

**ASSOCIATION OF CARIBBEAN STATES (ACS)  
DIRECTORATE OF SUSTAINABLE TOURISM**

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**27<sup>th</sup> MEETING OF THE SPECIAL COMMITTEE ON SUSTAINABLE TOURISM**

Managua, Republic of Nicaragua: July 09, 2016

**RAPPORTEUR'S REPORT**

The Directorate of Sustainable Tourism (DST) of the Association of Caribbean States (ACS) convened the 27<sup>th</sup> Meeting of the Special Committee on Sustainable Tourism (SCST-27) in the city of Managua, Republic of Nicaragua on July 9, 2016, with support from the Nicaraguan Tourism Board (INTUR, for its Spanish Acronym).

The meeting was presided by the Republic of Nicaragua, represented by Mrs. Anasha Campbell Lewis, Co-Director of Cooperation Affairs and Tourism Projects of the Nicaraguan Tourism Board (INTUR, for its Spanish Acronym), in its capacity as Chairman of the Special Committee on Sustainable Tourism (SCST); and acting in their capacity as Vice Chairmen of the SCST: the Republic of Haiti, represented by Mr. Andy Durosier, Coordinator of the Studies and Programming Unit of the Ministry of Tourism; as well as the Republic of Honduras, represented by Mrs. Michelle Paredes Deputy Director of the Honduran Tourism Institute (IHT). The ACS was represented at the head table by the Director of Sustainable Tourism, Mr. Julio Orozco.

The Meeting of the SCST was attended by sixteen (16) delegations from ACS Member States and Associate Members and eight (8) regional and international organisations participated as Special Invited Guests. The complete List of Participants is attached to this Report as **Annex A**.

**I. OPENING CEREMONY**

The event began with the opening remarks by **Mrs. Arlette Marengo, Vice Minister of Foreign Affairs and Secretariat for Cooperation**, who addressed the members of the Special Committee on Sustainable Tourism and special guests on behalf of the Government of Reconciliation and National Unity of Nicaragua and the Presidency of the ACS Special Committee on Sustainable Tourism and welcomed the delegations of the ACS, organisations, institutions and special invited guests to the 27<sup>th</sup> Meeting of the Special Committee on Sustainable Tourism.

Mrs. Marengo commented on the effort undertaken in the development of sustainable tourism in the region, highlighting that the Greater Caribbean is a zone that is blessed with natural wonders and ethnic diversity and ratified the commitment of the Republic of Nicaragua to strengthen the ACS as a platform for fostering the development of countries based on their potential for sustainable tourism, to share experiences and strengthen ties of friendship and cooperation between our peoples and governments.

**The ACS Director of Sustainable Tourism, Mr. Julio Orozco**, had the honour of delivering the welcome remarks to the delegations of Member States and Associate Members and special guests on behalf of the ACS Secretary General, H.E. Alfonso Múnera.

Mr. Orozco outlined the important role of the SCST, which continues to work toward the objectives proposed. He also expressed his appreciation for the participation of the delegations

## **RAPPORTEUR'S REPORT**

and organisations in attendance, as an indicator of the alliances created and working together for sustainable tourism development.

He emphasised that the SCST has been working proactively to respond to the needs of ACS Member Countries, focussing especially on the needs of their people that in itself, is the commitment of the Directorate.

He further stressed his willingness to continue making the DST a dynamic and innovative Directorate and that promotes alliances which are beneficial for all ACS countries.

### **II. APPROVAL OF THE AGENDA AND PROCEDURAL MATTERS.**

The ACS Director of Sustainable Tourism, Mr. Julio Orozco proposed that the Special Committee on Sustainable Tourism (SCST) approved the Agenda prior to the Press Conference. Thereafter, the participants of the meeting gave their approval to the Agenda.

### **III. REPORT ON THE ACS SUSTAINABLE TOURISM WORK PROGRAMME.**

**The ACS Director of Sustainable Tourism, Mr. Julio Orozco**, made mention of the previous SCST meetings in the Republic of Guatemala in 2014 and in the Republic of Trinidad and Tobago in 2015. He then presented a report on the activities undertaken and the progress made since the 26<sup>th</sup> Meeting of the Special Committee on Sustainable Tourism in its three thematic areas.

**The Representative of the Bolivarian Republic of Venezuela, Dr. Alí Padrón, Vice Minister of International Tourism of the Ministry of Popular Power for Tourism**, shared that this year, Venezuela will assume the Presidency Pro Tempore of UNASUR and commented on its position in alliances with MERCOSUR and the Amazon Cooperation Treaty. He added that it was a positive, valuable element that supported South - South cooperation and should be capitalised on so that the ACS could work with each of these multilateral bodies, so as to establish alliances and strategies together where they can submit projects, working toward sustainable tourism development.

