

Regional Framework for Multi-destination Tourism for Cultural Heritage in the Greater Caribbean



Sustainable Tourism

This project seeks to create a multi-destination tourism framework in which the cultural heritage assets and experiences within the Greater Caribbean can be packaged and promoted for visitors to enjoy, thereby positioning the region as a lead in this niche tourism market.

Estimated budget

US \$2.5M

Implementation timeframe

60 months

Objectives

- To develop a regional multi-destination framework and model with primary focus on the Carnivals and the cultural heritage offerings of the Greater Caribbean.
- To establish a framework for cohesive regional branding and marketing initiatives to promote the Carnivals and cultural heritage products within the Greater Caribbean.
- To stimulate demand for cultural heritage tourism products and services within the Greater Caribbean from both regional and international markets.
- To improve the visitor experience through the provision of increased and diverse options for tourist immersion and engagement.
- To advance and promote responsible and regenerative tourism that is equitable, inclusive and culturally grounded and ensures a shared wellbeing and resilience for communities and future generations across the Greater Caribbean.

Expected results

- Cohesive brand and strategy for promoting cultural heritage tourism within the Greater Caribbean.
- Increased visibility and promotion of the region's Carnivals and cultural products.
- Diversified regional tourism offering to increase the attractiveness of the Greater Caribbean amongst global competitor destinations.
- Enhanced capacity and skills development for tourism operators and other tourism stakeholders to develop innovative sustainable tourism experiences.
- Preservation and promotion of regional cultures and heritage.

Beneficiaries

- 25 Members States and 10 Associate Members of the ACS
- Regional Destination Management Organisations
- Regional Tourism Operators
- Community-based Tourism groups (with a focus on women and youth groups)

Work with Us

All ACS projects and initiatives are generally required to go through the following processes for approval, promotion and implementation:

1



Development of Project Concept Documents

The ACS Secretariat prepares Project Concept Documents for the approval of the Membership.

2



Approval by the ACS Special Committee

There is a Special Committee assigned to each priority focal area of the ACS.

3



Promotion and resource mobilisation

The ACS Secretariat promotes the approved PCD to external partners.

4



Commitment for Cooperation

Once a key partner has committed to cooperate with ACS on an initiative.

5



Project Implementation

Once cooperation is mobilised for an ACS project, the Association implements and regularly monitors/evaluates the project.