organizations are also invited to share their initiatives and considerations of contemporary and complex issues that affect the development of tourism, such as food security, the global financial situation as well as climate change.</p> <p>Bearing in mind the interdependence of many of the issues related to the regional tourism industry, in preparing the agenda for the TMM, the ACS Special Committee and Directorate for Sustainable Tourism work in close collaboration with the ACS Directorates of Trade, Transport and Disaster Risk Reduction and their respective Special Committees.</p>	<p>well as experts from two regional specialised agencies (IICA, CDERA) and from the University of Oxford, the meeting agreed to a series of recommendations compiled in the Declaration of Barranquilla on Sustainable Tourism in the Greater Caribbean (DBAQ). The Meeting proposed to consider changing the periodicity of the TMM's from biannual, as agreed at TMM-1 to annual, however, concern was expressed on the number of regional and international events held every year requesting the presence of Ministers of Tourism and therefore caution was recommended on selecting the dates for the proposed annual ACS TMM.</p> <p>5. As approved at the SCST-22 Meeting of 2011, the 3<sup>rd</sup> Meeting of Ministers of Tourism of the Greater Caribbean (TMM-3) will be held in 2013.</p> <p>The SCST-23 Meeting of 2012 agreed to :</p> <ul style="list-style-type: none"> <li>❖ The Theme '<b>Enhancing the Global Competitiveness of the Regional Tourism Industry through the Sustainable Development of Niche Markets</b>'.</li> <li>❖ The Agenda to include case studies and presentations by Country representatives and regional and international experts for knowledge enhancing and to deliver capacity-building tools and strategies for the development and strengthening of key Regional Niche Tourism Markets.</li> <li>❖ The Chair has suggested that focus be</li> </ul>
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		<p><u>CRUISE SHIP TOURISM INITIATIVES</u></p> <p>The United Nations World Tourism Organisation (UNWTO) reports that Cruise tourism generates an estimated \$18 billion a year in passenger expenditure and has been the fastest growing sector of the travel industry for the past twenty years with an average annual growth rate of passengers of 7.4%. Cruise Tourism has increased at almost twice the rate of growth of tourism overall and this growth is expected to continue in the future (UNWTO, 2010).</p>	<p>placed on the following:</p> <ol style="list-style-type: none"> <li>a. Identification of source markets for market niches</li> <li>b. The strengths and weaknesses of each country</li> <li>c. Marketing development and</li> <li>d. Product competitiveness.</li> </ol> <p><u>CRUISE SHIP TOURISM INITIATIVES:</u></p> <p>At the First Tourism Ministerial Meeting of the Greater Caribbean (TMM-1), held in 2006 in Havana, Cuba, the Regional Ministers of Tourism commissioned a study on the Impact of Cruise Ship Tourism to the Greater Caribbean, within the context of the contribution of Cruise Tourism to the sustainable development of ACS Member and Associate Member States. This study was completed through joint collaboration between the ACS Directorates for Sustainable Tourism and Transport in 2009.</p> <p>The leaders of tourism in the region also agreed to "[consider] the possibility of establishing an Association of Caribbean Cruise ship Destinations, which would contribute to exert more influence in the discussions with the industry and has the potential to impact positively in terms of the accruing benefits to Member States and Associate Members of the ACS, particularly through the increase of cruise trips".</p> <p>At the Second Tourism Ministerial Meeting of the Greater Caribbean (TMM-2), held in 2009 in</p>