He expressed his interest in the proposal for collaboration between the Colegio Universitario de Hotel Escuela de los Andes Venezolanos and George Washington University for the training and capacity building proposed by the ACS. He also announced the availability of the Colegio Universitario de Hotel Escuela de los Andes Venezolanos for a training workshop on sustainable tourism and capacity building, also offering it as the host for training activities in Spanish, proposing that work in this area begin as soon as possible. He closed his intervention by conveying his thanks for the support that Venezuela has received from countries at this time. **(See Annex B).**

**The Director General of Cooperation and Integration of the Ministry of Popular Power for Tourism, Mr. Franklin Rangel**, proposed that South-South Cooperation organisations be approached and that the profile for the project to support the Artisan Sector be presented to the United Nations Assembly with collaboration from the Bolivarian Republic of

## RAPPORTEUR'S REPORT

Venezuela, so that it could be financed with the 'Perez Guerrero' G77 fund, as well as the South-South Centre located in Geneva, which is also a branch of the G77, all of this in fulfilling the United Nations (UN) mandate regarding ecotourism for community enhancement, and also to bodies like UNASUR and MERCOSUR (**SEE ANNEX B**).

**The Chair of the Special Committee on Sustainable Tourism, Mrs. Anasha Campbell Lewis, Co-Director of Cooperation Affairs and Tourism Projects of INTUR**, thanked the Venezuelan delegation for its contribution and requested that the DST work toward the relevant processes in order to achieve the signing of a Memorandum of Understanding with the Colegio Universitario de Hotel Escuela de los Andes Venezolanos and welcomed the idea of developing during the course of this year, a workshop or training in sustainable tourism for the exchange of experiences and capacity building in the tourism sector.

**The Cuban Representative, Mrs. Marivel Perez, Head of International Relations of the Ministry of Tourism**, thanked INTUR for its efforts and also approved and ratified the projects and initiatives put forward by Venezuela. In addition, she reaffirmed Cuba's commitment to the ACS and the Multidestination proposal and expressed the availability of the Tourism Training System (FORMATUR, **for its Spanish Acronym**) as a platform for the exchange of experiences in human resource training.

**The Chair of the Special Committee on Sustainable Tourism, Ms. Anasha Campbell Lewis, Co-Director of Cooperation Affairs and Tourism Projects of INTUR**, urged countries to become members of other organisations that also address the issue of tourism so as to make use of such spaces in order to establish alliances, as suggested by Venezuela.

She consulted on the ties between the ACS and the Community of Latin American and Caribbean States (CELAC, **for its Spanish Acronym**) regarding the topic of community tourism.

**The ACS Director of Sustainable Tourism, Mr. Julio Orozco**, added that a meeting was in fact convened in 2014, during which it was agreed that the ACS would work on the community tourism proposal. He continued to explain that this matter was being followed up by the ACS Sustainable Tourism., However he noted that during the last CELAC meeting held in the Dominican Republic, in their capacity as President Pro Tempore, it was agreed that the issue of tourism would be put on hold and not be included on its agenda for this year; although it could be renewed in the future which would then be indicated by CELAC.

**Ms. Jacqueline Pollard, Senior Tourism Officer of the Ministry of Tourism of Barbados** applauded the inclusive and comprehensive presentation of the DST and stressed that community tourism is a highly interesting area, recognising that today, visitors are searching for something authentic and which would afford them more interaction with the local culture. She stated that Barbados has piloted community tourism programmes with much encouraging success.

In the area of education in the hospitality and tourism field, Barbados has a regionally recognised hospitality school equipped with a small hotel on property, where students not only gain theoretical knowledge but also practical experience. She added that there was a need for more persons within the tourism industry in Barbados to become multi-lingual, especially those frontline workers who interact directly with visitors. To counteract this, various programmes

## RAPPORTEUR'S REPORT

are being planned and implemented to improve the foreign language skills of persons working within the tourism sector.

**The Director of Training of the Ministry of Tourism of the Republic of Haiti, Mr. Daniel Denis**, commented that Haiti has four tourist regions and that work is being done to have a regional all-inclusive that would allow for a reduction in the number of intermediaries between the tourist and the local community, indicating that the tourist has the opportunity to eat and drink and be in direct contact with the local communities. This, he mentioned, allows for an increase in earnings for the persons who are living in communities with unmet economic needs and as a result, a similar programme along these lines have been developed in the southern part of Haiti.

