

# **Association of Caribbean States Sustainable Tourism Directorat**

## **Report of the Secretariat**



**ACS AEC**

ASSOCIATION OF CARIBBEAN STATES  
ASOCIACION DE ESTADOS DEL CARIBE  
ASSOCIATION DES ETATS DE LA CARAIBE

**25<sup>th</sup> MEETING OF THE SPECIAL COMMITTEE ON SUSTAINABLE TOURISM  
La Antigua Guatemala, Guatemala, 22 - 23 May, 2014**



# **Executive Board- 2014**

## **Executive Board of the Special Committee on Sustainable Tourism**

Elected at the 19th Ordinary Meeting of the ACS Ministerial Council, held in Port of Spain, Republic of Trinidad and Tobago on 14 February 2014

### **COMPOSITION OF THE EXECUTIVE BOARD:**

- Chair: Regional Council of Martinique
- Vice-Chairs: Republic of Colombia and Republic of Haiti
- Rapporteur: Republic of Guatemala





# The 24th Meeting of the Special Committee on Sustainable Tourism

Port of Spain, Trinidad and Tobago

16 and 17 July, 2013





# Follow-up efforts since the 24th Meeting of the Special Committee

## ➤ Formalization of the Ad-Hoc Working Groups

AD-HOC WORKING GROUPS			
Promotion of Languages and Culture	Sustainable Tourism Zone of the Greater Caribbean	Safety and Security in the Tourism Industry	Multi-Destination Tourism
Guatemala	Colombia	Colombia	Guatemala
Trinidad and Tobago and UWI Centre for Language Learning	Mexico	Costa Rica	Honduras
Venezuela	Nicaragua	Mexico	Dominican Republic
		Martinique	Cuba
5 Meetings to date	4 Meetings to date	3 Meetings to date	0 Meetings to date



# **PROGRAMME AREAS**

## **The Programme Areas of the Special Committee on Sustainable Tourism**

1. The Sustainable Tourism Zone of the Caribbean (STZC)
2. Promotion of Multi-destination Tourism
3. Promotion of the Languages and Cultures of the Greater Caribbean
4. Establishment of the Regional Safety and Security Network



# Establishment of the Sustainable Tourism Zone of the Caribbean (STZC)

- Ratification of the STZC Convention, having obtained the required number of ratifications – **entry into effect on 6 November 2013.**
- In order for the Protocol to enter into effect, the fifteen (15) countries that have already ratified the Convention must sign the Protocol.

To date, **only 5 additional signatures are needed** for the Protocol to enter into effect.







# Establishment of the Sustainable Tourism Zone of the Caribbean (STZC)

- The e-Newsletter of the Sustainable Tourism Zone of the Caribbean "*In the Zone*"
- 2 editions of the Newsletter published
  - Presented the new Director and his vision for the Sustainable Tourism Work Plan
  - Rural Tourism focusing on: Agro-tourism and community-based tourism initiatives

## Objective

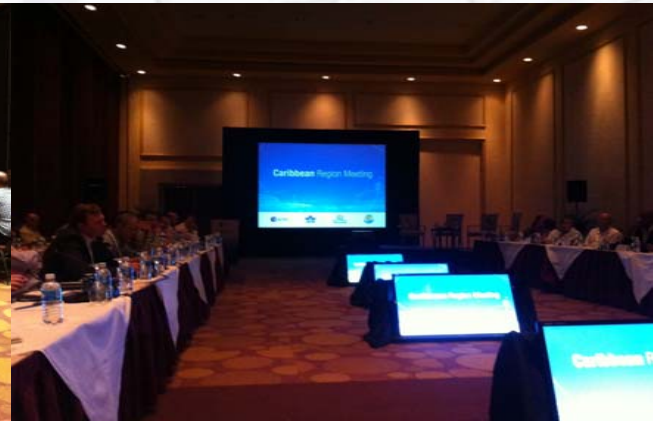
***To complement and improve the interaction between ACS member states and promote destinations, events and activities in Member States and Associate Members***



# Tourism

## *Forum of Airline and Tourism Executives*

- In collaboration with the Latin American and Caribbean Air Transport Association (ALTA), the International Air Transport Association (IATA), and the Caribbean Tourism Organization (CTO) the **Meeting of Airline and Tourism Executives of Latin America and the Caribbean** was held in Cancun, Mexico on 13 November, 2013.







# Promotion of the Languages and Cultures of the Greater Caribbean

- The Directorate has requested information on scholarships and programmes available to provide foreign language training and cultural immersion currently offered in ACS states.
- A Directory of Language-teaching Institutions in the Greater Caribbean has been developed.



# Establishment of a Regional Visitor Safety and Security Network

- The Sustainable Tourism Directorate is collaborating with the Disaster Risk Directorate to develop a database of safety and security agencies in the Greater Caribbean, which will be available in the second half of the year.
- Through the members of the ad-hoc group for the Establishment of a Regional Visitor Safety and Security Network, the Directorate has received 3 presentations from Colombia, Mexico and Costa Rica on the best practices in this area in these countries.
- It will share Colombia's proposal on the Tourism Police Programme.



# CO-OPERATION WITH REGIONAL AND INTERNATIONAL AGENCIES

- **Memorandum of Understanding (MOU) between the ACS and the World Tourism Organization (WTO), on 22 February 2014**
  - ✓ The MOU, which was re-negotiated to replace a previous MOU, envisages technical co-operation for the co-ordination of actions for the implementation of projects and activities in areas of mutual interest.
  - ✓ The scope of the MOU includes co-operation among tourism satellite accounts – Sustainable Tourism, Risk and Crisis Management and exchange of information, experiences and best practices.







# Media coverage

## 9 Articles Published dealing with Sustainable Tourism

- Embarking upon a new age of tourism
- Well-trained staff make tourists happy
- First Sustainable Tourism Zone
- The impact of the Region's Air Transport on Tourism
- The efforts of the ACS are bearing fruit, First Sustainable Tourism Zone in the Caribbean





# EXTRAORDINARY MEETING OF THE ACS MINISTERIAL COUNCIL

## ➤ Merida, Yucatan, Mexico 29 April 2014

The Council issued the mandate to the ACS Secretariat that from that date on, the Sustainable Tourism Directorate should use the term **"SUSTENTABLE"** in Spanish, instead of "SOSTENIBLE".

**Thanks for your attention**  
**Gracias por su atención**  
**Merci de votre attention**



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