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		<p>Barranquilla, Colombia the creation of an Ad Hoc Working Group to further develop the concept of this Association proposed</p> <p><b>The First Meeting of the Ad Hoc Working Group for the Establishment of the Association of Caribbean Cruise ship Destinations (ACCD-WG-1)</b> was held in Managua, Nicaragua on December 10, 2009 at the convening of the Second Tourism Ministerial Meeting of the Greater Caribbean (TMM-2). The meeting analyzed a paper entitled <i>Document on the Objectives, Composition, Functions and other Institutional Aspects of the Proposed Association of Caribbean Cruise ship Destinations (ACCD)</i>.</p> <p><b>The Second Meeting of the Ad Hoc Working Group for the Establishment of the Association of Caribbean Cruise ship Destinations (ACCD-WG-2)</b> was held in La Antigua Guatemala, Guatemala, 2-3 September 2009 and decided to contract a consultant. The focus of the deliverables for the consultancy would be as follows:</p> <ul style="list-style-type: none"> <li>• Constitution (Statutes) and Internal Regulations of the ACCD.</li> <li>• Strategic and Operating Plan for the functioning of the ACCD including Sustainable Financing Plan for the ACCD.</li> </ul> <p>The documents generated by the consultancy and corresponding feedback from Member States were compiled by the Secretariat to facilitate the decision-making process at the <b>Third Meeting of the Ad-Hoc Working Group (ACCD-WG-3)</b>.</p>
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		<p>held in Managua, Nicaragua, June 15<sup>th</sup> - 16<sup>th</sup>, 2011, and for subsequent presentation to the 22<sup>nd</sup> Meeting of the Special Committee on Sustainable Tourism (SCST-22) for discussion and advancement.</p> <p>Additionally, the Directorate has completed research papers on six priority issues that were identified by the Working Group as areas for intervention and engagement of the industry as follows:</p> <ol style="list-style-type: none"> <li>1. Promote the acquisition of products, goods and services through local providers and/or Member States of the ACS;</li> <li>2. Generate on board employment for citizens of the Greater Caribbean;</li> <li>3. Organise familiarisation trips for travel agents on cruise ships;</li> <li>4. Development of programmes for the protection of the natural environment;</li> <li>5. Development of a regional infrastructure plan for cruise development in all ACS countries in conjunction with the plan of Mesoamerica;</li> <li>6. Development of Cruise route cooperation similar to Baltic Cruises.</li> </ol> <p>The research papers were circulated as part of the set of documents to the ACCD-WG-3.</p> <p>At the SCST -23 Meeting, held in Managua, Nicaragua on 28 and 29 June 2012, it was agreed that the Ad Hoc Working Group together with the Secretariat prepare a report of the current situation,</p>
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			<p>as well as the progress to date and agree on modalities and the path to follow in the establishment of the ACCD. This report to be presented before November 2012 would be circulated to Member States for feedback and submitted to the next SCST meeting and subsequently the ACS Ministerial Council for final decision. This approach was endorsed by the Meeting.</p> <p>The meeting also approved to hold a <b>First Regional Symposium on Cruise Tourism and Entrepreneurial Strengthening in the Greater Caribbean: Opportunities for Women.</b> The Symposium would complement the Program for the Promotion of Multi-Destination Tourism in the area of exchanging knowledge and experience in Cruise Tourism as well as support efforts to promote the Language and Cultures of the Greater Caribbean.</p>
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**ANNEX 1 - 23<sup>RD</sup> MEETING OF THE SPECIAL COMMITTEE ON SUSTAINABLE TOURISM (SCST-23) AND 1<sup>ST</sup> PREPARATORY MEETING OF THE 3<sup>RD</sup> MEETING OF MINISTERS OF TOURISM OF THE GREATER CARIBBEAN**  
**Managua, Nicaragua, June 28-29, 2012**  
**CONSIDERATIONS OF THE DIRECTORATE OF SUSTAINABLE TOURISM (DST) ON THE DOCUMENTS TO BE PRESENTED AT THE 5<sup>TH</sup> SUMMIT OF HEADS OF STATE AND/OR GOVERNMENT**