With respect to the Plan of Action for the Artisan Sector, he applauded the idea to create the Network of Artisans and added that Haiti is one of the major exporters of handicraft products in the Insular and the French-speaking Caribbean. He shared that Haiti is currently exporting many handicraft products, but there is no assurance that the revenue generated is reaching the pockets of the artisans who are working on these products. He further stated that it is important for the ACS to try and address this issue so as to improve the economic position and return of resources of the artisans through its Plan of Action.

**The ACS Director of Sustainable Tourism, Mr. Julio Orozco**, indicated that the ACS is taking this aspect into consideration since it is crucial to strengthen the handicraft sector and to recognise its high importance as a productive organisation, usually managed by women.

Thus, he said, efforts are being made to include artisans in the tourism value chain and to strengthen their capabilities. Toward that end, he indicated that steps have been taken with the Inter-American Network of Small Hotels to include this profession and to facilitate the promotion of its product via said Network. He further added that alliances could also be forged among brother countries, to exchange raw materials, which are quite often scarce in some countries.

**The Manager of International Relations of the Honduran Tourism Institute, Mrs. Tatiana Siercke**, thanked the Republic of Nicaragua and the DST for the report prepared.

She explained that Honduras was very critical of the ACS' work at one point in time, thus it received the work and progress reported by the DST with tremendous satisfaction and thanked Venezuela for its assessment and contributions regarding rapprochement with Regional Organisations and identifying new cooperation bodies. She also shared that Honduras has recorded significant advancements in Destination Management and as a pilot in SITCA projects, such as the Central American Tourism Quality and Sustainability Integrated System (SICCS, **for its Spanish Acronym**), important experiences can be made available to the ACS.

She added that Honduras will sponsor the Regional Small Hotels Forum in 2017 and invited ACS Member Countries to participate in this event and take advantage of the efforts of the small hotels association assisted by the Honduran Tourism Institute.

**The Head of International Cooperation and Competitiveness of the Guatemalan Tourism Board, Mrs. Ericka Guillermo**, thanked Nicaragua for its hospitality and the DST for the advancements in its activities presented, which are for the benefit of the Region.

## RAPPORTEUR'S REPORT

She mentioned that Guatemala is interested in raising its level of competitiveness as a tourist destination, for which it is working on measuring indicators through an interinstitutional committee, identifying four pillars of competitiveness that will elevate these indices by measuring them on a national level. .

**The Chair of the Special Committee on Sustainable Tourism, Mrs. Anasha Campbell Lewis, Co-Director of Cooperation Affairs and Tourism Projects of INTUR** stated that Nicaragua has joined the effort and indicated that the experiences in training and capacity building done by INTUR together with the National Technological Institute (INATEC, for its Spanish Acronym) can be made available.

### **IV. REPORT OF THE CHAIR ON THE WORK PROGRAMME**

**The Chair of the Special Committee on Sustainable Tourism, Mrs. Anasha Campbell Lewis, Co-Director of Cooperation Affairs and Projects of the Nicaraguan Tourism Board (INTUR, for its Spanish Acronym),** explained that it was indeed an honour for Nicaragua to host the 27<sup>th</sup> SCST Meeting and that this is its third time occupying the Chairmanship of the SCST.

She reiterated her thanks for the confidence placed in Nicaragua when assuming the Presidency and her commitment to assist the Tourism Ministers in following and evaluating the Sustainable Tourism Work Programme, promoting active participation from ACS Member States and Associate Members.

She made special mention of the participation of the Minister of Tourism of St. Kitts and Nevis as a representative of the countries belonging to the Organisation of Eastern Caribbean States and also thanked the Vice-Ministers of the Republics of Venezuela, Honduras and the Dominican Republic, the Delegations of ACS Member Countries and Associate Members, as well as the Regional and International Organisations present for their participation. She added that she will continue be at the ACS' and the DST's side in executing the agenda in the subject areas developed by the Special Committee on Sustainable Tourism.

The Chair then presented considerations for advancing the Work Programme for the 2016-2017 biennium and expressed her willingness to support joint efforts to achieve the expansion of the number of destinations that form part of this Sustainable Tourism Zone of the Greater Caribbean through the ratification, signature and accession of the Convention as well as the harmonisation of initiatives aimed at tourism sustainability. She also made mention of the alliances forged with Fair Travel and toward that end, the signing of the Memorandum of Understanding between ACS and Fair Travel that will greatly benefit tourism development.

