

ASSOCIATION OF CARIBBEAN STATES
DIRECTORATE OF SUSTAINABLE TOURISM

**WORK PROGRAMME OF THE DIRECTORATE OF SUSTAINABLE
TOURISM FOR THE 2016-2017 BIENNIUM**

WORK PROGRAMME OF THE DIRECTORATE OF SUSTAINABLE TOURISM FOR THE 2014-2015 BIENNIUM

NOMENCLATURE

DST	(Directorate of Sustainable Tourism)
SDAA	(Sustainable Destinations Alliance for the Americas)
ACS	(Association of Caribbean States)
AFD	(French Development Agency)
STRA	(Sustainable Tourism Research Assistant)
SC-STZC	(Steering Committee of the Sustainable Tourism Zone of the Greater Caribbean)
CELAC	(Community of Latin American and Caribbean States)
SCST	(Special Committee for Sustainable Tourism)
CCT	(Central American Tourism Council)
TPET	(Technical and Professional Education and Training in Tourism)
OAS	(Organisation of American States)
OECS	(Organisation of Eastern Caribbean States)
ILO	(International Labour Organisation)
CPO	(Conference and Protocol Officer)
CTO	(Caribbean Tourism Organisation)
STD	(Sustainable Tourism Director)
LA	(Legal Advisor)
MOU	(Memorandum of Understanding)
RCM	(Regional Cooperation Mechanism)
TMM	(Tourism Ministerial Meeting)
SG	(Secretary General)
SITCA	(Secretariat of Central American Tourism Integration)
STS	(Sustainable Tourism Secretariat)
STA	(Sustainable Tourism Advisor)
WTO	(United Nations World Tourism Organisation)

I. MAIN OBJECTIVES OF THE GENERAL WORK PROGRAMME OF THE ACS:

- Implement activities that would allow the fulfilment of the mandates emanating from the 7th Summit of ACS Heads of State and/or Government, outlined in the Declaration of Havana and its Plan of Action.
- Give the Association new political impetus.
- Achieve the universality of the Membership of the Association as provided for in its Convention.
- Achieve the main objectives of the Association, by promoting greater consultation and cooperation among Member States, taking into account the dynamics of international agendas.
- Ensure that the Greater Caribbean is recognised as a special area in the context of sustainable development.
- Combat the region's vulnerability to natural disasters.
- Foster economic growth and regional integration by completing comprehensive and equitable agreements in the area of trade and regarding other economic issues and strengthen economic integration in the Greater Caribbean.
- Establish tourism programmes and increase the number of visitors to the Zone based on the concept of sustainability and establish the Sustainable Tourism Zone of the Greater Caribbean (STZC).
- Address the major challenges of maritime and air transport within the framework of the programme uniting the Caribbean by Air and Sea.
- Promote medium and long term programmes, by boosting efforts to obtain resources.
- Strengthen cooperation between the Greater Caribbean and the European Union.
- Establish a culture of cooperation among the cooperation organisations in the Greater Caribbean, supporting the four focal areas of the Association.
- Develop a communications strategy to promote awareness of the Association's work.
- Support the Secretary General in the administrative and financial management of the Secretariat.

II. SPECIFIC OBJECTIVES FOR SUSTAINABLE TOURISM DEVELOPMENT IN THE GREATER CARIBBEAN

- 1. Sustainable Tourism Zone of the Greater Caribbean (STZC):** This work area includes the establishment and recognition of the Greater Caribbean as a region that promotes sustainable tourism development, defining the normative and regulatory framework of the STZC and coordinating regional efforts to help consolidate the Region as a Sustainable Tourism Zone.
- 2. Strengthening of Capacity Building in the Tourism Sector:**
Promote sustainable tourism training and education to strengthen human resource capacity building in different areas of the sector, for the purpose of increasing the competitiveness of the destinations of the region.

3. Community-Based Tourism

Support Community-Based Tourism initiatives in order to promote social inclusion and sustainable development. Similarly, promote the development of tourism-related Small and Medium Enterprises (SME's), through regional alliances and collaborations that would contribute to their sustainability and growth, preserving the cultural heritage and environmental integrity of ecological areas.

4. Coordination with International and Regional Agencies in the area of Sustainable Tourism

Develop strategic alliances to support the implementation of the Sustainable Tourism Work Programme (STWP) and promote among international and regional tourism sectors, as well as other related sectors, the principles, strategies and actions of the STZC, so as to facilitate their establishment and strengthen the practice of sustainable tourism in the Greater Caribbean.

