

# **ACS SUSTAINABLE TOURISM PROJECT PROSPECTUS**

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**ASSOCIATION OF CARIBBEAN STATES (ACS)**

**28<sup>TH</sup> MEETING OF THE SPECIAL COMMITTEE ON SUSTAINABLE TOURISM**  
**Bolivarian Republic of Venezuela: July 10<sup>th</sup> - 11<sup>th</sup>, 2017**

<b>Project Title</b>	<b>Strengthening Micro, Small and Medium Artisans Enterprises (SMEs) In the Tourism Sector</b>
<b>Alternative Name</b>	Handicrafts: Cultural element that links tourism and the communities
<b>Duration</b>	2 years
<b>Overall Objective</b>	To create awareness of the potential of the artisanal product and provide information, tools and strategies to improve the competitiveness and maximise the entrepreneurship opportunities generated by tourism for the artisans in the Region.
<b>Specific Objectives</b>	<ol style="list-style-type: none"> <li>1. Highlight the importance of tourism as an engine for increased trade and the socio-economic development of women, youth and other vulnerable groups.</li> <li>2. Through Workshops, transfer knowledge and resources to increase the competitiveness and contribute to the promotion, adoption and implementation of strategies for the development of capacity-building geared towards entrepreneurial strengthening for MSMEs and Artisans serving the tourism industry.</li> </ol>
<b>Justification</b>	The project will increase the competitiveness of the artisan sector of the Greater Caribbean, promoting respect for cultural heritage in the ACS Countries, the use of local raw materials and innovation based on information on the consumption patterns of the tourist market, facilitating access to new markets and improving promotion and marketing practices.
<b>ACS Plan of Action 2016-2018/ Declaration</b>	Item 1.3 Community-Based Tourism/Declarations: Havana (paragraphs 31, 33, 34), Mérida (4, 15, 16), Pétiön-Ville (2, 31)
<b>Connected SDGs</b>	#4 Quality education, #8 Decent work and economic growth, #17 Partnerships for the goals.
<b>Components</b>	<p><b>Component 1. Strengthening of the Regional Network of Artisans of the Greater Caribbean</b> (Creation of institutional framework, official launch, seed funding to formulate and initiate a Plan of Action to support the functioning and strengthening of the Network). Cost: USD 500,000.00</p> <p><b>Component 2. Program and Training Materials</b> (Development of a Training Programme on product innovation, trends, colours marketing and advertising). Cost: USD 95,000.00.</p> <p><b>Component 3. Launch of Training of Trainers and Mentoring Programme</b> (Sub-Regional Workshops for Training Regional Trainers ). Cost: USD 150,000.00</p> <p><b>Component 4. Development of National Capacity Building Exercises</b> (Regional Workshops with ACS countries carried out by Regional Trainers). Cost: USD 200,000.00</p> <p><b>Contingency cost and ACS management commission</b> (10% of direct cost) USD 94,500.00</p> <p><b>Total Cost: USD 1,039,500.00</b></p>