She indicated that she will continue to support the exchange of experiences in the area of capacity building and human resource training, as an action to promote job competencies in tourism and together with the ACS, will promote partnerships with other sub-regional bodies working on similar issues as the ACS; such as the Regional Strategy for Tourism Safety, where there are interesting experiences from Organizations such as the Central American Tourism Integration Secretariat and other Member countries who also have been sharing their experiences in this meeting

## RAPPORTEUR'S REPORT

With respect to the area of Community Tourism, the Chair supports the DST with the systematisation of information through the creation of the database and she underscored that the establishment of the Regional Network of Artisans in Tourism of the Greater Caribbean has been of tremendous value, for which there has been two meetings and where there is a willingness on the part of the Nicaragua representative of said Network to continue strengthening this work through the exchanges of experience with the possibility of holding the Third Workshop in Nicaragua.

Lastly, she indicated that the continuation of the strategic programmes must be geared toward integrating and promoting tourism activity as a unifying element to link the Greater Caribbean Region and expressed her appreciation for the unconditional support received for the implementation of different initiatives.

**The Director of Training and Cultural Tourism of the Tourism Competitiveness Institute of the Mexican Republic, Mr. José Quiñonez**, shared that Mexico has conducted studies on the vulnerability of tourist destinations to the effects of climate change. He indicated that it began with ten studies in several zones in Mexico, resulting in action being taken that would allow them to respond to these adverse effects of climate change. Mr. Quiñonez then offered these studies so that they could be shared with and circulated among the remaining member countries of the ACS.

**The Chair of the Special Committee on Sustainable Tourism, Mrs. Anasha Campbell Lewis, Co-Director of Cooperation Affairs and Tourism Projects of INTUR**, invited the DST to contact Mexico to obtain and circulate said studies among the countries, especially in light of the impact that Climate Change has had on Tourism in the Region. She also proposed a bilateral meeting between Mexico and Nicaragua.

### **V. PRESENTATION OF THE STWP FOR THE 2016-2017 BIENNIUM.**

**The Director of Sustainable Tourism of the ACS, Mr. Julio Orozco**, presented the Work Programme proposed for the 2016-2017 Biennium for its approval by the delegations of ACS Member States and Associate Members.

During his presentation, he underscored the commitment of the DST to fulfilling the objectives of the three (03) focal areas, emphasising that these are work areas that establish a very concrete work proposal.

**The Vice Chair of the SCST, Mrs. Michelle Paredes, Deputy-Director of the Honduran Tourism Institute**, pointed out that the Republic of Honduras has allocated a budget within its executing units for Environmental Sustainability and Product Development, to carry out activities to monitor the validation of tourism sustainability in Roatan and provide support by convening a meeting between the Regional Network of Artisans in Tourism of the Greater Caribbean and the Inter-American Network of Small Hotels, as counterpart funding for the projects presented by the DST to cooperating agencies (**See Annex B**).

**The Director of Training and Cultural Tourism of the Tourism Competitiveness Institute of the Mexican Republic, Mr. José Quiñonez**, offered Mexico's experiences in sustainability, specifically in certification topics that are tourism-related such as the "Distintivo

## RAPPORTEUR'S REPORT

S" of the 'Secretariat of Tourism and Clean Tourist Destination' implemented by the Federal Bureau for Environmental Protection.

He suggested as an alternative for the Network of Tourist Guides, to link that initiative with capacity building, seizing the opportunity to standardise content to promote security and enhance knowledge on leading groups and respect for nature.

He explained that there is a mandatory Mexican official regulation, NOM-09-TUR-2002, relating to activities carried out in nature, such as ecotourism, which is available for the exchange of experiences with other countries, resulting in the generation of minimum content to facilitate the training of guides through the corresponding regional working group. **(See Annex B).**

**The ACS Director of Sustainable Tourism, Mr. Julio Orozco**, thanked the United Mexican Republic for its offer and stated that the ACS is developing four (4) projects in the area of Risk Management and Climate Change, however not through the Directorate of Sustainable Tourism, but rather through the Directorate of Disaster Risk Reduction.

He emphasised that the foregoing can be an alternative to establishing cooperation through the transfer of knowledge and technical assistance between the United Mexican States and the ACS so that consultations can be held with the Government through official channels.

**The Chair of the Special Committee on Sustainable Tourism, Mrs. Anasha Campbell Lewis, Co-Director of Cooperation Affairs and Tourism Projects of INTUR** stressed the importance of tourist guide training to the DST and suggested that work be done on a project proposal to formalise the exchange of experiences in this matter which can be coordinated through the relevant channels to obtain support from the Government of Mexico.

