

**ASSOCIATION OF CARIBBEAN STATES
DIRECTORATE OF SUSTAINABLE TOURISM**

The Sustainable Tourism Zone of the Greater Caribbean - STZC

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ACS AEC

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

**Workshop on Best Practices and Lessons Learnt in Sustainable Tourism
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Summary of the Presentation

- I. Introduction to the Association of Caribbean States (ACS)
- II. Summary of the Sustainable Tourism Work Programme
- III. Establishment of the Sustainable Tourism Zone of the Caribbean
 - Phase I
 - Phase II
 - Phase III
- IV. Future Initiatives



The Association of Caribbean States

Established in 1994 to promote **consultation, cooperation and concerted action** in the Greater Caribbean

(25 Member States and 3 Associate Members)





Programme Areas

1. **Sustainable Tourism Zone of the Greater Caribbean (STZC)**
2. Promotion of the Languages and Cultures of the Greater Caribbean (CPLC)
3. Promotion of Multidestination Tourism (MDT)
4. Tourist Safety and Security



The Process to Develop the STZC

- **1995:** 1st Summit of Heads of State and/or Government: Tourism is recognised as one of the three regional areas with top priority.
- **1999:** 2nd Summit of Heads of State and/or Government: Signing of the MOU that defines the actions to be taken for the establishment of the STZC and the ACS is assigned the task of creating a **legally binding instrument** to replace the MOU.
- **2001:** 3rd Summit of Heads of State and/or Government: Signing of the **Convention Establishing the STZC**.
- **2004:** Drafting of the **Protocol** to clarify as specifically as possible, the terms and procedures of the Convention.



The Process to Develop the STZC

- **Two working groups:**
 - **Legal Experts** to prepare the Legal Instrument
 - The STZC Convention is a legally binding Agreement signed by all Member States and Associate Members of the ACS.
 - **Experts in Sustainability Indicators** to define the criteria and values for the System of Indicators to standardise the criteria for the inclusion of destinations.
 - The indicators govern the Identification, Approval and Categorisation of the Destinations that Constitute the STZC.
 - The indicators quantify and measure the level of Tourism Sustainability in Destinations.



The Process to Develop the STZC



- On November 6, 2013, the STZC Convention enters into force, establishing the Greater Caribbean Region as the First Sustainable Tourism Zone in the World!



The concept of the STZC based on the definition of the Convention

"a geographically determined cultural, socio-economic and biologically rich and diverse unit, in which Tourism development will depend on sustainability and the principles of integration, cooperation and consensus, aimed at facilitating the integrated development of the Greater Caribbean".



STZC Convention: Sustainable Tourism Indicators

- The indicators are made up of the main sustainability issues, as well as a variety of standards of reference and optional objectives for Environmental, Cultural, Social and Economic Criteria.

14 Indicators:

- | | |
|----------------------------|--|
| ■ Security | ■ Water Consumption Index |
| ■ Identity and culture | ■ Use of Resources |
| ■ Child Prostitution | ■ Environmental Management |
| ■ Employment in Tourism | ■ Solid Waste Management |
| ■ Quality of Bathing Water | ■ Waste Water Management |
| ■ Quality of Potable Water | ■ Tourist Satisfaction |
| ■ Energy Consumption Index | ■ National and Local Product Consumption |



Establishment of the STZC

Criteria for Destination Selection

The Tourist Destination must not be an area that is too extensive.

