

SUSTAINABLE TOURISM WORKSHOP:

*The STZC-RCM Project:  
Working Session on the STZC*

The existing tools: Comments  
and Methodology

# The Discussion:

## The Existing Tools of the STZC

- 1. Comments - Principles of the Zone**
- 2. Methodology- the process of evaluation and tools**
- 3. Final objectives of the project**





# The Discussion:

## The Existing Tools of the STZC

1. **Comments - Principles of the Zone**

2. **Methodology- the process of evaluation and tools**

3. **Final objectives of the project**

# Principles of the Zone:

- **STZC Convention**
- **STZC Protocol** is read as one with the Convention



# STZC Convention,

*(July 24, 1994)*

- Establishes the Sustainable Tourism Zone of the Caribbean
- Promotes Sustainable Tourism development ... co-operation and consensus ... facilitates the integrated development of the Greater Caribbean

# STZC Convention,

*(July 24, 1994)*

- **Quality, competitiveness, sustainability for conserving natural environment and culture**
- **Maintain minimal criteria and values for the sustainability indicators of the destinations , and gradual extension to achieve a high quality for the Zone**





# STZC Convention

- **Adopt the necessary measures, in accordance with international law, to effectively fulfill the obligations stipulated in this Convention and its Protocols, and seek to harmonize their policies in this respect.**



# STZC Protocol

February 12th, 2004

- Establishes The (Special) Committee on Sustainable Tourism as the principal agent for the development and implementation of the Convention
- Allows for Parties to receive assistance in applying and executing strategies
- Establishes a panel of technicians and experts from the Contracting Parties





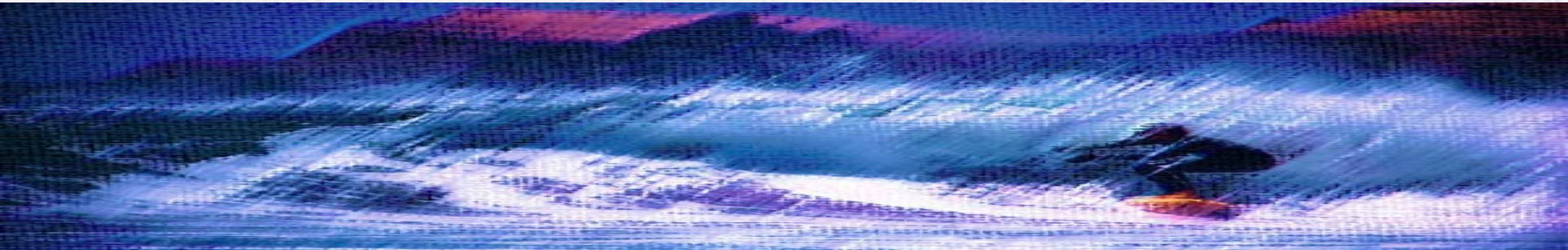
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# Process of Evaluation and The Existing Tools:

1. **Guidelines for selecting a Destination to enter the STZC.**
2. **Phase II Destination Evaluation Form**
3. **Indicative Guide for the Destination Evaluation Form**
4. **Dynamic Action Plan**
5. **Destination Profile Template**
6. **List of stakeholders in the process**





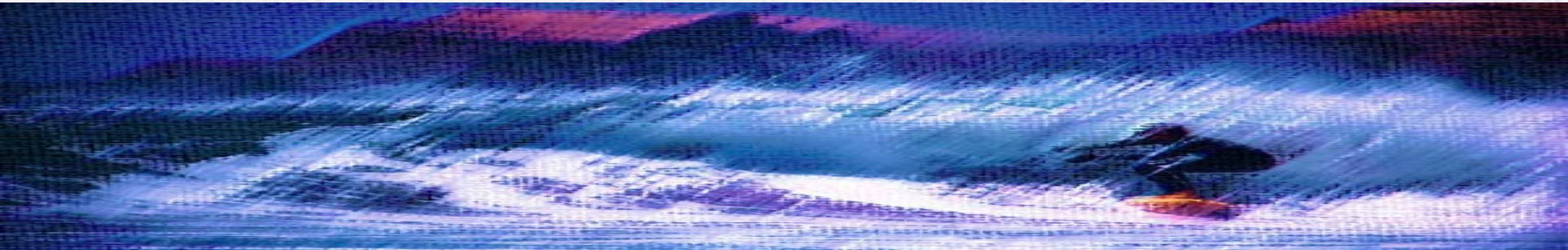
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# Guide to Selecting a Destination to enter STZC

