

ASSOCIATION OF CARIBBEAN STATES (ACS)

**24th MEETING OF THE SPECIAL COMMITTEE ON SUSTAINABLE TOURISM
(SCST-24) and 2nd Preparatory Meeting of the 3rd Meeting of Ministers of
Tourism of the Greater Caribbean (TMM-3)
Port of Spain, Trinidad and Tobago, July 16-17, 2013**

**ESTABLISHMENT OF THE SUSTAINABLE
TOURISM ZONE OF THE GREATER
CARIBBEAN (STZC)
PHASE III – OPERATIONALISING THE
REGIONAL CO-OPERATION MECHANISM**

I. PROJECT OVERVIEW
A. PROJECT DESCRIPTION
1.1 Project name
<i>Establishment of the Sustainable Tourism Zone of the Greater Caribbean (STZC)- Phase III</i>
1.2 ACS Focal Areas and Programme
<u>Focal area:</u> <i>Sustainable Tourism (ST)</i>
<u>Programme:</u> <i>This project is a component of the Programme for the Establishment of the Sustainable Tourism Zone of the Greater Caribbean (STZC)</i>
1.3 Objectives and Justification
<u>Overall Objective:</u> <i>The Programme for the Establishment of the Sustainable Tourism Zone of the Greater Caribbean (STZC) was developed as multi-sectoral participatory approach to destination management and adopts the UNWTO definition of Sustainable Tourism, which involves the management of all resources, natural, cultural, human and financial in such a way that economic, social and aesthetic needs can be fulfilled while providing a unique experience to the visitor and at the same time, improving the quality of life for the locals.</i>
<u>Specific Objective(s):</u>
I. <i>Strengthen the capacities of Public and Private Tourism Industry stakeholders of ACS Member and Associate Member States, on the principles and know-how of Sustainable Tourism and in this regard, foster effective multi-stakeholder dialogue, collaboration and partnerships.</i>
II. <i>Synchronising national, regional and international sustainable tourism initiatives and adaptation of best practices.</i>
III. <i>The identification of methodologies and common tools for measuring the impact of sustainable development on the economic, social and cultural environment of the area.</i>
IV. <i>Deliver tools, resources and strategies in the areas of Tourism and Sustainability to facilitate effective planning for the development, upgrading and promotion of tourist sites as well as to add marketing and promotional value.</i>
<u>Justification:</u> <i>The tourism industry has gained prominence as the most important economic activity in several ACS Member and Associate Member States of the Greater Caribbean. Persistent turbulence in other economic sectors in the region has served to enhance the relative importance of tourism as an economic development strategy. Tourism is therefore increasingly crucial for the economic survival of local economies both as a means of employment and as a source for foreign direct investment and foreign exchange earnings.</i>
<i>Tourism that is properly developed and well managed can have significant benefits to the destination and visitors alike. Tourism can contribute to the management and conservation of natural and cultural resources. Tourism has proven to revitalize indigenous skills, traditions and art forms and can provide an economic incentive to conserve these assets. Tourism also represents one of the few economic opportunities available to remote communities and provides real opportunities to reduce poverty, create employment for disadvantaged people, and stimulate regional development. However, tourism that is unplanned and unmanaged can lead to problems such as a rapid generally unplanned urbanization, environmental degradation, socio-cultural changes, and diverse negative economic impacts such as high import to export ratios, weakening of local industries and leakages due to foreign ownership of assets, imported labor etc. In the Greater Caribbean incidents of both the negative and positive impacts of tourism development are evident.</i>

On a wider geo-economic scale, the tourism industry is undergoing rapid social and structural transformation. Demand motivations are changing as nature, heritage and recreational destinations become more important, and conventional tourism is forced to meet tougher environmental requirements. Additionally, primary source markets such as the United States have been dealing with economic challenges which has slowed travel, and in the case of Great Britain, have imposed new tax measures such as the Air Passenger Duty Tax, which has adversely affected tourism enterprises and consequently local economies. The countries of the region are simultaneously facing increasing competition from new and emerging destinations of Asia and elsewhere, which further add to the volatility of the future regional outlook. Moreover, the rich and diverse biophysical environments that supply countries with their competitive edge are in many places being degraded, and tourism cannot endure as a useful tool for meeting development objectives unless this trend is reversed and the resources provided with adequate protection. These combined circumstances present a challenge to Regional Governments and private enterprise which demand quick and innovative responses and new approaches to the tourism market in order to maintain and grow market share.