**INTRODUCTION**

The Republic of Haiti has offered to be the host of the Fifth Summit of Heads of State and/or Government of the Association of Caribbean States (ACS). This Summit which has as its theme: *Revitalizing the Vision of the Association of Caribbean States for a Stronger and more United Greater Caribbean*, is tentatively scheduled to be held November 2012, exact date to be determined.

The Secretariat has been in the process of preparing the meeting documents, which include the Framework Document, Draft Declaration and Plan of Action, which are to be discussed at the First Meeting of the Drafting Committee, to be held in the Republic of Panama, July 17<sup>th</sup>, 2012. The following are submitted as the Directorate’s contributions for Member States input towards the subsequent finalization of these documents.

<b>Considerations for the Framework Paper</b>	<b>Considerations for the Draft Declaration of the V Summit of the ACS</b>	<b>Considerations for the Plan of Action of the V Summit of the ACS</b>
<b>State of Play</b>	<b>Mandates</b>	<b>Tools</b>
<p>The Programme for the establishment of the Sustainable Tourism Zone of the Caribbean (STZC), supports the identification of the Greater Caribbean “as a geographically determined cultural, socio-economic and biologically rich and diverse unit, in which tourism development will depend on sustainability and the principles of integration, co-operation and consensus, aimed at facilitating the integrated development of the Greater Caribbean”.</p>	<p>Engage in activities to expand the Concept, Practice and Profile of the STZC aligned to the objectives of the Caribbean Sea Commission (CSC), and in order to have the Greater Caribbean declared as a Zone for Sustainable Development.</p>	<ol style="list-style-type: none"> <li>1. Expedite the entry into force of the STZC Convention and its Protocol</li> <li>2. Development of the STZC Website which will function as an information, marketing and resource tool.</li> <li>3. Formalization of the STZC supports mechanisms to include the Steering Committee and the Regional Co-operation Mechanism (RCM).</li> <li>4. Affiliation with other Regional and International initiatives such as the United</li> </ol>

		Nations World Tourism Organisation (UNWTO) Global Observatory on Sustainable Tourism (GOST).
<p>The Multi-destination Tourism (MDT) Programme seeks to facilitate and enhance cooperation and dialogue among the regional tourism and transport sectors, and has as its objective to utilize and promote MDT as a tool to preserve the "Caribbean" destination market share in extra-regional markets and increase intra-regional tourist flows.</p>	<p>Promote improved connectivity within, and access to, the Greater Caribbean by Air and Sea.</p> <p>Facilitate synergies between the tourism and transport sectors by increasing collaboration among economic operators in both sectors.</p>	<p>1. Develop initiatives such as symposia for networking and dialogue, conducting studies and research activities, and providing recommendations for policy approaches for MDT marketing and the development of regional multi-destination packages, targeted to transport executives in the ferry, cruise ship and airline industry, tourism authorities and destination managers.</p>
<p>The Programme for the Promotion of Languages and Cultures of the Greater Caribbean is aimed at minimizing linguistic barriers and promoting better knowledge of the various cultures of the Greater Caribbean, in order to facilitate and improve regional co-operation.</p>	<p>Enhance the proficiency of Government and Private Sector Representatives, Language Teachers and Students in the languages spoken in the Greater Caribbean: English, French and Spanish, with the purpose to maximize the potential of intra-regional co-operation and dialogue in the four thematic areas of the ACS: Disaster Risk Reduction, Transport, Trade and Sustainable Tourism.</p> <p>Strengthen regional identity and pride through improving knowledge and awareness of the region's cultures, and simultaneously contribute to the promotion and development of culture and understanding of its relationship to sustainable tourism and socio-economic development.</p>	<p>1. Operationalisation of the institutional structure of the CPLC to include launching of the CPLC Website.</p> <p>2. Development of mechanisms to secure the sustainability, profitability and international recognition of the CPLC programme.</p> <p>3. Execution of activities to advance and promote the Cultures of the Greater Caribbean.</p>
<p>The Programme for the establishment of the Regional Tourism Safety and Security Network, seeks to establish a regional cooperation mechanism on tourist safety and security to facilitate inter-agency</p>	<p>Secure mechanisms that guarantee a multi-dimensional approach to Safety and Security in the Tourism Sector of the Greater Caribbean</p> <p>Foster collaboration and dialogue between</p>	<p>1. Implementation of knowledge sharing and capacity-building activities in the area of Policing and Disaster Preparedness and Management as they relate to tourism.</p> <p>2. Institutionalization of communication and</p>