- Destination should not be a widely spread out region.
- Should have a range of tourism uses, facilities and products
- Be easily defined (coastal zone; large beach area, bay or island; natural or cultural heritage sites; national park; city, town; rural area)
- Fit with boundaries of existing government areas (e.g., parishes)





# Process of Evaluation and The Existing Tools:

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# Process of Evaluation and Destination Evaluation Form

- **Electronic**
- **Three sections with all indicators completed:**

**Section 1. Baseline Statistics -** *Need actual values or indication of insufficient data*

**Section 2. Generic Indicators –** *Delete inapplicable value categories and insert actual values*

**Section 3. Specific Indicators –** *Delete inapplicable value categories and insert actual values*



# Destination Evaluation Form:

## Section 1. Baseline Statistics (18Q)

*(ALL indicators should be completed)*

	Indicator	Actual Value	
1	Number of tourism establishments (accommodation providers)	=	ID
2	Annual number of tourists registered in tourist establishments	=	ID
3	Number of overnight stays per year	=	ID
4	Number of days in peak season	=	ID
5	Number of international arrivals in the destination per year	=	ID
6	Annual amount of energy consumed from non-renewable resources (joules) in the destination	=	ID
7	Annual amount of energy consumed from renewable resources (joules)	=	ID
8	Annual volume of water consumed (litres) in the destination	=	ID
9	Annual amount of solid waste recycled (either m3 or kg)	=	ID
10	Annual amount of solid waste that is not recycled/re-used (either m3 or kg)	=	ID
11	Percentage of destination's working population unemployed	=	ID
12	Average household income within destination	=	ID
13	Percentage of women in the workforce	=	ID
14	National standards exist for the construction of new buildings resilient to hurricanes and earthquakes	= Yes / No	ID
15	National standards exist for the construction of new buildings to be set-back from the shoreline	= Yes / No	ID
16	A climate change risk assessment for tourism industry has been completed	= Yes / No	ID
17	An assessment of destination's adaptive capacity to climate change has been completed	= Yes / No	ID
18	A system to measure and monitor carbon emissions in destination is being used	=	Yes / No

# Destination Evaluation Form:

## Section 2. Generic Indicators (71Q)

*(ALL indicators should be completed)*

	INDICATOR	VALUE CATEGORIES				VALUE
	<b>Natural &amp; Cultural Heritage Dimension</b>					
	<b>Policy and planning context</b>					
1	Existence of policy or strategy to promote sustainable tourism	ID	No	Planned	Yes	
2	Existence of a long-term (>5 years) integrated destination plan	ID	No	Planned	Yes	
3	Existence of natural disaster emergency response plan for destination	ID	No	Planned	Yes	
4	Information and advice on climate change adaptation available to tourism providers	ID	No	Planned	Yes	
5	Percentage of visitor attractions for which carrying capacity has been established?	ID	>20%	20-50%	<50%	
6	Protocols for establishing Carrying Capacity Limits established for heritage and natural attractions	ID	No	Planned	Yes	
7	Figures for sustainable density of tourists (carrying capacity of destination) have been calculated	ID	No	Planned	Yes	
8	Social tax on tourism exists	ID	No	Planned	Yes	
	<b>Environmental management systems</b>					
9	Percentage of tourist facilities that undertook an Environmental Impact Assessment before development	ID	<80%	80-90%	>90%	
10	Percentage of tourist facilities with environmental management plans in operation	ID	<30%	30- 60%	>60%	
	<b>Energy</b>					
11	Percentage of tourism establishments complying with energy consumption requirements (QTC 104: 2001)	ID	<80%	80- 95%	>95%	
12	Percentage of tourism establishments using energy saving appliances or procedures	ID	<30%	30- 60%	>60%	
13	Percentage of energy consumed in the destination from renewable sources	ID	<5%	5- 60%	>60%	
	<b>Water</b>					
14	Destination water conservation program exists	ID	No	Planned	Yes	



# Destination Evaluation Form:

## Section 3. Specific Indicators (111Q)

(Complete **AT LEAST 50%** of indicators in **EACH DIMENSION**).