5. Coordination of the Work of the ACS Special Committee on Sustainable Tourism and the Special Groups of Experts

Provide the Ministerial Council with assistance from the SCST in the area of Sustainable Tourism, in order to propose, approve and monitor projects and activities in this area, as well as the annual report. Coordinate collaboration with other ACS Special Committees so as to fulfil the objectives of the Work Programme in the area of Sustainable Tourism.

Programme Areas and Objectives	Activity No.	PROJECT / ACTIVITY	Duration	RESOURCES	INDICATORS	EXPECTED RESULTS
SUSTAINABLE TOURISM						
Programme Areas						
1. Sustainable Tourism Zone of the Greater Caribbean (STZC)	1.1	Promote and encourage the signing and ratification of the Convention Establishing the Sustainable Tourism Zone of the Greater Caribbean, the Margarita Convention and its Protocol, among the Member States and Associate Members of the ACS.	2016 - 2017	DST + LA + Chairman of the SCST Financed through the operating budget of the ACS	<ul style="list-style-type: none"> All Member States and Associate Members of the ACS will complete the process, depositing the instruments for ratifying the STZC Convention and signing of the Protocol by December 2017. 	<ol style="list-style-type: none"> Strengthen the political and operating framework of the STZC. Strengthen the concept and recognition of the STZC as the first sustainable tourism zone in the world and its use as a marketing tool. Promote and foster the adoption and use of STZC destination management tools among Member Countries.

Programme Areas and Objectives	Activity No.	PROJECT / ACTIVITY	Duration	RESOURCES	INDICATORS	EXPECTED RESULTS
Actions		<ol style="list-style-type: none"> 1. Continue the process for the ratification of the STZC Convention and Protocol by the ACS Member and Associate Member countries that have not yet done so; through telephone calls and emails to Member States to promote the STZC and encourage their adoption and subsequent ratification. 2. Continue to publicise the Sustainable Tourism Zone of the Greater Caribbean (STZC) among ACS Member States and Associate Members. 3. Taking into account the processes existing in the region, develop a process to validate the sustainability level of STZC destinations, with a view to establishing a Certification system. 4. Once the Tourism Sustainability Indicators are applied, promote the development of Multi-destination in the STZC in those destinations proposed by Member States and Associate Members. 				

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	1.2	Regional Cooperation Mechanism of the STZC (STZC-RCM)	2016-2017	DST + STA + STS	<ul style="list-style-type: none"> • Implementation of the Plan of Action resulting from the project to create the Regional Cooperation Mechanism of the STZC • 3 editions per year of the STZC information bulletin "In the Zone" • Hold (2) training workshops on Destination Evaluation and Management and the STZC Website, using the STZC tools related to destination management, by December 2017. 	<ol style="list-style-type: none"> 1. Network of STZC destinations creating opportunities for the exchange of best practices, in order to contribute to integrated planning among STZC stakeholders. 2. Improved visibility and promotion and greater development of the STZC, through training in the use of the STZC Website and destination management tools.

Programme Areas and Objectives	Activity No.	PROJECT / ACTIVITY	Duration	RESOURCES	INDICATORS	EXPECTED RESULTS
Actions		<ol style="list-style-type: none"> 1. The actions and recommendations arising out of the project to establish the Regional Cooperation Mechanism component of the STZC (STZC-RCM) include: <ol style="list-style-type: none"> i. Coordination of the STZC Steering Committee (STZC-SC) ii. Convening of a Greater Caribbean Symposium on Sustainable Tourism Indicators and the STZC. iii. Convene and organise the training workshop on the Website and/or online, regarding destination evaluation and management using STZC tools. <ol style="list-style-type: none"> a) Contact countries to host the onsite workshop b) Invite countries to participate in the workshops c) Publication of the necessary documents on the ACS Website and their circulation via e-mail d) Report on results 2. Selection of the theme and research. Ask ACS Member State and Associate Member countries to provide articles for the publication of at least 3 editions of the STZC bulletin per year. 				

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	1.3	Multidestination Tourism	2016 - 2017	DST + STA + STS + STRA	<ul style="list-style-type: none"> • Identification of destination marketing Organisations that promotes sustainable tourism for cooperation and the formalisation of alliances. • Drafting of reports on trends and good practices in cruise tourism in the region, to be updated annually. 	<ol style="list-style-type: none"> 1. Development of alliances with sustainable tourism organisations, marketing organisations and promotion agencies to increase opportunities for intra-regional travel and based on Multidestination among STZC destinations 2. Promote the distribution and exchange of knowledge and good practices in the area of cruise tourism among the countries of the Region, so as to improve their competitiveness, sustainability and productivity of the industry.