Protecting and guaranteeing tourism as a long-term activity was the main consideration for establishing the Sustainable Tourism Zone of the Caribbean (STZC), which was signed by the Heads of State and/or Governments of the ACS in 2001. The STZC has been identified “as a geographically determined cultural, socio-economic and biologically rich and diverse unit, in which tourism development will depend on the sustainability and the principles of integration, co-operation and consensus, aimed at facilitating the integrated development of the Greater Caribbean”.

The Convention recognises the different conditions of the tourism destinations in the Greater Caribbean as one of the main challenges to establish the Zone. In order to facilitate this process, an additional instrument was created as part of the Convention which includes a set of indicators to harmonise the criteria for the inclusion of destinations in the STZC. Currently, twelve tourism destinations in ACS Member States have been evaluated utilising the Sustainable Tourism Indicators.

*This project has been designed as the third phase towards the operationalising of the Regional Co-operation Mechanism (RCM) as a component of the STZC. Considering the diversity of the Greater Caribbean countries, the political mandate expressed in the declaration, that the STZC would **require a practical and operational mechanism to gather individual sustainable tourism initiatives and best practices being developed and/or implemented by the countries, to identify its commonalities and to define the platform on which the STZC will be promoted and sustained.***

In this process, the involvement and consultation of the Greater Caribbean National and Regional Tourism Agencies and related International Stakeholders is crucial to guarantee, not only the acceptance of the proposed platform, but its future political, social and economic viability. In the absence of the STZC-RCM there will be no enabling environment to ensure the sustainability of the Zone. In this regard, the full development and utilisation of the STZC webpage is critical in this process.

*This project will be implemented in close collaboration with the Regional Council of Martinique, serving as project leader and co-financer, along with **INTERREG IV Caribbean**. Activities will be executed in consultation with the STZC Steering Committee (SSC) to be established, conceived as a technical panel comprised of Academics, Sustainability experts, Tourism practitioner, consultants, policy makers and destination management authorities from ACS Member and Associate Member States who will be tasked to govern administration of the STZC processes, quality assurance and compliance to standards of the destination selection and evaluation criteria. It is expected that through implementation of this project, the regional selection and evaluation process of destinations to become part of the STZC will be completed, including at least one destination in each ACS country as well as the further development of the support systems and mechanisms for the STZC to ensure the viability of the initiative beyond project completion.*

1.4 Outputs/ Components**COMPONENT 1: COMPILATION STUDY ON SUSTAINABLE TOURISM IN THE REGION AND OPERATIONAL FRAMEWORK FOR THE ESTABLISHMENT OF THE STZC-RCM**

- 1.1 *Research on the evolution, current approaches and interventions related to the practise of Sustainable Tourism in the Region to include identification of relevant national, regional and international initiatives undertaken by ACS Members and Associated Members.*
- 1.2 *Analysis of the most relevant initiative(s) and its impact in international markets and recommendations for alignment/integration with the STZC.*
- 1.3 *Identification and inventory of Sustainable Tourism national counterparts and contact persons at regional and international agencies of relevance to sustainable tourism development and financing.*
- 1.4 *Recommendation of the proposed STZC Regional Co-operation Mechanism (RCM) framework and Operational Procedures for the functionality and sustainability of the STZC-RCM.*
- 1.5 *Definition of the consultation process to integrate additional ACS country destinations into the STZC. Utilisation of the STZC-RCM webpage through an IT based self-monitoring system would be critical.*
- 1.6 *Recommendation of a designation or label to be awarded to participating destinations and identification of opportunities with recommendations and a plan of action for countries participating in the Zone to gain marketing and promotional mileage through this designation or value in the key international market.*
- 1.7 *Explore affiliations with international initiatives to include the Global Sustainable Tourism Criteria (GSTC) and development of the STZC Observatory aligned to the United Nations World Tourism Organization (UNWTO) Global Observatory on Sustainable Tourism's (GOST) initiative.*