**The Head of International Cooperation of the Panama Tourism Authority (ATP, for its Spanish acronym), Mrs. Daisy Trujillo**, thanked Nicaragua for its welcome and mentioned the incorporation of youths in the organisation's process of the event. She pointed out that just as in 2015, through the support provided in organising the workshops for indicators and TVET, it continues to support initiatives and workshops on human resource training that will support tourism development **(See Annex B).**

She also placed at the disposal of the DST, the experiences of the ATP in the area of Tourism and indicated that specific programmes are currently being developed in the area of quality as part of sustainability.

As it relates to the issue of tourist safety, she expressed that an official notification will be dispatched to the DST of the ACS expressing its interest in participating in the working group that will develop the proposal for the regional strategy on Tourism Safety.

She requested additional information on the tourist guide initiative and recognised the support provided by the representative of the Mexican Republic, mainly in the development of adventure tourism activities, which are emerging in the Region and generally carried out in communities. She added that the ACS should work toward incorporating accessible tourism, as a potential market segment.

**The Director General of Cooperation and Integration of the Ministry of Popular Power for Tourism, Mr. Franklin Rangel**, fully supported the proposal put forward by

## RAPPORTEUR'S REPORT

Mexico and informed the meeting that Venezuela has indigenous tourist guide certification, an experience that can be made available to the ACS countries.

He recommended that with respect to designating 2017 as the year of sustainable tourism, indigenous communities should be taken into consideration.

He emphasised that the region possesses a wealth of resources such as natural reserves, tangible and intangible heritage, which can be capitalised on through ecotourism. He also indicated that the ACS should take action in this regard and involve the indigenous communities in training or instruction processes and in turn, propose initiatives that would allow the development of these communities through sustainable community tourism.

**The Tourism Advisor of the Ministry of Tourism of the Republic of Trinidad and Tobago, Mr. Brian Gift**, on behalf of the Government of Trinidad and Tobago congratulated the ACS and thanked INTUR for its hospitality.

He indicated that concerning the issue of the STZC, Trinidad and Tobago was not as advanced as the other Member States with regard to the selection of a destination in Trinidad for the implementation of the STZC project Mr. Gift further added that an application form was submitted and that the Ministry of Tourism and the Trinidad Development Company (TDC) will continue to liaise with the ACS for further guidance as it relates to next steps of this initiative.

He seized the opportunity to share with the participants that the Plan of Action of the Tourism Sector for Trinidad and Tobago is currently being developed, in collaboration with the relevant stakeholders.

**The Chair of the Special Committee on Sustainable Tourism, Mrs. Anasha Campbell Lewis, Co-Director of Cooperation Affairs and Tourism Projects of INTUR**, thanked the Republic of Panama for its interest in the issue of security, quality and cultural tourism and explained that the information is anticipated with the aim of circulating it to the countries of the Region.

With respect to training for community tourist guides, she proposed that a smaller working group be established to move forward with this proposal. As for accessible tourism, this is a relatively new matter for countries and is a segment of which maximum advantage has not been taken and one that should be addressed by the ACS. She added that perhaps countries have made progress in this regard and if so, she invited them to share it.

Concerning the comment made by the Bolivarian Republic of Venezuela on the certification of guides in indigenous communities, she explained that certainly, all countries in the Region have zones with biodiversity and in spite of this; tourism has developed on the fringe of these areas. She further acknowledged that these groups have failed to be incorporated into tourism development as stakeholders and underscored that there is interest in duplicating Venezuela's experience in training for Tourist Guides in indigenous communities through the ACS, given that this initiative falls under Community Tourism. She added that consideration can also be given to training and involving indigenous communities in tourism awareness and sensitisation. She concluded by welcoming the proposal of destinations for the STZC by Trinidad and Tobago.

**The Vice Chairman of the SCST, Mr. Andy Durosier, Director of Studies and Programming Unit of the Ministry of Tourism of the Republic of Haiti**, expressed his Delegation's interest in being involved in the training process for Community Tourist Guides, in



## RAPPORTEUR'S REPORT

view of the product being developed in the northern part of Haiti, as is the case with the "Citadelle", a World Heritage Site. In that regard, he shared that it is necessary to ascertain the type of expertise required of guides and explained that as a result of its experiences with the UNWTO, they saw the need to train guides in business-related matters, in such a manner that in those zones where jobs are lacking, they themselves could generate sources of employment.

He also requested support and exchange of experiences in improving the quality of service of small hotels, since efforts are currently underway in this area, together with training and instruction.

**The Manager of International Relations of the Honduran Tourism Institute (IHT, for its Spanish Acronym), Mrs. Tatiana Siercke**, enquired as to the status of the Tourism Safety Work Programme and mentioned that Honduras, like other countries is interested in taking part in the group on Tourism Safety.