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Actions		<ol style="list-style-type: none"> Engage in stakeholder mapping to identify organisations to market sustainable destinations and initiatives for pursuing alliances. Conduct research in order to develop and update reports and publications related to the area of Cruise Tourism and participate in activities that would promote the distribution and exchange of experiences and good practices among countries. Generate strategic alliances that would allow the STZC destinations to be promoted in different markets aimed at sustainability. 				
	1.4	Implementation of the Sustainable Tourism Indicators of the STZC and the tools related to the evaluation of destinations.	2016-2017	DST + STA + STZC Working Group	<ul style="list-style-type: none"> At least one destination in each Member Country belonging to the STZC, by December 2016. Formalisation of the application process and evaluation methodology for destinations applying for membership in the STZC, in consultation 	<ol style="list-style-type: none"> Completion of the selection and evaluation of the tourist destinations that are to form part of the STZC. All ACS Member Countries using the tools and resources of the STZC to improve the sustainability of their

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				Financed by the operating budget of the ACS	with the STZC Steering Committee. <ul style="list-style-type: none"> Establish regional and international strategic alliances to promote the STZC Indicators and increase the value and recognition of the STZC. 	destinations. 3. Establish strategic alliances with partner Tourism Agencies, both Regional and International, to promote sustainable tourism initiatives in the Greater Caribbean.
Actions	<ol style="list-style-type: none"> Complete the selection of the STZC destinations and the process to evaluate them in collaboration with country liaisons and the STZC Steering Committee. Collaborate with strategic partners and entities that implement tourism sustainability programmes and initiatives in the Region, so as to develop joint actions that would allow for the pooling of efforts to thereby standardise and strengthen the impact and scope of individual and collective goals. 					

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2. Strengthening of Capacity Building in the Tourism Sector	2.1	Technical Vocational Education and training (TVET): Cross-cutting Framework	2016-2017	DST + STA + STS + STRA Identification of countries + related institutions	<ul style="list-style-type: none"> Regional working group on TVET established to support the pilot programme with one representative from each of the sub-regions by February 2016 	1. Implement the Regional TVET Framework based on the results of the ACS-AFD project
	2.2	Student Exchange Programmes for the Promotion of the Languages and Cultures of the Greater Caribbean			<ul style="list-style-type: none"> Database of language centres and academic institutions in ACS Member Countries that accept students by March 2016 In coordination with the countries identified, consolidate technical and financial assistance to implement the student exchange programme for language learning and professional and cultural immersion by November 	2. Promote and facilitate language learning, increased cultural awareness of the Greater Caribbean, as well as Professional Immersion Exchanges

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	2.3	Tourism Safety and Security			2016 <ul style="list-style-type: none"> Coordinate the meetings and activities of the Working Group on Safety and Security 	3. Increase collaboration with Regional and International partners and also among ACS Member Countries, to develop and execute projects and a regional strategy on Tourism Security.
Actions	<ol style="list-style-type: none"> 1. Consultation and coordination among the participants of the TVET Working Group identified to formalise cooperation and the agreement on the next steps to be taken and follow-up actions. 2. Continue with the Programme for the Promotion of the Languages and Cultures of the Greater Caribbean in coordination with the Project of the International Centre of Guadeloupe for a Regional Language Strategy (CIGAREL) 3. Contact countries to create the Directory of Academic Institutions and Language Training Centres for the student exchange among ACS countries 4. Coordinate the Regional Working Group on Tourism Security 5. Formulate, in conjunction with the Working Group, the Regional Tourism Security Strategy 6. Promote the exchange of experiences and good practices in the area of tourism security. 					

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3. Community-Based Tourism	3.1	Regional Network of Artisans in Tourism of the Greater Caribbean	2016-2017	DST + STA + Regional and international partners	<ul style="list-style-type: none"> Database of artisan organisations, associations, financial institutions and organisations that support the handicraft sector in the region, developed by December 2016 and updated annually 	1. Facilitate cooperation between the artisans of the region and the main players involved, to strengthen capabilities; for the purpose of improving their productivity and growth
	3.2	Regional Network of Tour Guides of the Greater Caribbean			<ul style="list-style-type: none"> Hold the regional workshop for Tour Guides of the Greater Caribbean to identify the needs and priorities of the sector by December 2016 	2. Establish the Regional Network of Tour Guides of the Greater Caribbean to facilitate dialogue and the exchange of best practices among the partners associated with this sector in ACS Member and Associate Member States
	3.3	Community-Based Tourism Projects			<ul style="list-style-type: none"> Create a database of the community-based tourism projects existing in the Region in order to identify the good practices and lessons learnt and to contribute to their promotion. 	3. Promote the current Community-based Tourism initiatives being developed in the countries of the region and create awareness of their importance as the base for sustainable tourism development