COMPONENT 2: STZC-RCM MEETINGS AND CONFERENCES

- 2.1 *Meeting for presentation of the preliminary results and First meeting of STZC Steering Committee envisioned as a public-private partnership body of regional tourism and sustainability experts, academics, environmentalists, tourism entrepreneurs and regional tourism authorities in order to define the STZC Application and Qualification process and outline the responsibilities and functions of members. (Food, Meeting Room, Transportation and other costs related to execution)*
- 2.2 *Meeting to present the project deliverables and official launch of the STZC-RCM Webpage in conjunction with the hosting of the 25th Meeting of the ACS Special Committee on Sustainable Tourism. (Food, Meeting Rooms, Transportation and other costs related to execution).*

COMPONENT 3: TRAVEL AND ACCOMODATION

- 3.1 *Travel and accommodation subsidies for the Members of the STZC Steering Committee to attend the Inaugural Meeting.*
- 3.2 *Travel and accommodation subsidies to Member States and others to attend the official launching of the STZC-RCM.*
- 3.3 *Participation of three delegates from the Regional Council of Martinique to present at the 24th Meeting of the Special Committee on Sustainable Tourism (SCST-24).*

COMPONENT 4: EQUIPMENT

- 4.1 *Audio-visual and other equipment needed for communication, translation, printing and videoconferencing for hosting of the first STZC-RCM Meeting.*
- 4.2 *Audio-visual and other equipment needed for communication, translation, printing and videoconferencing for the hosting of the SCST-25 Meeting and official launching of the STZC-RCM.*

COMPONENT 5: PROMOTION AND COMMUNICATION

- 5.1 *STZC- RCM Collaterals and Promotional Materials - Destination Guide (Reproduction of Tools and Resources for Destination Management in the form of a Comprehensive Manual on the STZC process including application, criteria, evaluation methods and next steps to maintain STZC status); STZC-RCM Guide/Manual (Structure and strategies for operation of the STZC RCM; STZC descriptive Brochure; folder; as well as multi-media collaterals (Video, CD-Rom PPT presentation) for advertising and promotion purposes.*
- 5.2 *Development of the website created for the management of general information on the STZC and its establishment process, destinations profiles, and destination management tools and resources. The website designed as an interactive multi-functional portal will provide a platform to host the RCM. The website will also feature the STZC newsletter, an online directory of the destinations and be completed with sustainable tourism related news, resources and events.*
- 5.3 *Launch of a Regional Ad Campaign and Outreach Program to enhance awareness of the STZC and foster recognition and use of the requisite tools.*

COMPONENT 6: HUMAN RESOURCES

- 6.1 *Human resource requirements for hosting of the first STZC-RCM Meeting related to on-site interpretation and translation services.*
- 6.2 *Human resource requirements for hosting of the SCST-25 Meeting and STZC-RCM launch ceremony related to on-site interpretation and translation services.*

COMPONENT 7: PROJECT PREPERATION

- 7.1 *The ACS and the Regional Council of Martinique consultations for project planning and preparation.*

COMPONENT 8: TRANSLATION COSTS AND REPORTING

- 8.1 *A project evaluation report completed no later than 3 months after completion of the project to comprise information on the overall implementation of the project as it relates to financial execution, the achievement of project objectives, results obtained, challenges encountered, and mitigating strategies. The report will also examine the experiences of the destinations as it relates the impact of the project in relation to lessons learned, best practices and recommendations for future initiatives.*
- 8.2 *Costs for translation, printing and publication of the deliverables of the project.*

1.5 Estimated Cost and Duration

- *Duration: 2 yrs (2012-2014)*
- *Cost: €230,212 US\$306,182¹*
(Exchange rate 13/06/13: 1 EUR = 1.33 USD, 1 USD = 0.75 EUR)

¹ Estimation of the costs: are an estimate of the costs for meetings and conferences, travel and subsistence, communication, equipment, documentation, printing, publication, consultancies and associated costs for execution of the project. The in-kind contribution of the ACS Secretariat corresponds to technical assistance, coordination and monitoring the project, based on the time and other resources allocated to the implementation of the project. The amounts are rounded to the nearest dollar.

