



Sustainable Tourism in St Kitts & Nevis

Best Practices and Lessons Learnt

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St. Kitts
follow your heart

WHERE ARE WE?

Nevis
...Naturally



1st British Colony

1st French Colony

**Twin-island
Federation**

**Size – 104 sq miles,
269 sq km**

**Population – 53,000
inhabitants**

Language - English

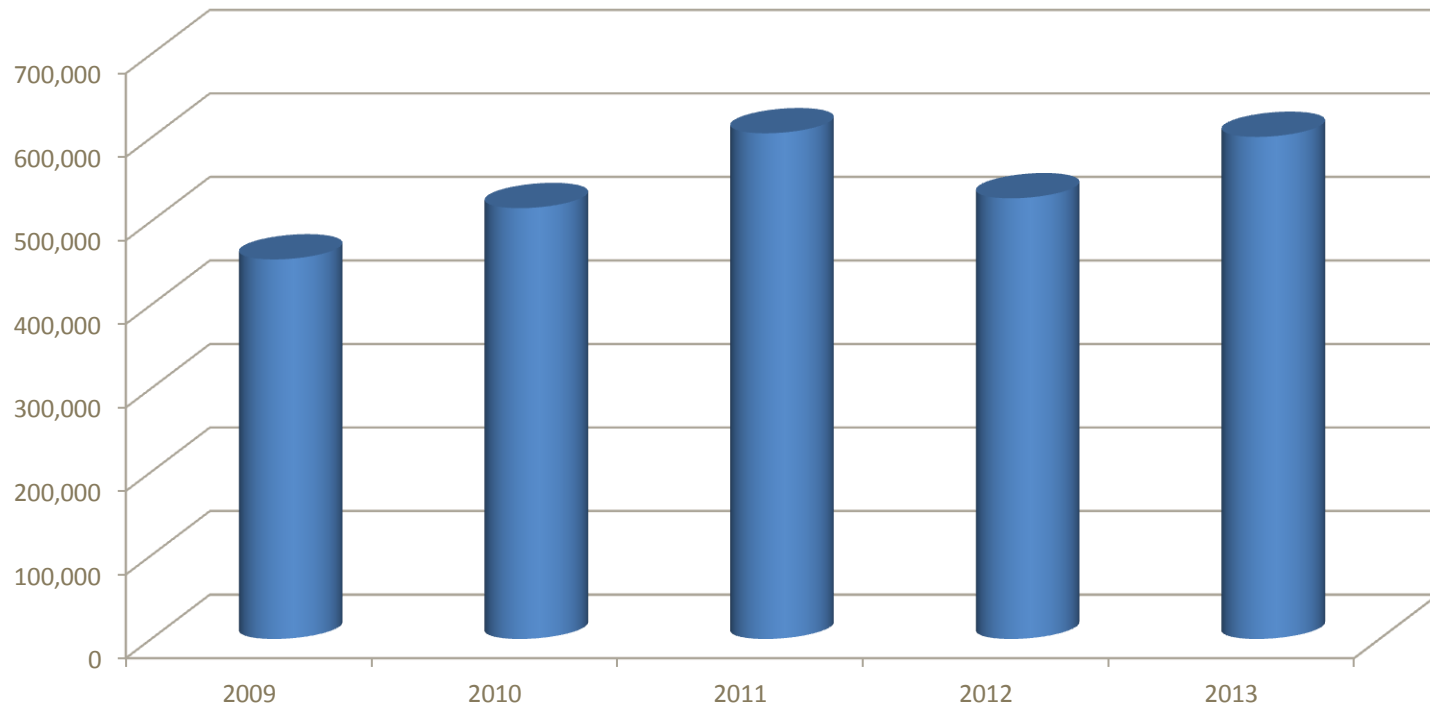




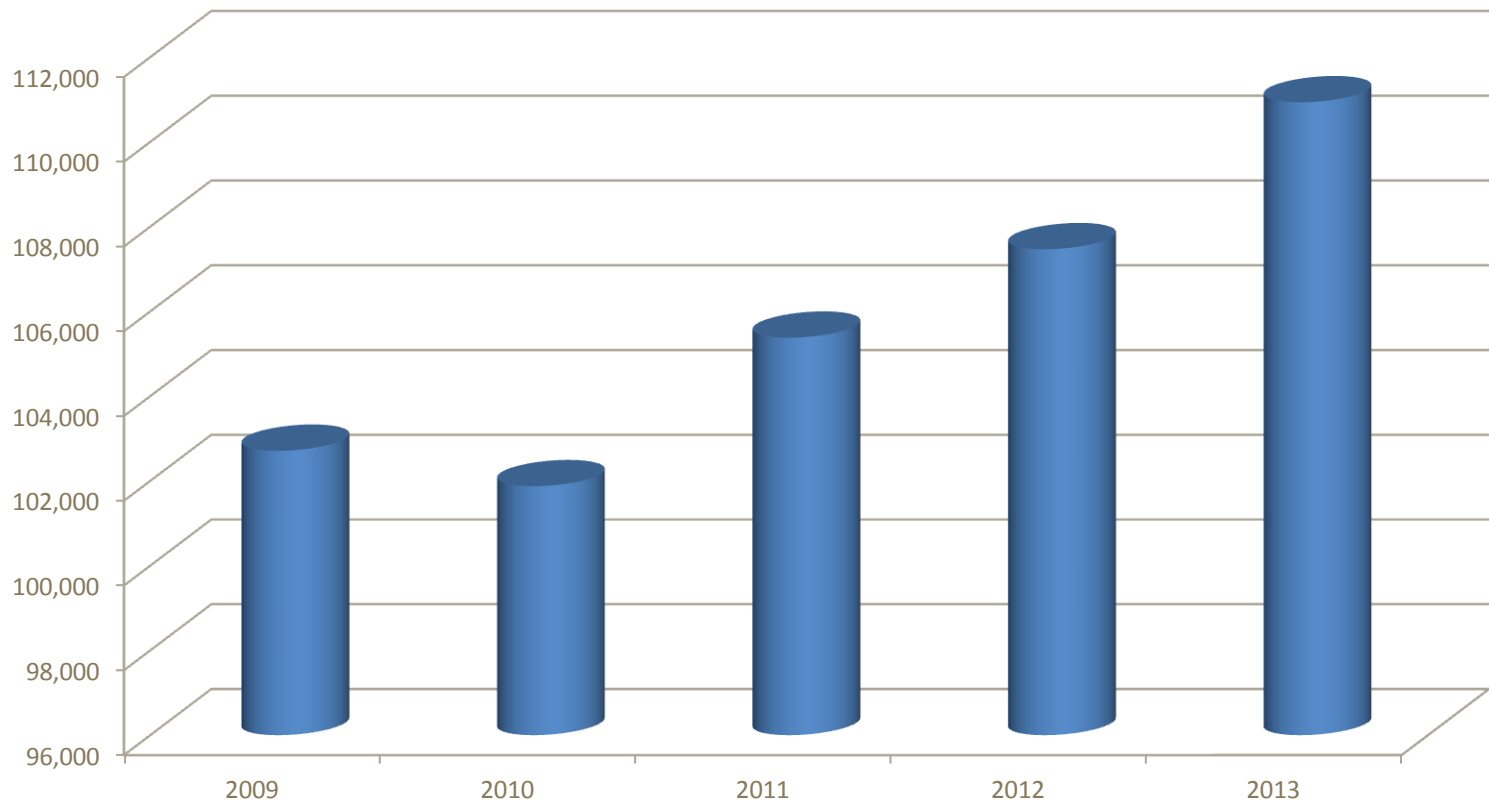
Tourism in St Kitts & Nevis

To provide a consistently outstanding visitor experience through the sustainable development of the human, natural, and cultural resources of St. Kitts, in order to maximize opportunity, prosperity, and quality of life for present and future generations of all citizens.

Cruise Ship Passenger Arrivals



WHAT DO THE NUMBERS SAY?



ST. KITTS & NEVIS AS A GSTC EARLY ADOPTER

- Participation sponsored by:



ROYAL CARIBBEAN CRUISES LTD.

- Process began in April 2012
 - Desktop review
 - Onsite evaluation in July 2012
 - Validation workshop using ISEAL method
 - Recommendations



GSTC RECOMMENDATIONS

Destination Management

1. Establish a system to monitor and publicly report and respond to environmental, economic, social and cultural heritage issues
2. Develop a program to instill sustainability understanding across all government departments and ministries
3. Develop a system of sustainable tourism standards for tourism businesses
4. Ensure sustainable tourism is a central component of tourism strategies and policies

Economic and Employment

1. Identify high revenue generating tourism products that incorporate sustainability
2. Support the development of locally owned tourism enterprises
3. Enhance the profile and awareness of careers in tourism
4. Develop a system to quantify and communicate the economic value of tourism