As for the community tourism project, she recommended that in order to strengthen the exchange of experiences on this issue, the DST should contact the Technical Secretariat of the Mundo Maya Organisation.

**The ACS Director of Sustainable Tourism, Mr. Julio Orozco**, responded to the question posed by Honduras indicating that the Regional Working Group on Tourism Safety is continuing its efforts, focussing now on the exchange of experiences and that Honduras, through the IHT, can dispatch a letter expressing its interest in joining the Regional Working Group.

He invited countries to join the group on Tourism Safety and reported that at present, there is no interaction with the Mundo Maya Organisation, nevertheless, he expressed that contact could be made with authorisation from the Members of the Board.

**The Chair of the Special Committee on Sustainable Tourism, Mrs. Anasha Campbell Lewis, Co-Director of Cooperation Affairs and Tourism Projects of INTUR**, stated that it is important to take advantage of the existing alliances and to create synergies in order to avoid duplication of efforts. She was also of the view that it is in the interest of everyone to work together in some of the efforts undertaken by the Mundo Maya Organisation in the area of Community Tourism. Therefore, the Committee extended its approval for the DST to coordinate with said Organisation.

She also extended an invitation to CINTERFOR and George Washington University (GWU) to join the corresponding groups and to work on the issue of training and establishing job expertise.

She welcomed the interest expressed by Mexico, Haiti, Panama, Venezuela and Nicaragua in the Regional Network of Tour Guides of the Greater Caribbean.

**The ACS Director of Sustainable Tourism, Mr. Julio Orozco**, explained that the offers will be followed up and that where the issue of tourist guides is concerned, action will be taken toward the integration of the working group, using resources such as WEBEX and Skype to facilitate communication.

## **RAPPORTEUR'S REPORT**

### **VI. Presentation by Regional Organisations supporting Sustainable Tourism Management in the Region**

#### **1. Pan-American Confederation of Schools of Hospitality, Gastronomy and Tourism (CONPEHT, for its Spanish Acronym)**

**The Representative of CONPEHT, Mr. Nelson Manzanares**, began his presentation by indicating that CONPEHT can support the SCST by sharing information on Accessible Tourism, which has been the subject of research. He also shared the mission of the Organisation, which is to "Contribute to the enhancement and professionalisation of national, regional and international tourism activity, through the joint academic efforts of the member institutions belonging to the countries of the American Continent and Spain".

Mr. Manzanares informed the participants of the strategic areas that are the focus of projects, such as: Project management and development, International education for tourism with social responsibility, connection and scope for vocational training, the building of new cadres for professional and global tourism, as well as the creation of new tourism products and services toward sustainable development.

Lastly, he touched on the benefits derived from the projects developed by CONPEHT, highlighting among them, the opportunity to be involved in cultural and academic exchange activities, promoting Pan-American integration.

#### **2. Spanish Association of Scientific Experts in Tourism (AECIT, for its Spanish Acronym)**

**The Representative of the AECIT, Mr. Juan Miguel Moreno Magaña**, began his intervention by acknowledging the Director of Sustainable Tourism of the ACS, on behalf of the Mayor's Office of the City of Miami, in recognition of his contributions to tourism development and his participation as a speaker at the International Congress of the Latin Chamber of Commerce of the United States (CAMACOL).

During his presentation, Mr. Juan Moreno highlighted the objective of his Association, emphasising that the AECIT is an investigative and professional association comprising of: professors, researchers and professionals of renowned importance in the ecosystem of the tourism sector, companies, universities, institutions and consulting firms in Spain. He also discussed the challenges that they experience as an association.

Mr. Juan Moreno called attention to some of the activities organised by the AECIT such as: Scientific-Technical and Vocational workshops in the ambit of the International Tourism Fair (FITUR, for its Spanish Acronym), the International Congress of the AECIT and its Doctoral Colloquium.

#### **3. George Washington University (GWU)**

**The Representative of George Washington University, Dr. Juan Luna-Kelser**, addressed issues that form an integral part of the process for research on tourism-related

## RAPPORTEUR'S REPORT

matters, among them the evolution of the development of a destination and the proposal that they have formulated to establish an integrated management system model.

Said model, he said, allows for the creation of a sustained exchange through Destination Management Organisations, combining three levels of management by connecting visitors (demand) with tourism and public sector companies (supply), so as to ensure benefits for the community by supporting community-based Small and Medium Enterprises (SMEs).