<p>collaboration for drafting specific plans of action at the regional, national and institutional level. The main objective is to maintain the image of the Caribbean as a safe haven and highly rated location for tourism and investment.</p>	<p>Tourism, Security and Disaster Risk Management Policy makers of ACS Member and Associate Member States to facilitate better management of tourist safety at the national and regional levels.</p>	<p>cooperation mechanisms between countries and Tourism and Security related organizations to establish agreements, procedures and best practices with respect to Visitor Safety and Security.</p>
<p>Coordination of the Special Committee on Sustainable Tourism (SCST) and the Meeting of Ministers of Tourism of the Greater Caribbean (TMM), initiatives seeking to facilitate discussion and dialogue on regional priorities and provide mandates to guide inter-alia the implementation of the ACS Sustainable Tourism Work Programme.</p>	<p>Support the activities of the SCST and the convening of the annual SCST meetings, and in tandem promote co-operation and dialogue between the Regional Tourism Authorities and Private sector stakeholders of ACS Members and Associate Member States to harmonize efforts and collectively address common challenges in Tourism.</p> <p>Strengthen the effectiveness and appeal of the TMM Meeting as a political platform for Ministers of Tourism of the Greater Caribbean to exchange views and consolidate common actions that would yield benefits for the diverse composition of the ACS membership and to propose alternatives to increase the contribution of the tourism industry to the sustainable development of the Greater Caribbean countries.</p>	<p>1. Present initiatives and obtain approval for proposed SCST activities                  2. Implementation and follow-up of the Sustainable Tourism Work Plan aligned to the SCST and TMM Mandates                  3. Convene SCST and TMM meetings and activities based on the Member States directives</p>

**ANNEX 2 - EXTRACT FROM THE FRAMEWORK DOCUMENT: REVITALIZING THE VISION OF THE ACS FOR A STRONGER AND MORE UNITED GREATER CARIBBEAN EMANATING FROM THE XXXVI MEETING OF THE EXECUTIVE BOARD OF THE MINISTERIAL COUNCIL HELD IN PORT OF SPAIN ON APRIL 30<sup>TH</sup>, 2012**

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**ASSOCIATION OF CARIBBEAN STATES (ACS)**

**V SUMMIT OF HEADS OF STATE AND/OR GOVERNMENT**

Port au Prince, Haiti, 27th July, 2012

**FRAMEWORK DOCUMENT**

Revitalizing the Vision of the ACS for a Stronger and More United Greater Caribbean

**Extract**  
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**SUSTAINABLE TOURISM**

23. Tourism is one of the significant social and economic development drivers providing investment, employment and foreign exchange earnings for most of the Member States of the Association of Caribbean States.
24. Tourism is a multi-sectoral industry with cross – cutting benefits contributing to a multiplying effect on various other sectors as well as the remaining focal areas of the ACS, which are vitally important for the holistic development of the region.
24. The Convention Establishing the Sustainable Tourism Zone of the Caribbean (STZC) provides the legal basis for Caribbean Region gaining international recognition as the first sustainable tourism zone in the world providing quantifiable criteria in environmental, economic, social and cultural context areas in the form of sustainability indicators.
25. The STZC seeks to deal with the three major challenges affecting tourism in the Greater Caribbean Region, which are: the premature ageing of tourist destinations and subsequent rapid devaluation, changes in consumer preference as it relates to the tourism product offered, and the major factors affecting the environment on land and in the sea.
26. The STZC as a viable response to these challenges, aims to:



- a. Maintain the competitiveness and sustainability of destinations by the generation of foreign exchange and employment and through contribution to GDP gained from taxes, levies, licenses and other fees charged to tourists and tourism businesses.
  - b. Guarantee community participation in tourism planning and in the benefits of tourism activity. Tourism transforms societies and spaces, and citizens must understand this and help to define and control tourist areas through mechanisms introduced by the state and those generated by civil society itself.
  - c. Conserve the environment and culture, which are the fundamental patrimony of our countries and which plays an important role in the development of tourism.
27. In setting an enabling environment for the establishment, promotion and for the further development of the STZC, the Secretariat has developed technical co-operation projects that have been identified as having the potential to contribute to the advancement of the realization of the STZC. To benefit key elements of development in the field of sustainable tourism, noteworthy advancements have been made in the following areas:
28. The project on Developing and Implementing Sustainable Tourism Indicators in the Greater Caribbean has been successful in giving life to the STZC concept by providing tangible and practical tools for the selection and evaluation of tourism destinations to become part of the STZC.
29. The process of establishing a Centre for the Promotion of Languages and Cultures of the Greater Caribbean (CPLC) and its network seek to minimize linguistic barriers and promote better knowledge of the various cultures of the Greater Caribbean to facilitate and improve regional co-operation.
30. Strategic alliance have been secured in the process of establishing a regional cooperation mechanism on tourist safety and security through the co-ordination of inter-agencies collaboration and capacity building action at the regional, national and institutional level. The main objective of this portfolio is to maintain the image of the Caribbean as a safe haven and highly rated location for tourism activity and investment.
31. Facilitation of dialogue between regional governmental agencies and non-governmental organizations' in both air and maritime transport through the promotion of Multi-Destination Tourism (MTD) as a tool to preserve the "Caribbean" destination market share in extra-regional markets and increase intra-regional tourist flows.