GSTC RECOMMENDATIONS

Culture and Community

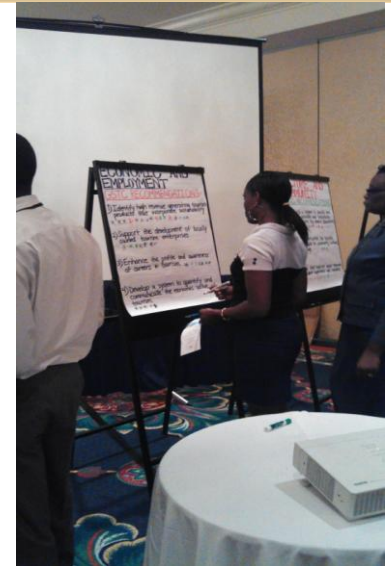
1. Establish a system to identify and protect culturally and historically important sites e.g. historic Basseterre
2. Provide opportunities for tourists to contribute to community, culture and heritage
3. Ensure that tourism sector responds to resident aspirations and concerns

Environmental

1. Promote the use of alternative energy and low carbon tourism e.g. use of low impact transport
2. Establish a system to identify and protect environmentally important sites e.g. beaches, reefs, high biodiversity areas, from adverse environmental impacts
3. Develop a system to reduce waste to landfill
4. Promote improvements in wastewater management

OUTCOMES

- First ever Sustainable Tourism forum
- Four priority recommendations identified.
 1. Develop a program to instill sustainability understanding across all government departments and ministries
 2. Identify high revenue generating tourism products that incorporate sustainability
 3. Establish a system to identify and protect culturally and historically important sites e.g. historic Basseterre
 4. Establish a system to identify and protect environmentally important sites e.g. beaches, reefs, high biodiversity areas, from adverse environmental impacts

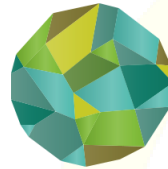


BEST PRACTICES BEFORE GSTC

- Programs to reduce the seasonal impact of tourism e.g. sports tourism
- Programs to support local access to sites
- Progress on energy conservation and alternative energy
- Efforts to standardize information about taxis and raise standards
- No development above 100ft contour (Central Forest Range)
- Main aquifer a protected area – Royal Basseterre Valley National Park
- Increased development of hydroponic farms and local purchasing on Nevis
- Improvements in solid waste management
- Policing of tourist sites and security is high and crime against tourists is low
- Significant increase in the diversity of income generating opportunities
- Tourism awareness month



Strategic partnership for destination stewardship with Sustainable Travel International



SUSTAINABLE TRAVEL
INTERNATIONAL™

- Sustainable Tourism training for destination management stakeholders started in 2013
- Development of 10-point sustainability checklist for projects
- Launch of the InterAgency Sustainable Destination Management Council in November 2013
- Destination sustainability marketing workshop and implementation
- Currently 1 of 3 destinations piloting Destination Monitoring System developed by Sustainable Travel International

RESULTS

Strategically involved in innovative partnerships for sustainability in tourism, namely:

- Global Sustainable Tourism Council (GSTC)
- Sustainable Travel International
- Sustainable Destination Leadership Network (SDLN)
- Sustainable Destinations Alliance for the Americas (SDAA)



**SUSTAINABLE DESTINATION
LEADERSHIP NETWORK™**

Sustainable Destinations



Alliance for the Americas



**SUSTAINABLE TRAVEL
INTERNATIONAL™**
Leave the world a better place™




RESULTS



**Salt Pond at Frigate Bay
declared a protected area –
May 2014**

LESSONS LEARNT

- Sustainable Tourism is about Sustainable Destination Management.
- Sustainable Destination Management requires collaboration among everyone in the destination, at all levels (all sectors—not just tourism—and locally, regionally and internationally)
- Sustainable Tourism is so much more than environmental. Social, cultural, and sustainability of local livelihoods is just as important as environmental sustainability.
- Destination sustainability marketing is more than “greenwashing”—better to show the destination’s sustainability values without using words like “green”, “sustainable”, “eco-tourism”



IASDMC
St. Kitts
INTERagency
**SUSTAINABLE
DESTINATION MGT
COMMITTEE**

The IASDMC works to facilitate partnerships and functional relationships among Public and Private Sectors and all peoples in St. Kitts. To ensure that the development in our destination preserves and benefits our culture, heritage, environment, and community livelihoods. #IASDMC Good for Us, Better for All

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