



ASSOCIATION OF CARIBBEAN STATES (ACS / AEC)

INITIATIVE FOR THE PROJECT ON DESTINATION CERTIFICATION



ACS AEC

ASSOCIATION OF CARIBBEAN STATES
ASOCIACION DE ESTADOS DEL CARIBE
ASSOCIATION DES ETATS DE LA CARAIBE

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Initiative

Objective of the Initiative:

- After implementing the Sustainable Tourism indicators and criteria, the next step should be the **certification of destinations.**



BENEFITS OF CERTIFICATION

- Produces benefits for local businesses, consumers, governments, environment and communities
- Promotes the competitiveness of countries/destinations and the businesses involved in the sector
- Establishes a differentiation in the quality of the services provided by the destinations and also raises competitiveness with other countries/regions



Elements of Tourism Certification





Certification Project

- Promote the competitiveness of the tourist destinations of the Greater Caribbean, by obtaining certification, based on the STZC indicators and criteria, so as to open up new market niches, provide a different offer and transform the concept of sustainability into something real, practical, necessary and profitable for countries and the region.



Specific Objectives

- Implement an ad hoc certification programme in the Greater Caribbean according to the criteria and indicators established for the Sustainable Tourism Zone of the Greater Caribbean - STZC-
- Improve the competitiveness of the tourist destinations in the countries of the Greater Caribbean, which would translate into greater earnings for the host communities
- Be innovative in the development of destinations and products
- Serve as a marketing tool
- Contribute to resource mobilisation
- Increased tourist flow to certified destinations, which would translate into better and greater earnings
- Training in implementing the sustainable tourism indicators of the STZC



Beneficiaries

- Tourist Destinations of ACS Member Countries and Associate Members



What is Required of Countries?

- Participate voluntarily
- Each participating country must propose a destination, which would have adequate conditions, based on the indicators and criteria established for the STZC, in order to be a tourist destination
- Follow the process and methodology defined to obtain certification



Phases of the Project

Divided into 3 Phases

■ Phase I: Preparation Process

■ Activities:

- **Activity 1:** Analysis in order to assess the destinations proposed by countries (analysis of weaknesses)
- **Activity 2:** Definition and formulation of the methodology to implement the process for obtaining certification based on the criteria and indicators established for the STZC
- **Activity 3:** Training workshops on sustainable tourism criteria and indicators (Webinars, onsite and semi-remote workshops, etc.)



.....Phase I:

- **Activity 4:** Campaign to communicate and disseminate information on criteria, indicators and destination certification in the field of sustainable tourism
- **Activity 5:** Creation of communication tools
- **Activity 6:** Contracting of staff to support and follow-up the project



..... Phase II

■ PHASE II - : Implementation of the Certification Process

- **Activity 1: Verification of advancements made in the Certification Programme and plans for ongoing improvement**
- **Activity 2: Implementation of the certification of destinations**
 - Process for contracting a firm for certifications
- **Activity 3: Marketing Tools**
 - Participation in fairs and specialised events (6 fairs per year: United Kingdom, Germany, Spain, USA, Latin America and Asia and Asia Pacific)
 - Design and formulation of promotional material



..... Phase III

- **PHASE III- : Implementation of the Certification and Recertification Process**
 - **Activity 1:** Certification
 - **Activity 2:** Renewal of certifications
 - **Activity 3:** Marketing tools
 - **Activity 4:** Implementation of the certification of destinations



Project Duration and Cost

- **Duration of the Project: TBD**
- **Approximate cost of the project: TBD**



Part II

SUSTAINABILITY INDICATORS OF THE STZC

ST indicators ACS.doc



.....Final reflections

- Certification generates added value when used as a marketing tool coupled with complementary actions, which promotes a domino effect, creating jobs and higher revenue for destinations, thereby affecting the standard of living of the host communities



GRACIAS POR SU ATENCION THANK YOU FOR YOUR ATTENTION MERCI DE VOTRE ATTENTION

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