- Must have a variety of tourist uses, facilities and products, for example: hotels and other possible types of accommodation, as well as a series of tourist attractions
- Must be easily defined: Defined coastal zone; extensive beach zone; a defined area with natural or cultural patrimony sites; a national park; a city or town; or defined rural area
- Availability of information within jurisdictional limits



Establishment of the STZC

■ Process for Destination Selection, Evaluation and Categorisation

Phase I

- **Dominica:** City of Roseau
- **Dominical Republic:** Bayahibe
- **Jamaica:** Area of the Ocho Ríos Resort
- **Mexico:** Cozumel
- **Panama:** Portobelo

DATE: January-June-2006

Phase II

- **Guadeloupe:** Verte Vallée and St François – Pointe des Châteaux
- **Martinique:** Presqu'île de la Caravelle and Sainte-Anne
- **French Guiana:** Yalimapo Community
- **Trinidad and Tobago:** Buccoo Reef, Tobago
- **St. Vincent and the Grenadines:** Richmond / Lashum Site

DATE: April-Nov, 2008



Establishment of the STZC

Phase I - 2006

Project on the Development and Implementation of the Sustainability Indicators in the Greater Caribbean

- Development of the Criteria for Destination Selection
- Development of the Evaluation Form based on the Sustainable Tourism Indicators of the Convention
- Evaluation of 5 Pilot Destinations
- Field Visits to each Destination for evaluation and Meeting with Stakeholders
- **Dynamic Plan of Action-Validation of Information Gathered; Quantification System; Analysis of Weaknesses; Elements of action.**
- Presentation of Results to the Group of Experts-Regional Workshop on the Evaluation of the Destination, Bayahibe, DR, June 2006



Establishment of the STZC Phase II - 2008

Project to Expand the Sustainable Tourism Zone of the Greater Caribbean (STZC)

- Site inspection, analysis of weaknesses and plan of action for 7 additional destinations
- Drafting of a manual for Technicians and the Manual of Procedures for Trainers
- Development of Tools and Resources of the STZC:
 - Bases for Destination Selection
 - Template of the Destination Profile Form
 - Destination Evaluation Form
 - User Guide for the Destination Evaluation Form
 - Bases for the Destination Workshops
 - Meeting of the Group of Experts and Regional Forum on the System of Indicators and Self-Supervision, Saint François, Guadeloupe, November 5-7, 2008.



Establishment of the STZC

Results of Phases I and II

- The development of the technical aspects of the Rules included in the Convention was promoted
- Served as a catalyst for formalising the inclusion of the destinations proposed to join the STZC
- Life was breathed into the concept and awareness created in the region
- The existing Indicators and Tools were examined
- To date, 12 destinations have received “STZC Accreditation”
- Acceptance of the STZC as a Common Sustainable Tourism Framework for Greater Caribbean countries



Establishment of the STZC Phase III 2014 – 2015

Regional Cooperation Mechanism of the STZC (RCM-STZC)



ACS project in collaboration with the Regional Cooperation Council of Martinique that includes:

- Sustainable Tourism Study in the Greater Caribbean;
- Formalisation of the **Steering Committee of the STZC** for consultations and integrated planning among the players involved in the STZC;
- Development of the **STZC website** to promote the initiative and the destination management tools;
- Expansion of the **Sustainability Indicators** in order to have at least one destination in each ACS Member State and Associate Member designated by the STZC.



Establishment of the STZC: Steps to be Taken

- **Future Phases** to institutionalise and strengthen the STZC and the development of a Certification System based on the **Sustainable Tourism Indicators** will be explored
- **Evaluation of Destinations** in the remaining ACS countries.
- **National and Regional Training Workshops** on Destination Evaluation and Management.
- Mobilisation of resources to support the implementation of the abovementioned activities.



Establishment of the STZC: Benefits



1. **Competitive Advantage** with the Region being designated the **First Sustainable Tourism Zone in the world**, which ranks it as a leader in the era of responsible tourism.
2. **Advantage in marketing and promotion** by creating awareness in the international travel market regarding the commitment of countries to comply with the principles of sustainable and responsible Tourism development.
3. **Improved mobilisation efforts** to develop and implement sustainable tourism projects and strategies.



Establishment of the STZC: Benefits



4. **Contributes to more efficient management of natural resources and the environment, thereby mitigating the effects of climate change.**
5. **Promotes community participation, protection of culture and local product consumption.**



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

