

*"IN THE ZONE"* a tribute to the Sustainable Tourism Zone of the Greater Caribbean.



## EDITORIAL

The Team of the Directorate of Sustainable Tourism of the Association of Caribbean States (ACS) is pleased to present, our **seventh edition** of **In the ZONE**, a newsletter focusing on Sustainable Tourism in the Greater Caribbean.

In this edition, we look back at the highlights and achievements of the year 2013, and also feature some new and upcoming developments of the ACS and the Directorate for the coming year. In particular we wish to make mention of the **Ratification of the Convention Establishing the Sustainable Tourism Zone of the Greater Caribbean (STZC)**, which after gaining the required signatories from the ACS' Member and Associate Member States, was entered into force on November 6th, 2013, consequently establishing the Caribbean Region as the **First Sustainable Tourism Zone in the World!**

Among other new developments the Directorate of Sustainable Tourism, has had an engaging and productive year, as it relates to planning and implementation of the projects and activities of the Directorate. Additionally, with the aim of raising the profile of the ACS and enhancing collaboration and partnerships with Regional and International partners, Director Julio Orozco participated in a number of high-level meetings and conferences where he had the opportunity to meet with representatives from the ACS Member States and also promote the initiatives of the ACS in the area of Sustainable Tourism.

The Team of the Directorate of Sustainable Tourism of the ACS wishes to thank the members of the various Ministries of Tourism, Embassies, Tourism Authorities and Regional Agencies, for the support and assistance extended in advancing the execution of the ACS Sustainable Tourism Work Programme. We look forward to your continued co-operation and take this opportunity to extend to all, a *Merry Christmas* and *Best Wishes for the New Year 2014!*

**The ACS Directorate of Sustainable Tourism**

# Sustainable Tourism Zone of the Caribbean

After many years of the ACS promoting the initiative to establish the Sustainable Tourism Zone of the Greater Caribbean, the Ministry of Foreign Affairs of the Republic of Colombia, in the capacity as Depository State of the Association's Ratification Instruments, sent official notification that the Convention and its accompanying Protocol, gaining the required ratifications had been entered into force on **November 6th, 2013**.



The Directorate wishes to thank and congratulate the Member States who have deposited Ratification Instruments to the STZC Convention and encourages those Member States who have not yet done so to complete the process.

For the coming period implementation of the **Regional Cooperation Mechanism** component of the STZC will be executed in collaboration with the Regional Council of Martinique and include:

- ✓ Study on Sustainable Tourism in the Greater Caribbean
- ✓ Formalisation of the **STZC Steering committee** for consultation and integrated planning among STZC stakeholders;
- ✓ Development of the **STZC website** to promote the initiative and destination management tools;
- ✓ Expansion of the **Sustainability Indicators**, to have at least one destination in each ACS Member and Associate Member State STZC designated.



Map showing ACS Zone of Cooperation defined as The Greater Caribbean

## 24th Meeting of the Special Committee on Sustainable Tourism (SCST-24)



XXIV SCST Meeting  
Port-of-Spain, Trinidad & Tobago

The **24<sup>th</sup> Meeting of the Special Committee on Sustainable Tourism (SCST-24)** was held July 16-17, 2013 at the ACS Headquarters in Port-of-Spain, Republic of Trinidad and Tobago.

The Meeting was chaired by Hon. Karine Roy-Camille, Commissioner of the Martinique Tourism Authority, and Chair of the SCST; and further presided over by the Vice-Chairs, the Bolivarian Republic of Venezuela and Costa Rica, with the Republic of Trinidad and Tobago as Rapporteur. Forty (40) delegates were in attendance including representatives from sixteen (16) ACS Member countries, as well as Regional and International partners.

The next meeting of the SCST will be held in La Antigua, Guatemala in April, 2014.



# SCST Working Groups

As mandated by the SCST-24 Meeting, the Directorate has been successful in formalising Working Groups for each programmatic area of the Sustainable Tourism Work Program (STWP). The aim in this regard, is to enhance the participation and engagement of Member States in the formulation, implementation and advancement of the projects and activities related to the STWP.

The Directorate wishes to express its gratitude to the Country Representatives who have volunteered their time and efforts, and thus far have made a valuable contribution to the work of the Directorate.

An invitation is also extended to all Countries to consider being part one of the SCST Working Groups.

SCST AD-HOC WORKING GROUPS			
Promotion of Languages and Culture	The Sustainable Tourism Zone of the Greater Caribbean	Safety and Security in the Tourism Industry	Multi-Destination Tourism
Guatemala	Colombia	Colombia	Guatemala
Trinidad and Tobago & UWI Centre for Language Learning	Mexico	Costa-Rica	Honduras
Venezuela	Nicaragua	Mexico	Dominican Republic
<b>3 Meetings to Date</b>	<b>3 Meetings to Date</b>	<b>2 Meetings to Date</b>	<b>0 Meetings to Date</b>

## Media Coverage and Inter-Regional Cooperation

### Articles Published on Sustainable Tourism Themes

- ACS in the Greater Caribbean - Embarking on a new era of Tourism
- Trained Staff makes Happy Tourists
- Impact of the Region's Air Transport on Tourism
- ACS enacts Convention to establish the First Sustainable Tourism Zone
- ACS Efforts Pay off - Caribbean-First Sustainable Tourism Zone