**47. Achievements in the political arena include the following:**

- a. Signing of the Memorandum of Understanding (MOU) between the ACS and the Government of Panama to host the Centre for the Promotion of Languages and Cultures of the Greater Caribbean (CPLC) in the context of the CPLC – August 6, 2008
- b. Signing of the technical cooperation agreements with the University of the West Indies, St. Augustine Campus as the Centre of Excellence for the English component of the CPLC – May 25, 2010.

- c. Finalizing the negotiation processes of the technical cooperation agreements with the identified institutions in Venezuela and Guadeloupe as the Centres of Excellence for the Spanish and French component of the CPLC, respectively.
- d. Raise awareness of the importance of continuing efforts to eliminate language barriers in the ACS and support efforts towards the financial sustainability of said Centre.
- e. Progress in coordinating work in the four programmatic areas with other agencies specializing in tourism as well as sub-regional Secretariats such as UNWTO, UN ECLAC, IICA, OAS, CTO, SITCA, CEDEMA CARICOM and SICA Secretariats as well as CCCCC and CARIBSAVE.
- f. Organisation, coordination and development of documentation for the Second Meeting of Ministers of Tourism of the Greater Caribbean (TMM-2) and its subsequent Declaration.
- g. Deepening of the political will of Member States concerning the importance of establishing an Association of Caribbean Cruise Ship Destinations through a series of consultations.
- h. Build capacity in the field of tourist safety; and promote multi – destination tourism.

**48. Achievements in the technical arena include the following:**

General

- Drafting of briefing and data files on all Sustainable Tourism Schematic Areas and related projects and activities;
- Development of an E – Newsletter “In the Zone” to complement and enhance the interaction among ACS Member States as well as with regional and international partner organizations and promote the awareness of the Sustainable Tourism Zone of the Greater Caribbean;

STZC

- a. Completion of the Second Phase of the Project for the Expansion of the Sustainable Tourism Zone of the Greater Caribbean (STZC)” with the evaluation of seven additional destinations;
- b. Convening of the 8<sup>th</sup> Meeting of the Group of Experts on Sustainable Tourism Indicators (STIE-8) to discuss and disseminate information on the Second Phase of the STZC Indicators;
- c. Development of a concept for an Internet site dedicated to the STZC.
- d. Development of the following destination evaluation tools :
  - Guidelines for the Selection of Applicant Destinations
  - Destination Profile Form Template
  - Destination Evaluation Form
  - Indicative Guide to Destination Evaluation Form
  - List of Suggested Sectors Stakeholders for attending STZC Applicant Destination Workshops;
- e. Drafting of Project Concept Documents (PCDs) to facilitate the resource mobilization outreach to funding agencies and/or donor countries for projects and activities identified as having the potential to strengthen and operationalise the STZC as follows:

- Implementation of the STZC Website (Internet based management information tool) created for the management of general information on the STZC and its establishment process, destinations profiles, and destination management tools and resources.
- The establishment of STZC Regional Co-operation Mechanism to facilitate the consultation among the STZC stakeholders as well as their interaction with regional and international agencies/organizations on STZC implementation matters.
- Development of the STZC Observatory aligned to the United Nations World Tourism Organization (UNWTO) Global Tourism's (GOST) initiative as an information management tool to improve the exchange between national and local level tourism organisations and promote the use of indicators and related tools.
- Convening of national and/or regional capacity building exercises on Destination Evaluation and Management.
- Expansion of the Sustainability Indicators Project to include at least one destination in each of the ACS Member States.