### 4. Organisation of Eastern Caribbean States (OECS)

**The representative of the Organisation of Eastern Caribbean States (OECS), Dr. Lorraine Nicholas**, presented general information on the countries that constitute the OECS and reported that Saint Martin is in the process of joining the OECS this year. She also shared the vision of the Organisation of Eastern Caribbean States, which focuses on sustainable development, taking into account the challenges of the tourism sector, such as climate change and seeking to improve the standard of living of the peoples of the communities, including them in the development of tourism products.

Dr. Nicholas indicated that service quality is being promoted and new experiences created, taking advantage of the reality of the lifestyles in the Region to be offered to tourists and visitors.

### 5. Central American Tourism Integration Secretariat (SITCA, for its Spanish Acronym)

**The representative of the Central American Tourism Integration Secretariat (SITCA), Dr. Carla Bush**, prepared a presentation to reveal how the countries belonging to SITCA have led efforts to promote tourism sustainability in the Region, having among their achievements, the creation of the Regional Policy on Sustainability in Central America.

Also among the actions of SITCA, she presented the projects that have been developed by that body, including the formulation of Manuals on Good Practices for the Tourism Sector and subsequently, the development and implementation of the Central American Tourism Quality and Sustainability System (SICCS, **for its Spanish Acronym**).

### 6. Sustainable Travel International (STI)

**The ACS Director of Sustainable Tourism, Mr. Julio Orozco**, made mention of the background on cooperation between the ACS and STI, which has been evolving, having agreed to work together to harmonise both programmes on sustainable tourism destination. He then proceeded with the exchange of Letters of Commitment to concretize the alliance that defines linkages which would ultimately translate into actions.

**The Representative of Sustainable Travel International STI, Mr. Geoff Bolan**, commenced his presentation by explaining that STI is a non-profit organisation, whose mission is to work on sustainable tourism-related issues, to contribute to the well-being of the countries that have developed their destinations with a special focus such as sustainability.

## **RAPPORTEUR'S REPORT**

He further commented on the bases and process of the project entitled, Sustainable Destination Alliance for the Americas (SDAA), which is an initiative to demonstrate how a tourist destination can be evaluated, identifying risks, threats and priorities in a participatory fashion, in order to then direct actions that would allow the achievement of a high level of sustainability.

This project has included destinations in the following countries: Antigua and Barbuda, Bahamas, Aruba, Barbados, Dominica, Honduras, Jamaica, Panama, Mexico, Chile, Nicaragua and St. Kitts and Nevis, which is one of the major success cases of the project.

### **7. Fair Travel**

**The Representative of Fair Travel, Mr. Jürgen Bluhm**, expressed his deep admiration for the different cultural values existing in the Region, as well as his appreciation for the collaboration formalised with the ACS that day, which in turn represents for his organisation, alliances with ACS Member States and Associate Members.

He also shared with pleasure, the news of the arrival of a promotional platform in Europe entitled "Mapamundi Verde", which will involve no cost for the tourism sector in the Greater Caribbean, with special attention placed on the destinations selected to form part of the STZC.

He further stressed the importance of working harmoniously and understanding the importance of the Region's attractions, considering the needs of the tourism market and the value of cocoa as a potential tourism product.

### **VII. SIGNING OF THE MEMORANDUM OF UNDERSTANDING BETWEEN THE ACS AND FAIR TRAVEL INTERNATIONAL**

A Memorandum of Understanding was signed between the ACS and Fair Travel, represented by its founder, Mr. Jürgen Bluhm, for the purpose of promoting the destinations belonging to the STZC on the European market specialising in sustainable tourist destinations, using 'Mapamundi Verde' as a tool that will be presented in the major European tourism events and fairs.

### **VIII. DISCUSSION ON THE DATE AND VENUE OF THE 28<sup>th</sup> MEETING OF THE SPECIAL COMMITTEE ON SUSTAINABLE TOURISM (SCST-28).**

The Bolivarian Republic of Venezuela graciously offered to Host the SCST-28, a motion that was supported by the Republics of Nicaragua and Cuba and subsequently approved by the other delegations and the ACS.

### **IX. ANY OTHER BUSINESS**

No items were presented for discussion by the participants.

## **RAPPORTEUR'S REPORT**

### **X. APPROVAL OF THE PROCEDURE FOR THE DRAFT RAPPORTEUR'S REPORT**

The Directorate of Sustainable Tourism made reference to the procedure for drafting the Rapporteur's Report and informed the participants that the preliminary document will be circulated for feedback from Participating Countries.

The process was approved by the Chair of the SCST and the Participating Delegations.