### Official Missions of the Director in promoting the ACS and the STWP

- *April 15-18, Trinidad:* Caribbean Tourism Organization XIV Sustainable Tourism Conference
- *Jun 13-14, Dominica:* Organisation of American States Workshop on Tourism Security
- *Sept 5-6, Honduras:* Organisation of American States XXI Inter-American Congress of Ministers and High Level Authorities of Tourism
- *Oct 15-18, Martinique:* Caribbean Tourism Organization State of the Industry Conference 2013
- *Nov 13-15, Mexico:* ALTA-IATA-ACS-CTO "Caribbean Region And Latin America Meeting for Tourism, Transport and Airline Executives"; ALTA Airline Leaders Forum 2013
- *Nov 28, Dominican Republic:* Meeting of the Central American Tourism Council
- *Dec 2-3, Costa Rica:* III Meeting of Regional and Sub-regional Integration Mechanisms of the Community of Latin American and Caribbean States (CELAC)
- *Dec 9, El Salvador:* ACS Meeting with El Salvador and the System of Central American Integration (SICA)



# TRAINING FOR CAREERS IN SUSTAINABLE TOURISM PROJECT

The ACS in collaboration with the **French Development Agency (AFD)** has embarked on a project to document the status of Technical and Vocational Education and Training in Tourism in the Greater Caribbean, through the commissioning of a Study/Research Publication on the availability and needs of Tourism Training Programs in the Region. Implementation of the project will begin in January 2014, with a Call for Tenders for an Expert/Consultant to conduct the research activities.

## **Specific Project Objectives :**

Specifically the project seeks to enhance the productivity and competitiveness of the Regional Tourism Industry through knowledge enhancement in the area of human resource development as follows:

1. Identify the specific needs and areas for Training and Human Resource Development in the Tourism Sector in the Greater Caribbean.
2. Determine existing gaps and challenges in relation to technical and vocational education and training and Capacity-Building.
3. Provide recommendations to address identified needs, challenges and priorities.
4. Develop a Directory of Tourism and Hospitality Training Institutions and courses offered in the Greater Caribbean.
5. Develop a Framework for the implementation of a Comprehensive Program to deliver Training and Capacity building to enhance human resource competencies and productivity.
6. Improve proficiencies in various aspects of the Tourism Product and Services delivery with particular emphasis on **cross-cutting areas** related to priorities of the ACS Member and Associate Member States.







## Caribbean Region and Latin America Meeting of Tourism and Transport Executives

On November 13th 2013, the ACS in collaboration with the Latin American and Caribbean Air Transport Association (ALTA), the International Air Transport Association (IATA), and the Caribbean Tourism Organisation (CTO) hosted the **Caribbean Region and Latin America Meeting of Tourism and Transport Executives** in Cancun, Mexico, on the margins of the *10th Annual ALTA Airline Leaders Forum*.



This meeting was convened to gather the regional Tourism and Transport Authorities with the CEO's and Senior Executives of Airlines operating within Latin America and the Caribbean (LAC) in order to facilitate cooperation and dialogue among the sectors, and contribute to the establishment of strategic alliances.

Participating in this historic dialogue were over 50 Tourism and Aviation Industry Leaders and High-level Authorities. The meeting discussed important matters pertaining to connectivity and intra-regional travel and the opportunities and challenges facing the Region, in this regard. The meeting also set the framework for the Agenda and key topics to be considered, for a full **Caribbean Aviation Day Meeting 2014**. The activities in Cancun concluded with the *ALTA-IATA World Economic Forum Breakfast*, which was organised exclusively for Government and Airline representatives for direct exchanges and networking.

Director Orozco represented the ACS at the meetings and expressed in his address the Associations' commitment to collaborating with its Regional partners to address the critical issues of air transport, adding that for the ACS, this was an important first step towards improving connectivity within and access to the region by air and sea.

## ACS UPCOMING MEETINGS 2014

- ◇ The 19th Ordinary Meeting of the ACS Ministerial Council will be held in Port-of-Spain, Republic of Trinidad and Tobago, February 14, 2014.
- ◇ The ACS will commemorate its 20<sup>th</sup> Anniversary Celebration with the hosting of the VI Summit of the Heads of State and/or Governments of the Association. The Summit will be held in Merida City, Yucatan, Mexico, 30th April, 2014.
- ◇ Participation in the afore-mentioned meetings is expected from all ACS Member and Associate Member States as well as Founding Observers, Observer Countries, Regional and International Partner Agencies and Social Actors accredited to the Association.



## GENERAL INFO

### What is the ACS?

The Convention Establishing the Association of Caribbean States (ACS) was established following the signature of the Convention on 24<sup>th</sup> July 1994 in Cartagena de Indias, Colombia, with the aim of promoting consultation, cooperation and concerted action among all the countries of the Caribbean.

### What is the SCST?

The Special Committee on Sustainable Tourism (SCST) is a technical body meant to assist in the performance of the Ministerial Council. It brings together the representatives of the Members States to discuss issues and projects related to sustainable development of tourism in the Greater Caribbean.

## The Executive Board of the SCST

### President:

**M. Serge LETCHIMY**

#### Le Président

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### Contribute :

The DST invites you to send your photographs and articles for the next issue.  
“*IN THE ZONE*”.

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**Thank you!**

*“ IN THE ZONE ”*, is conceived to increase interaction and the level of cooperation between ACS Member and Associate Member States and International and Regional organizations as well as observer countries. It features destinations, events and activities in Member Countries as well as from our partners.