1.6 Project current status

The core element of the STZC Convention is the Regional Sustainable Tourism Indicators that have been approved by the ACS countries as guidelines to evaluate the sustainability of their tourism destinations. Implementation of the STZC subsequently followed with the project Development and Implementation of Sustainability Indicators in the Greater Caribbean, developed in 2005. The indicators which were developed in collaboration with UNWTO consist of a number of main sustainability themes, a range of basic indicators, regional benchmarks and optional indicators.

The First or Pilot Destination Evaluation Project was conducted from January to June 2006 with funds provided by the Foreign Commonwealth Office (FCO) of the Government of the United Kingdom. Five tourist destinations from a select group of ACS Member States were visited by a group of consultants and evaluated in the context of the Sustainable Tourism Indicators: the City of Roseau in Dominica, Bayahibe in the Dominican Republic, Ocho Rios Resort Area in Jamaica, Cozumel in Mexico and Portobelo in Panama. The evaluation of this first group of destinations facilitated the development of guidelines for ACS member countries to select destinations to become part of the STZC, as well as the formulation of the STZC Destination Evaluation Form. Additionally, the Project included gap analysis and the preparation of action plans for the pilot destinations in accordance to the set of Sustainable Tourism Indicators of the Convention Establishing the Zone.

The Second Phase or “Project for the Expansion of the Sustainable Tourism Zone of the Greater Caribbean (STZC)” was conducted from April to November 2008 and funded by the INTERREG IIIB Espace Caraïbe Programme, under the auspices of the Regional Council of Guadeloupe (RCG). This second phase included the evaluation of seven additional destinations in five ACS countries as follows: Verte Vallé and Saint François-Pointe de Châteaux in Guadeloupe; the Community of Saint Anne and the Caravelle Peninsula in Martinique; Awala Yalimapo in French Guyana; Buccoo Reef in Trinidad and Tobago; and the Richmond Site in St. Vincent and the Grenadines.

The methodology and instruments developed for the evaluation of destinations to become part of the STZC and tested during the Pilot and Second Phases, will be the basis for this third phase in order to guarantee the homogenisation of the information provided by each destination, as well as to guarantee the value and credibility of the STZC standards. Furthermore, in setting an enabling environment for the sustainability of the STZC, the establishment of the Website, the Regional Cooperation Mechanism and STZC Observatory will collectively form an important platform for networking and the exchange of knowledge of the best practises on sustainable tourism development across the Greater Caribbean.

*For execution of this third phase of the STZC project the ACS Directorate for Sustainable Tourism has partnered with the **Regional Council of Martinique**, who in championing this project was successful in gaining the approval of **INTERREG IV Caribbean** for seed financing of **€156,149**. The Regional Council of Martinique will play a significant role in the execution of this phase of the project, providing both technical direction and financial support, in the capacity of project leader under **INTERREG** and co-financer of the project.*

B. STAKEHOLDERS**1.7 Responsible Agency**

Directorate for Sustainable Tourism, ACS Secretariat

Executive Branch delegated with European Affairs and Cooperation, Regional Council of Martinique

1.8 Beneficiaries

All ACS Members States and Associate Members

1.9 Collaborating Institutions

Name of the institution: Association of Caribbean States (ACS)			
Name and Title of the responsible official: Mr. Julio Orozco, Director Sustainable Tourism			
Address: 5/7, Sweet Briar Road, St Clair.			City: Port of Spain
Country: Trinidad & Tobago, West Indies.			
Tel: (868) 622 95 75 ext 228	Fax: (868) 622 16 53	Email: jorozco@acs-aec.org	Web pages: www.acs-aec.org

Name of the institution: Regional Council of Martinique			
Name and Title of the responsible official: Ms Maguy Marie-Jeanne, Head of Department Cooperation,, Executive Branch delegated with European Affairs and Cooperation,			
Address: Rue Gaston Deferre, Cluny			City: 97200 Fort de France
Country: Martinique			
Tel: 011-596-596 390	Fax: 011-596- 596 4 14	Email: mm-jeanne@region-martinique.mq ; service.cooperation@cr-martinique.fr	Web pages: www.cr-martinique.fr