	INDICATOR	VALUE CATEGORIES				VALUE
	<b>Natural &amp; Cultural Heritage Dimension</b>					
	<b>Policy and planning context</b>					
1	Environmental tax on tourism	ID	No	Planned	Yes	
2	Planning and land-use regulations include criteria to protect landscape character	ID	No	Planned	Yes	
3	Number of regulatory measures implemented as a result of coordination with other Caribbean states	ID	0	1-5	6 or more	
4	Current participation in the ACS	ID	No		Yes	
5	Policy that provides equitable access for the disadvantaged members of the population to tourism opportunities	ID	No	Planned	Yes	
6	Public transport system has demonstrated (modelled) capacity to accommodate residents and tourists	ID	No		Yes	
7	Air quality in traffic congested areas is monitored	ID	No		Yes	
8	Percentage of days per year with traffic congestion in the destination	ID	>10%	5-10%	<5%	
	<b>Sustainable development initiatives</b>					
9	Existence of sustainable development research projects in the destination over the last 5 years	ID	No		Yes	
10	Number of biodiversity/ecology research projects have been carried out in the destination in the last 10 years	ID	0	1-5	6 or more	
11	Number of interregional and international cooperation projects on sustainable development in the destination over the last 10 years	ID	0	1	2 or more	
12	Central repository of local knowledge exists	ID	No		Yes	

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# Process of Evaluation and The Existing Tools:

## Indicative Guide for Destination

### Evaluation

**Gives suggestions for finding sources of information for each of the sustainable tourism indicators- e.g. Baseline Statistics – (18Q on Tourism establishments and visitor numbers, Energy, Water and solid waste data, Standards, Climate change risk, unemployment, women in workforce, household income, etc.)**

	INDICATOR	POSSIBLE DATA SOURCE
1	Number of tourism establishments (accommodation providers)	Collate official statistics/ records
2	Annual number of tourists registered in tourist establishments	Collate official statistics/ records or survey establishments
3	Number of overnight stays per year	Collate official statistics/ records or survey establishments

# Process of Evaluation and The Existing Tools:

## Indicative Guide for Destination

### Evaluation

#### **Generic Indicators - (71Q on Natural and Cultural Heritage, Economic, Social and Ethical issues)**

<b>INDICATOR</b>	<b>POSSIBLE DATA SOURCE</b>
<b>Natural &amp; Cultural Heritage Dimension (Policy and planning, Environmental management, Energy, Culture</b>	Collate official statistics/ records, survey establishments, identify, categorise and quantify energy generation sources, establish assessment protocols, consult local government, NGOs, community groups, local university
<b>Social and Ethical Dimension (Community, Crime, Hospitality)</b>	Solicit expert opinion, survey establishments, tourists, NGOs/ civic groups or community, generate standardised survey, validate survey, create standard protocols, collate official statistics/ records



# Process of Evaluation and The Existing Tools: Indicative Guide for Destination Evaluation

## **Specific Indicators – (111Q on Natural and Cultural, Economic and Social Dimensions)**

<b>INDICATOR</b>	<b>POSSIBLE DATA SOURCE</b>
<b>Policy and Planning Context</b>	Collate official statistics/ records, Develop categories, Survey landscape, Define acceptable densities,
<b>Sustainable development initiatives</b>	Consult local government, NGOs, Charities, Community groups, local university, Bibliographic database search
<b>Biodiversity and protected areas</b>	Consult local government, protected area management, local university, international organisations, biosystematic databases, Collate official statistics/ records or construct GIS map, survey establishments and community

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
# Process of Evaluation and The Existing Tools:

