



**7TH ACS MEETING OF HEADS OF STATE AND/OR GOVERNMENT
HAVANA, CUBA: JUNE 4, 2016**

PLAN OF ACTION FOR 2016-2018

EXCERPT

The tasks outlined in this Plan of Action of the Association of Caribbean States (ACS) will be completed within a three-year period: 2016 to 2018. The Secretariat will present periodic reports and recommendations on their execution to the Ministerial Council and its subsidiary bodies which must decide on the actions to be taken and possible amendments to be made, taking into account the changes and different circumstances that may arise.

The ACS thanks the Member States and Associate Members for their ongoing and valuable support for the projects and activities identified in this document.

1. SUSTAINABLE TOURISM

1.1 Establishment and Consolidation of the Sustainable Tourism Zone of the Greater Caribbean (STZC)

This area of work includes the establishment and recognition of the Greater Caribbean as a region that fosters sustainable tourism development. It defines the normative and regulatory framework of the STZC and coordinates regional efforts supporting the establishment of the Region as a Sustainable Tourism Zone.

The five main actions to be undertaken in this area are:

- 1.1.1 Continuing the process of ratifying the STZC Convention and Protocol by all Member States and Associate Members of the ACS who have not yet done so;
- 1.1.2 Continuing the dissemination of information about the Sustainable Tourism Zone of the Greater Caribbean (STZC) among the Member States and Associate Members of the ACS.
- 1.1.3 Following-up with the Regional Cooperation Mechanism (RCM) that allows the application of Sustainable Tourism Indicators at destinations selected by ACS Member States and Associate Members.

- 1.1.4 Considering existing processes in the region, validation of the sustainability level of destinations in the STZC will be developed, with a view to the establishment of a certification system.
- 1.1.5 Once the application of Sustainable Tourism Indicators has been accomplished, the development of the multi-destination tourism in the STZC will be stimulated at destinations proposed by the Member States and Associate Members.

1.2 Capacity Building in the Tourism Sector:

To promote education in sustainable tourism addressing the human resources in the different areas of the sector in order to increase the competitiveness of destinations in the region.

The four main actions to be undertaken in this area are:

- 1.2.1 Promoting the implementation of a Regional Framework for Technical and Vocational Education and Training in the Region.
- 1.2.2 Continuing with the Programme for the Promotion of Languages and Cultures of the Greater Caribbean in coordination with the International Centre of Guadeloupe for Regional Language Strategy Project (CIGAREL, in its French-language acronym) of INTERREG – Guadeloupe.
- 1.2.3 Drawing up the Regional Tourist Safety Strategy in conjunction with the work group to deal with potential security threats at tourist destinations.
- 1.2.4 Developing capacity building in matters of tourism safety, continuing with the exchange of experiences and best practices.

1.3 Community Tourism:

Supporting community tourism initiatives to promote social inclusion and sustainable development, and supporting the development of tourism-related micro, small and medium-sized enterprises (SMEs) through regional partnerships and collaboration to contribute to their sustainability and growth, maintaining cultural heritage and the environmental integrity of ecological areas.

The two main actions to be undertaken in this area are:

- 1.3.1 Creating a database of Community Tourism Projects which exist in the region, sharing best practices as well as lessons learned.
- 1.3.2 With the support of the Regional Network of Artisans in Tourism in the Greater Caribbean, creating a database for the handicraft sector in the Region and supporting coordination of activities to achieve the consolidation of the network.