Name of the institution: The CARIBSAVE Partnership and INTASAVE			
Name and Title of the responsible official: Dr Murray C. Simpson, Chief Executive Officer			
Address: Caribbean Regional Headquarters, Hastings House, Balmoral Gap			City: Christ Church
Country: Barbados			
Tel: +44 7815 325 894; 1-246-426-2042	Fax:	Email : murray.simpson@caribsavae.org murray.simpson@ouce.ox.ac.uk	Web pages: www.caribsavae.org

Name of the institution: The University of the West Indies			
Name and Title of the responsible official: Dr. Matthew Wilson, Senior Lecturer			

Address: Department of Geography		City: St. Augustine	
Country: Trinidad & Tobago			
Tel: 1-868-662- 2002 x83255	Fax: 1-868-645- 0479	Email : mdwtnt@gmail.com; matthew.wilson@sta.uwi.edu	Web pages: http://sta.uwi.edu/ffa/geography/index.asp
Name of the institution: United Nations World Tourism Organisation (UNWTO)			
Name and Title of the responsible official: Carlos Vogeler, Director of the Americas Luigi Cabrini, Director Sustainable Development of Tourism			
Address: Capital Haya 42		City: 28020 Madrid	
Country: Spain			
Tel: +34 915678225	Fax: +34 915713733	Email : vogeler@unwto.org lcabrini@unwto.org	Web pages: www.unwto.org/
1.10 Executing Institutions <i>Directorate for Sustainable Tourism, ACS Secretariat</i> <i>Executive Branch delegated with European Affairs and Cooperation, Regional Council of Martinique</i>		1.11 Financing Institutions <i>Association of Caribbean States</i> <i>Executive Branch delegated with European Affairs and Cooperation, Regional Council of Martinique</i> <i>INTERREG IV Caribbean</i> <i>Additional source(s) and amount of funding, TBD</i>	

ANNEX I

**ESTABLISHMENT OF THE STZC (PHASE III)
OPERATIONALISING THE REGIONAL CO-OPERATION MECHANISM**

SCHEDULE OF ACTIVITIES

This annex aims at outlining the estimated time for each main component, drawing the schedule for each task.

Years	2012		2013												2014					
Months	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Component 1 Studies and Reports																				
Component 2 Meetings and Events																				
Component 3 Travel and Accomodation																				
Component 4 Equipment																				
Component 5 Promotion and Communication																				

Component 6 Human Resources																				
Component 7 Project Preparation																				
Component 8 Translation, Printing and Publication																				

ESTABLISHMENT OF THE STZC (PHASE III)
OPERATIONALISING THE REGIONAL CO-OPERATION MECHANISM

PROJECT BUDGET *

SUMMARY OF THE PROJECT COSTS			
<i>DESCRIPTION OF COSTS</i>	<i>Responsible Entity</i>	Euro (€)	USD (\$)
<i>COMPONENT 1: COMPILATION STUDY ON SUSTAINABLE TOURISM IN THE REGION AND OPERATIONAL FRAMEWORK FOR THE ESTABLISHMENT OF THE STZC-RCM</i>			
1.1 Research on the evolution, current approaches and interventions related to the practise of Sustainable Tourism in the Region to include identification of relevant national, regional and international initiatives undertaken by ACS Members and Associated Members.	Consultant	5,000	6,650
1.2 Analysis of the most relevant initiative(s) and its impact in international markets and recommendations for alignment/integration with the STZC.		2,500	3,325
1.3 Identification and inventory of Sustainable Tourism national counterparts and contact persons at regional and international agencies of relevance to sustainable tourism development and financing.		5,000	6,650
1.4 Recommendation of the proposed STZC Regional Co-operation Mechanism (RCM) framework and Operational Procedures for the functionality and sustainability of the STZC-RCM.		5,000	6,650
1.5 Definition of the consultation process to integrate additional ACS country destinations into the STZC.		2,500	3,325
1.6 Recommendation of a designation or label to be awarded to participating destinations and identification of opportunities with recommendations and a plan of action for countries participating in the Zone to gain marketing and promotional mileage or value in the key international market.		5,000	6,650
1.7 Explore affiliations with international initiatives to include the Global Sustainable Tourism Criteria (GSTC) and development of the STZC Observatory aligned to the United Nations World Tourism Organization (UNWTO) Global Observatory on Sustainable Tourism's (GOST) initiative.	ACS	0.00	0.00
<i>Total</i>		25,000	33,250