## Dynamic Action Plan:

*(Actions for periodic revaluation)*

### Destination Information –

**Tables to be filled in according to Key.**

Key to Tables	
	Insufficient Data for Given Indicator - Action needed to obtain data
	Minimum level of Sustainability - Action needed to improve sustainability
	Medium level of Sustainability - Action desirable
	High level of Sustainability - No action required

# Process of Evaluation and The Existing Tools:

## Dynamic Action Plan: (Actions for periodic revaluation)

### Baseline Indicators (e.g.)

Indicator	Result	Action needed to obtain the data
Number of tourism establishments (accommodation providers)		Survey establishments
Annual number of tourists registered in tourist establishments		Consult official records/ archives
Number of overnight stays per year		Consult official records/ archives or survey establishments
Number of days in peak season		Consult official records/ archives



# Process of Evaluation and The Existing Tools:

## Dynamic Action Plan: (Actions for periodic revaluation)

### Generic Indicators (e.g.)

Indicator	Result	Action needed to obtain the data	Time to obtain data (Guide)	Activity to improve result	Risk
Existence of policy or strategy to promote sustainable tourism, integrated destination plan, natural disaster emergency response plan		Consult official records/archives	3 months	If no policy/strategy exists begin planning process	Insufficient local capacity/expertise
Percentage of visitor attractions for which carrying capacity has been established?		Commission surveys	6 -12 months	If no information exists commission work	Insufficient local capacity/expertise. Cost

# Process of Evaluation and The Existing Tools:

## Dynamic Action Plan: (Actions for periodic revaluation)

### Specific Indicators (e.g.)

Indicator	Result	Action needed to obtain the data	Time to obtain data	Activity to improve result	Risks
Environmental tax on tourism		Consult official records/archives	3 months	Lobby central government	Socially or economically unacceptable
Planning and land-use regulations include criteria to protect landscape character		Consult official records/archives	3 months	If no regulations exists begin planning process	Legal and economic barriers.
Number of regulatory measures implemented as a result of coordination with other Caribbean states		Consult official records/archives	3 months	Better international coordination.	Political barriers.



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# Process of Evaluation and The Existing Tools:

## Destination Profile Template

<b>DESTINATION PROFILE</b>						
<b>COUNTRY:</b>				<b>DESTINATION:</b>		
<b>LOCATION</b>				<b>POPULATION</b>		
Geographical placement	Inland/ Coastal	Distance from Capital/Town Km	Flight time from: (Hours)	Number of inhabitants	Inhabitants density (km <sup>2</sup> )	Ratio of residents to visitors
<b>CLIMATE</b>				<b>GEOGRAPHY</b>		
Wind (Period of year/ average speed)	Precipitation (Wet Season/ average in mm)	Temperature (Daily/ Night, min/max: per season)		Area (km <sup>2</sup> )	Geographic features (Rivers, Hills, Bays...)	Physical Characteristics
<b>ACCESSIBILITY</b>						
Distance from Int./ local airport	Air carriers		Cruisers		Public / private transport	
<b>TOURISTS</b>						
Annual arrival	Annual arrival by type of transport	Annual arrival by Market (totals for Jan–Sep 2005)		Annual Tourist Expenditure	Population employed in tourism (%)	
<b>ACCOMODATION</b>						
Numbers of Hotels and Rooms		Other types (villas guest houses, apartments...)			Number of restaurants and types	



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# Final Objectives of the Project:

## Phase Three

- 1. Extend benefits of first 2 Phases through the Greater Caribbean:**
  - STZC Website as a functioning tool for evaluation, assessment and promotion of STZC destinations, and training in use of tools
- 2. Refine/modify the Destination Evaluation Form, Indicators and Quantification and Categorization Processes.**



# **Final Objectives of the Project:**

## **Phase Three**

- 3. Establish Management Structure and Master Planning Process**
- 4. Develop a Strategic Plan/Master Plan and Recommend Funding options**
- 5. Recommend a process for Quality Assurance and Auditing**

# STZC needs to build its Data Base

MEMBERS TO SHARE:

1. BEST PRACTISES IN EACH CATEGORY
2. LESSONS LEARNT ON SUSTAINABLE  
TOURISM



Comments?

*Thank You!*