ADVANCING SUSTAINABLE TOURISM

A REGIONAL SUSTAINABLE TOURISM SITUATION ANALYSIS:
CARIBBEAN

On behalf of

BMZ | Federal Ministry for Economic Cooperation and Development

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

THE GLOBAL PARTNERSHIP FOR SUSTAINABLE TOURISM

UNEP

ACKNOWLEDGEMENTS

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APD	Airline Passenger Duty	DOT	Department of Tourism	STC	Sustainable Tourism Conference
AUSAID	Australian Agency for International Development	DFID	Department for International Development	STTC	Sustainable Tourism Technical Committee
BAICO	British America Insurance Company	DRM	Disaster Risk Management	TVS	Total Visitor Satisfaction
BMC	Borrowing Member Country	ECDG	Eastern Caribbean Donor Group	UK	United Kingdom
CARICOM	Caribbean Community	EDF	European Development Fund	UNAIDS	UNAIDSJoint United Nations Programme on HIV/AIDS
CARCU	Caribbean Regional Coordinating Unit	EU	European Union		
CAST	Caribbean Alliance for Sustainable Tourism	GDP	Gross Domestic Product	UNDP	United Nations Development Programme
		GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit		
CC	Climate change			UNEP-DTIE	United Nations Environment Programme's Division of Technology, Industry and Economics
CCCCC	Caribbean Community Climate Change Centre	HA	Hospitality Assured		
		HR	Human resources		
CDB	Caribbean Development Bank	HIV/AIDS	Human Immunodeficiency Virus/Acquired Immune Deficient Syndrome	UNFCCC	United Nations Framework Convention on Climate Change
CDEMA	Caribbean Disaster Emergency Management Agency				
CDM	Comprehensive Disaster Management	ICZM	Integrated Coastal Zone Management	UNWTO	United Nations World Tourism Organisation
CEMES	Centre for Resource Management and Environmental Studies	IDB	Inter-American Development Bank		
		MSME	Medium, Small and Micro Enterprises	USAID	United States Agency for International Development
CHENACT	Caribbean Hotel Energy Efficiency Action Programme	ME&R NTO	Monitoring, Evaluation and Reporting		
		OAS	National Tourism Organisation	VAT	Value Added Tax
CHTA	Caribbean Hotel and Tourism Association	OCT	Organisation of American States	WHTI	Western Hemisphere Travel Initiative
		OECS	Overseas Country and Territory Organisation of Eastern Caribbean States	WTTC	World Travel and Tourism Council
CIDA	Canadian International Development Agency			WB	World Bank
CLICO	Colonial Life Insurance Company	OECD	Organisation for Economic Cooperation and Development		
CHTA	Caribbean Hotel and Tourism Association	ROLAC	Regional Office for Latin America and the Caribbean		
CMC	Caribbean Media Corporation				
CREDP	Caribbean Renewable Energy Development Programme	SCP	Sustainable Consumption and Production		
CTO	Caribbean Tourism Organisation	SEF	Smart Energy Fund		
CWWA	Caribbean Water and Wastewater Association				

ABBREVIATIONS AND ACRONYMS

EXECUTIVE SUMMARY

The Caribbean economy is highly dependent on the tourism industry, and the protection of the natural and cultural attractions on which it depends, is critical. To address this concern, this study was conducted to provide a progress report on sustainable tourism in the Caribbean region. It reports on the sustainable tourism priorities of Caribbean Tourism Organisation (CTO) member countries to identify country needs, priorities, barriers and opportunities, as well as current funding and the types of projects funded in the region.

Similar exercises are being undertaken by UNEP in a number of other regions.

KEY FINDINGS

The greatest barriers to the sustainable development of tourism identified by the study include a lack of information on funding opportunities and a lack of access to low-interest finance. Government engagement with sustainability is also a key issue.

Particular opportunities for mainstreaming sustainability into the tourism sector are an enabling policy environment, effective mechanisms for resource protection and conservation; systems to monitor sustainable tourism development and to address climate change mitigation and adaptation. Tourism education and training programmes can assist with the attainment of sustainable tourism goals and in some countries specific programmes contribute to developing sustainable livelihoods around tourism. Respondents also identified consultative and participatory processes in relation to sustainable tourism, locally and regionally.

High priorities in the region include marketing, policy implementation, transportation, safety and security, inter-sectoral linkages and human resource development. In order to strengthen sustainable tourism development in the region, chief requirements are greater support and commitment; improved partnerships and stakeholder involvement, increased public awareness of sustainable tourism, greater enforcement of laws and regulations that support sustainable development; and better human resources development.

A number of regional and international agencies provide development assistance – bilateral and multi-lateral – to the region. However, many of the agencies do not provide direct investment in the tourism sector.

KEY
RECOMMENDATIONS

The report recommends a re-evaluation of the Regional Sustainable Tourism Policy Framework to move it from policy to practice across the region. The CTO is encouraged to strengthen the reporting mechanism of its member countries through the development of an Online Reporting Mechanism, allowing member countries to provide updates and feedback on sustainable tourism initiatives and priorities and ensuring that member states follow reporting requirements. It is also important to strengthen regional sustainable tourism coordination and collaboration between member countries, as well as development bodies, to develop a knowledge baseline for the progress of sustainable tourism practice across the region. A strategic plan of action must be developed in each country detailing sustainable tourism priorities, roles and responsibilities, implementation programme, sources of funding and expected outcomes.

Financial, tax, and investment incentives for resource efficiency and conservation are also required to encourage and strengthen sustainable tourism development. Water resource management is also a key issue, requiring a transparent regional strategy. There is an on-going need to build capacity in the areas of disaster management, climate change mitigation, and integrated climate resilience strategy. It is also vital to ensure member countries are able to easily and effectively access information about funding opportunities to support sustainable tourism initiatives, focusing in particular on developing sustainable tourism policies and plans where these are lacking; measurable indicators of progress and success; capacity building for monitoring and reporting; and promotion of sustainable tourism guidelines for implementers and investors.

INTRODUCTION