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Actions		<ol style="list-style-type: none"> 1. Coordinate the meetings and follow-up activities related to the implementation of the Plan of Action approved by the Regional Network of Artisans in Tourism of the Greater Caribbean. 2. Organise meetings to establish the Regional Network of Tour Guides of the Greater Caribbean: <ol style="list-style-type: none"> a. Select the theme, develop the Agenda and documents for the meeting b. Contact and identify partners to hold the meeting, including the Host Country and speakers c. Contact the countries that appoint a local leading "Tour Guide" to participate in the meeting d. Call and Hold the Meeting e. Circulate the Meeting Report to Member States and publish it via the ACS Website 3. Conduct online research and approach the focal points in countries and regional partners to develop an extensive Directory on Community-Based Tourism initiatives that would include the different players associated with and/or working in this area at both the regional and international levels, as well as case studies and best practices. 				

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Inter-Agency Coordination						
4. Coordination with International and Regional Agencies in the area of Sustainable Tourism	4.1	Coordination with the World Tourism Organisation (WTO), the Caribbean Tourism Organisation (CTO), the Secretariat of Central American Tourism Integration (SITCA), the International Labour Organisation (ILO), the Organisation of American States (OAS), the Organisation of Eastern Caribbean States (OECS), the Pan-	2016-2017	DST + STA	<ul style="list-style-type: none"> • Participation in relevant regional and international meetings and invitations extended to partners to take part in the meetings of the SCST. • Identification and implementation of joint activities and projects in the area of sustainable tourism. • Collaboration in 	<ol style="list-style-type: none"> 1. Improve functional collaboration and achieve closer collaboration among the Tourism Agencies operating in the region. 2. Enhance the ACS' visibility and promote its Tourism initiatives at the regional and international levels. 3. Improve the impact of

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		American Confederation of Hospitality and Tourism Schools (CONPEHT), Fair Travel International, Sustainable Travel International (STI), the Spanish Association of Scientific Experts in Tourism (AECIT).			organising specialised workshops.	<p>projects through inter-agency collaboration in implementing joint projects and activities.</p> <p>4. Promote sustainable tourism in the region and support the development of sustainable tourism projects and activities.</p>

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Action		1. Participate in meetings convened by the World Tourism Organisation (WTO), the Caribbean Tourism Organisation (CTO), the Secretariat of Central American Tourism Integration (SITCA), the International Labour Organisation (ILO), the Organisation of American States (OAS), the Organisation of Eastern Caribbean States (OECS), the Pan-American Confederation of Hospitality and Tourism Schools (CONPEHT), Fair Travel International, Sustainable Travel International (STI) and the Spanish Association of Scientific Experts in Tourism (AECIT) to promote tourism sustainability in the Region and strengthen the strategic alliances forged between them and the ACS through the DST.				

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ACS Meetings: Special Committee on Sustainable Tourism (SCST)						
5. Coordination of the meetings of the Special Committee on Sustainable Tourism (SCST)	5.1	Meetings of the Special Committee on Sustainable Tourism (SCST).	2016 - 2017	DST + STA + CPO + SG + STS + STRA Financed through the operating budget of the ACS in collaboration with the host country	<ul style="list-style-type: none"> • Meeting notice and holding of the 27th Meeting of the SCST in a Member State. • Meeting notice and holding of the 28th Meeting of the SCST in a Member State by 2017. 	<ol style="list-style-type: none"> 1. Call and hold the Meetings of the SCST in 2016 and 2017, based on Ministerial Council Agreement 13/10. 2. Report on and Follow up the implementation of the Sustainable Tourism Work Programme. 3. Present initiatives to obtain approval for the activities proposed.
Actions	<ol style="list-style-type: none"> 1. Call and hold the Meeting of the SCST in 2016 and 2017 respectively, in collaboration with the host country and the Chairman of the SCST: <ol style="list-style-type: none"> a. Dispatch the Meeting Notice and special invitations b. Prepare the Agenda and documents related to the Meeting c. Circulate the relevant documents and information pertaining to travel and logistics and publish them via the ACS Website d. Contact countries to facilitate their participation e. Prepare the communication-related materials (Press Release) f. Prepare the relevant reports and PowerPoint presentations g. Coordinate activities following the meeting, which include preparing the Rapporteur's Report and other pertinent follow-up activities. 					