### **XI. CLOSING REMARKS.**

**The Chair of the Special Committee on Sustainable Tourism, Mrs. Anasha Campbell Lewis, Co-Director of Cooperation Affairs and Tourism Projects of INTUR** thanked all the Committee for their participation in the meeting of SCST-27, which was very productive and in which important agreements were reached, many offers for exchange of information and experiences of the participating countries, including the Workshop on Training and Capacity Building in Sustainable Tourism to be held in Venezuela; as well as concretizing the next actions of the Committee, She also conveyed special thanks to the regional organisations and institutions attending the meeting and for the work of the Directorate of Sustainable Tourism and its team as well as the working team of INTUR.

**The ACS Director of Sustainable Tourism, Mr. Julio Orozco**, thanked all participants, as well as the teams of the ACS and INTUR. He stressed that the Directorate is willing to work on actions and interests suitable to the countries for sustainable tourism development.

In conveying his thanks, he also mentioned the regional and international organisations, thanking them for their confidence and for believing in the work that has been done by the Directorate of Sustainable Tourism, especially the Republic of Nicaragua for its support as Chairman of the SCST and the Bolivarian Republic of Venezuela for offering to host the next meeting of the Committee.

# RAPORTEUR'S REPORT

## ANNEX A

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## RAPORTEUR'S REPORT

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## RAPPORTEUR'S REPORT

### ANNEX B

#### COMMITMENTS MADE BY ACS MEMBER STATES AND ASSOCIATE MEMBERS

COUNTRY	COMMITMENT	FOCAL POINT
<b>HONDURAS</b>	<ol style="list-style-type: none"> <li>1. Allocate counterpart funds to projects presented by the DST (Strengthening SME's in the handicraft sector and Sustainable Tourism Certification) for the development of two (02) activities:               <ol style="list-style-type: none"> <li>a. Workshop to follow up the validation of tourism sustainability via STZC indicators.</li> <li>b. Meeting between the Regional Network of Artisans and the Inter-American Network of Small Hotels to incorporate the handicraft sector into the tourism value chain.</li> </ol> </li> <li>2. Assist the DST in establishing closer relations with the MMO</li> <li>3. Dispatch a Note to join the Working Group on Tourism Safety.</li> </ol>	<p>Ms. Tatiana Maria Siercke Núñez            Head of Institutional Management and International Relations,            Honduran Tourism Institute            Email: <a href="mailto:tsiercke@iht.hn">tsiercke@iht.hn</a></p>
<b>MEXICO</b>	<ol style="list-style-type: none"> <li>1. Support in incorporating tourist guide training into the TVET initiatives of the DST.</li> <li>2. Provide technical assistance through the exchange of documentation regarding, norms, projects and experiences in sustainable tourism.</li> </ol>	<p>Mr. José de Jesús Quiñónez Ramirez             Director of Tourism Training and Culture,            Tourism Secretariat.            Email: <a href="mailto:jquinonezr@sectur.gob.mx">jquinonezr@sectur.gob.mx</a></p>
<b>NICARAGUA</b>	<ol style="list-style-type: none"> <li>1. Support the Organisation of the Third Meeting of the Regional Network of Artisans in Tourism of the Greater Caribbean.</li> <li>2. Support the advancement of the creation of the Regional Network of Tour Guides of the Greater Caribbean.</li> </ol>	<p>Ms. Shantanny Anasha Campbell Lewis            Co-Director for Cooperation Affairs and Tourism Projects,            Nicaraguan Tourism Institute  <a href="mailto:scampbell@intur.gob.ni">scampbell@intur.gob.ni</a></p>

## RAPPORTEUR'S REPORT

<b>PANAMA</b>	<ol style="list-style-type: none"> <li>1. Support the organisation of activities to follow up on the TVET initiatives.</li> <li>2. Dispatch a Note to join the Working Group on Tourism Safety.</li> </ol>	<p>Ms. Daisy Carolina Trujillo B.</p> <p>Head of International Cooperation, Panama Tourism Authority Email: <a href="mailto:dtrujillo@atp.gob.pa">dtrujillo@atp.gob.pa</a></p>
<b>VENEZUELA</b>	<ol style="list-style-type: none"> <li>1. Organise a workshop on Sustainable Tourism training and human resource training in the context of TVET.</li> <li>2. Support in arranging financing with the "Perez Guerrero" G77 fund for the project to strengthen the SME's of the handicraft sector.</li> <li>3. Exchange experiences on the training programme for guides in indigenous communities.</li> <li>4. Proposed host of the next Meeting of the SCST-28.</li> </ol>	<p>Dr. Franklin Rangel Director General of International Cooperation and Integration, Ministry of Popular Power for Tourism. Email: <a href="mailto:frangel@mintur.gob.ve">frangel@mintur.gob.ve</a></p>