VSSN

- a. Formulation of a proposal and Event Schedule for the convening of a seminar/capacity building workshop in the context of Visitor Safety and Security in conjunction with the AIFIE and drafting of the PCD to acquire additional funding;
- b. Drafting of a Report on the importance of collaboration with CARIBSAVE in the area of Climate Change as it relates to Tourism Destination Management initiatives of the ACS STWP and its linkage to Visitor Safety and Security.

MDI

- a. Convening of the First Multi-destination Tradeshow of the Caribbean;
- b. Production of the Base Document for discussion of the Ac Hoc Working Group on the establishment of the ACCD;
- c. Coordination of the consultancy commissioned to produce the draft Statutes and Strategic Operational Plan of the ACCD;
- d. Compilation of the Member States feedback on the objectives and infrastructural framework of the ACCD;
- e. Production of a desk study on the social, environmental and economic impact of the cruise ship industry, as well as legal instruments existing at the international level regarding the protection of the marine environment and shipping activity;
- f. Production of six Research Papers on issues of common interest in the dialogue between ACS Member States and Cruise Industry, which explored inter alia:
  - i. Promotion of the acquisition of products, goods and services through local providers and/or Member States of the ACS;
  - ii. Generation of on board employment for citizens of the Greater Caribbean;
  - iii. Organising familiarisation trips for travel agents on cruise ships;
  - iv. Development of programmes for the protection of the natural environment;
  - v. Development of a regional infrastructure plan for cruise development in all ACS countries in conjunction with the plan of Mesoamerica;
  - vi. Development of a Cruise route cooperation similar to Baltic Cruises
- g. Production of a Research Paper, which explores inter-alia, the challenges and opportunities with regard to establishment and hosting of a Sustainable Tourism Fair of the Greater Caribbean in the context of the ACCD, considering existing Tourism related fairs, trade shows and other events; and providing recommendations for the next steps.

CPLC

- a. Drafting of Project Concept Documents (PCD) to facilitate the recourse mobilization outreach to funding agencies and/or donor countries for projects and activities that have been identified as having the potential to strengthen and operationalise the CPLC institutional framework and the exchange of students;
- b. Drafting of a project proposal to promote and advance the culture of the Greater Caribbean by means of the promotion of the Film Industry in the Region.
- c. Formulation of recommendations and strategies to the presenters of project proposals, in the context of promoting the Culture of the Greater Caribbean, with specific focus on the development of:
  - An annual Caribbean Carnival Championships (CCC) Competition and Caribbean Carnival Conference
  - "The Chronicles of the Caribbean", which entails the production of a series of television documentaries of 30 minutes duration, showcasing the culture, heritage and tourism and investment offerings on each of the ACS Member States.

**49. Recommendations:**

- a. Under the guidance of its membership, the ACS Special Committee on Sustainable Tourism has steered the development of the ACS Work Programme and has identified priority areas which have been the focus of the Work Programme, the aforementioned: Establishment of the Sustainable Tourism Zone of the Caribbean (STZC); Regional Tourist Safety and Security Network; Centre for the Promotion of Languages and Cultures of the Greater Caribbean, which facilitates training in the three official languages of the ACS; and the development of Multi-destination Tourism. A firm commitment towards execution of the various projects and activities can only be upheld through the allocation of funds in the respective national budgets to participate in the execution of the various projects, and in the meetings of the ACS Special Committee on Sustainable Tourism and other related specialized ACS meetings.
- b. The ACS Sustainable Tourism Programme would require adjustments to the current financial and human resources provided for its implementation. It is therefore imperative that the Directorate works in synergy with other regional and international organizations to bring together all of the different efforts in the region and to avoid overlap and duplication. It is recognized that the opportunities in fulfilling the Directorate's mandates are secured by leadership of Work Programme projects and activities by Member States, suitable programme budget, participation in activities of partners and constructive institutional management framework.
- c. Finally, it is vital that the main legal instrument on sustainable tourism for the Greater Caribbean, the Convention Establishing the Sustainable Tourism Zone of the Caribbean (STZC) and its Protocol, be ratified and entered into force. The support of Ministers of Tourism is a crucial catalyst in promoting the necessary actions in each State. The establishment of the STZC is a world pioneer initiative that would promote the advances made by the Greater Caribbean in terms of incorporating the principles of sustainable development in integrated tourism planning.

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