<b>Project Title</b>	<b>Development of the Management System for the Technical Vocational Education and Training (TVET) in Tourism in the Greater Caribbean</b>
<b>Alternative Name</b>	Education and capacity building in Tourism for the Greater Caribbean
<b>Duration</b>	2 years
<b>Overall Objective</b>	To define, develop and subsequently implement the TVET Management System (based on the TVET Regional Framework) for the Tourism Sector in the Greater Caribbean.
<b>Specific Objectives</b>	<ol style="list-style-type: none"> <li>1. Support standardization in the Tourism Sector in compliance with the established TVET Regional Framework for the priority areas defined in the regional diagnostic: Customer Service, Foreign Languages, Sustainability and Technology applicable to Tourism. .</li> <li>2. Deliver capacity building initiatives to enhance labour competencies and productivity of tourism stakeholders through training and certification.</li> </ol>
<b>Justification</b>	The implementation of the TVET Regional Framework through the management system will provide the ACS Member States and Associate Members with the opportunity to apply a tool that offers a joint solution to the educational needs of the Tourism Sector in the Greater Caribbean, while enhancing and monitoring the effectiveness of TVET.
<b>Connected SDGs</b>	#4 Quality education, #8 Decent work and economic growth, #9 industry, innovation and infrastructure, #17 Partnerships for the goals.
<b>ACS Plan of Action 2016-2018/ Declarations</b>	Item 1.2 Education and Capacity building in the tourism sector/ Declarations - Havana (paragraphs 31, 33, 34), Mérida (4, 15, 16), Pétion-Ville (2, 31)
<b>Components</b>	<p><b>Component 1. Development of the TVET Management System for tourism in the Greater Caribbean</b> (Designing of standards, methodology and implementation tools). Cost: USD 418,000.00</p> <p><b>Component 2. Implementation of the TVET Management System for tourism in the Greater Caribbean</b> (Regional workshops and creation of a database of skilled tourism professionals in the region). Cost: USD 170,000.00.</p> <p><b>Component 3. Pilot projects and evaluation of results</b> (in-country implementation of the system). Cost: USD 280,000.00</p> <p><b>Contingency cost and ACS management commission</b> (10% of direct cost) USD 86,800.00</p> <p><b>Total Cost: USD 954,800.00</b></p>

<b>Project Title</b>	<b>Increasing the Competitiveness of Tourism Destinations in the Greater Caribbean through the Implementation of Sustainable Tourism Certification</b>
<b>Alternative Name</b>	<b>Sustainable Tourism Zone of the Greater Caribbean (STZC) Sustainability Certification</b>
<b>Duration</b>	3 years
<b>Overall Objective</b>	To promote competitiveness of tourism destinations in the Greater Caribbean by obtaining a Certification based on the STZC indicators and criteria.
<b>Specific Objectives</b>	<ol style="list-style-type: none"> <li>1. Implement a Certification programme based on sustainability and measurable across the dimensions: natural, cultural, social, economic and ethical.</li> <li>2. Improve competitiveness in tourism destinations in the countries of the Greater Caribbean which translates to more income for receiving communities.</li> </ol>
<b>Justification</b>	The project will allow the ACS Countries that have proposed destinations for the ZTSC and have received the certificate of sustainability, to increase their comparative advantages, have access to differentiated market niches and substantially improve the profitability generated by Tourism; a Sector that is increasingly sophisticated and aware of the need to preserve the natural and cultural heritage for future generations
<b>Connected SDGs</b>	#6 Clean water and sanitation, #8 Decent work and economic growth, #11 Sustainable cities and communities, #12 Responsible consumption and production, #13 Climate Action, #14 Life below water, #15 Life on land, #17 Partnerships for the goals.
<b>ACS Plan of Action 2016-2018/Declarations</b>	Item 1.1 Establishment and Consolidation of the Sustainable Tourism Zone of the Greater Caribbean/ Declarations: Havana (paragraphs 31, 33, 34), Mérida (4, 15, 16), Pétiön-Ville (2, 31)
<b>Components</b>	<p><b>Component 1. Initial Preparation Process</b> ( Regional Gap Analysis, design of the methodology for the Certification, creation of the tools/communication and training materials). Cost: USD 1,654,000.00</p> <p><b>Component 2. Implementation of the Certification Process Phase I</b> (Progress verification, certification of the pilot group of countries, creation of destination marketing tools). Cost: USD 700,000.00.</p> <p><b>Component 3. Implementation of the Certification Process Phase II</b> (Progress verification, certification of the second group of countries, audit and recertification of pilot group, creation of destination marketing tools). Cost: USD 800,000.00</p> <p><b>Contingency cost and ACS management commission</b> (10% of direct cost) USD 315,400.00</p> <p><b>Total Cost: USD 3,469,400.00</b></p>