COMPONENT 2: STZC-RCM MEETINGS AND CONFERENCES			
2.1 Meeting for presentation of the preliminary results and First meeting of STZC Steering Committee envisioned as a public-private partnership body of regional tourism and sustainability experts, academics, environmentalists, tourism entrepreneurs and regional tourism authorities in order to define the STZC Application and Qualification process and outline the responsibilities and functions of members.	Martinique and ACS	5000	6,650
2.2 Meeting to present the project deliverables and official launch of the STZC-RCM Webpage in conjunction with the hosting of the 25th Meeting of the ACS Special Committee on Sustainable Tourism.		15,000	19,950
<i>Total</i>		20,000	26,600
COMPONENT 3: TRAVEL AND ACCOMODATION			
3.1 Travel and accommodation subsidies for the Members of the STZC Steering Committee and project Consultants to attend the Inaugural Meeting.	Martinique	6,650	8,845
3.2 Travel and accommodation subsidies to Member States and others to attend the official launching of the STZC-RCM.		10,000	13,300
3.3 Participation of three delegates from the Regional Council of Martinique to present at the and 24 th Meeting of the Special Committee on Sustainable Tourism (SCST-24).		2,200	2926
<i>Total</i>		18,850	25,071
COMPONENT 4: EQUIPMENT			
4.1 Audio-visual and other equipment needed for communication, translation, printing and videoconferencing for hosting of the first STZC-RCM Meeting.	Martinique	4,999	6,649
4.2 Audio-visual and other equipment needed for communication, translation, printing and videoconferencing for the hosting of the SCST-25 Meeting and official launching of the STZC-RCM.	Martinique	10,000	13,300
<i>Total</i>		14,999	19,949
COMPONENT 5: PROMOTION AND COMMUNICATION			
5.1 STZC-RCM Collaterals and Promotional Materials : STZC Destination Guide; STZC-RCM Guide/Manual ; STZC Brochure; STZC Folder; as well as multi-media collaterals (Video, PPT Presentation on CD-Rom) for advertising and promotion purposes..	Consultant/ Publisher	20,000	26,600
5.2 Development of the website created for the management of general information on the STZC and its establishment process, destinations profiles, and destination management tools and resources. The website designed as an interactive multi-functional portal will	Consultant	30,000	39,900

ACS Project Concept Document – Establishment of the STZC (Phase III)

provide a platform to host the RCM.			
5.3 Launch of a Regional Ad Campaign and Outreach Program to enhance awareness of the STZC and foster recognition and use of the requisite tools.	ACS and Martinique	1,900	2,527
<i>Total</i>		52,900	70,357
COMPONENT 6: HUMAN RESOURCES			
6.1 Human resource requirements for hosting of the first STZC-RCM Meeting related to on-site interpretation and translation services.		5,000	6,650
6.2 Human resource requirements for hosting of the SCST-25 Meeting and STZC-RCM launch ceremony related to on-site interpretation and translation services.		10,000	13,300
<i>Total</i>		15,000	19,950
COMPONENT 7: PROJECT PREPARATION			
7.1 The ACS and the Regional Council of Martinique in consultations for project planning, drafting and preparation.		1,800	2,394
<i>Total</i>		1,800	2,394
COMPONENT 8: REPRODUCTION AND REPORTING COSTS			
8.1 A project evaluation report compiled no later than 3 months after completion of the project and will comprise information on the overall implementation of the project as it relates to financial execution, the achievement of project objectives, results obtained, challenges encountered and mitigating strategies. The report will also examine the experiences of the destinations as it relates the impact of the project in relation to lessons learned, best practices and recommendations for future initiatives.		5,000	6,650
8.2 Costs for translation, printing and publication of the deliverables of the project.		2,600	3,458
<i>Total</i>		7,600	10,108
Subtotal		156,149	207,678
Additional costs for development of the STZC-RCM Website		15,600	20,748
ACS In-Kind Contribution (human resource, equipments, communication, technical assistance)		58,463	77,756
TOTAL		230,212	306,182

* (Exchange rate 13/06/13: 1 EUR = 1.33 USD, 1 USD = 0.75 EUR)