



STZC
SUSTAINABLE
TOURISM ZONE
OF THE GREATER
CARIBBEAN

Presentation of the results of the
Regional Co-operation Mechanism
of the Sustainable Tourism of the Greater Caribbean
(STZC-RCM)

Port-of-Spain
July 22, 2015

MCConsultant



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Secondary Research –

- Literature search to benchmark concepts, policies, legislation, practices; and to understand Country policies, legislation, practices and resources

Primary Research –

- The Questionnaire re establishment of the STZC/ RCM was circulated to all Member States of the ACS

The Study:

Secondary Research Issues

- Sustainable Tourism
- Sustainable Destination Tourism
 - Why the STZC
- State of Greater Caribbean Tourism
- Status of evaluation mechanisms
- Rationale for STZC cooperation

Context: Defining Sustainable Tourism

Sustainable Tourism –

meets the needs of the present without compromising either the present or the future.

It is –

Multidimensional (society and nature),
Multi-temporal (spans short and long time horizons),
Multi-geographic (covers all regions of the world),
Multi-scale (micro and macro levels) and
Invokes intra- and inter-generational equity...'

Context: Defining Sustainable Tourism

Sustainable Tourism Destination

‘..The physical space in which a tourist spends at least one overnight, including support services, attractions and tourist resources; with physical and administrative boundaries defining its management, and images and perceptions defining its market competitiveness..’

(Brundtland Report)

Destination Management – a critical factor in sustainability

Stewardship - a critical issue in management of the
destination



Context: Sustainable Destination Tourism

Destination Experiences

Destination appeal and experiences offered are shaped by:

Attractions

Public and
Private
Amenities

Accessibility

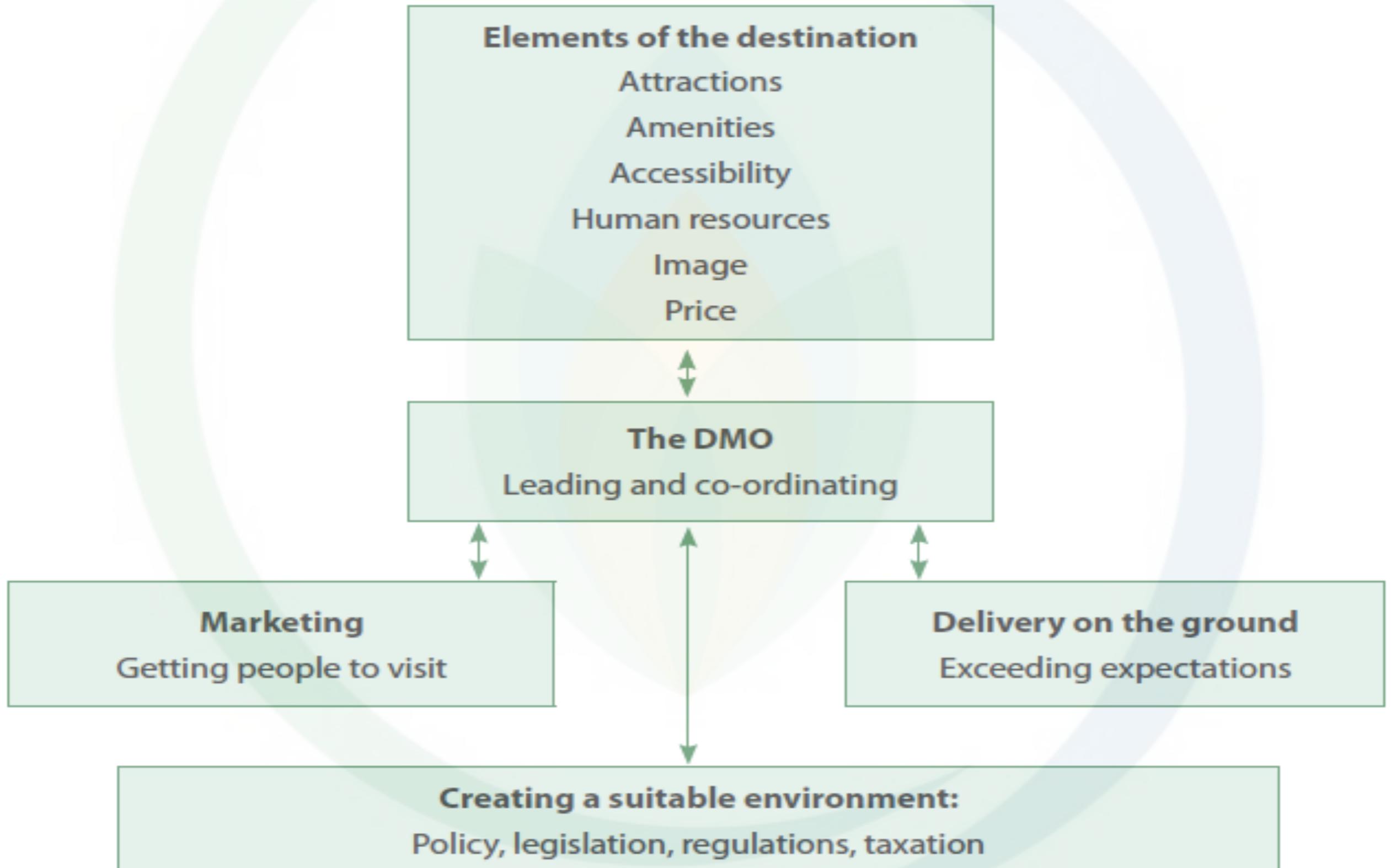
Human
Resources

Image and
Character

Price



Sustainable Destination Tourism: Destination Management Process



Context: Issues re Sustainable tourism ..

Proper Planning/ Management

- To involve culture and community

Maintenance of Resources

- *To manage impact on the environment, economy and community*
 - *To maintain and enhance resources for future needs*

Context:

Pillars of Sustainable tourism ..

1. Economic Sustainability

- Long term prosperity

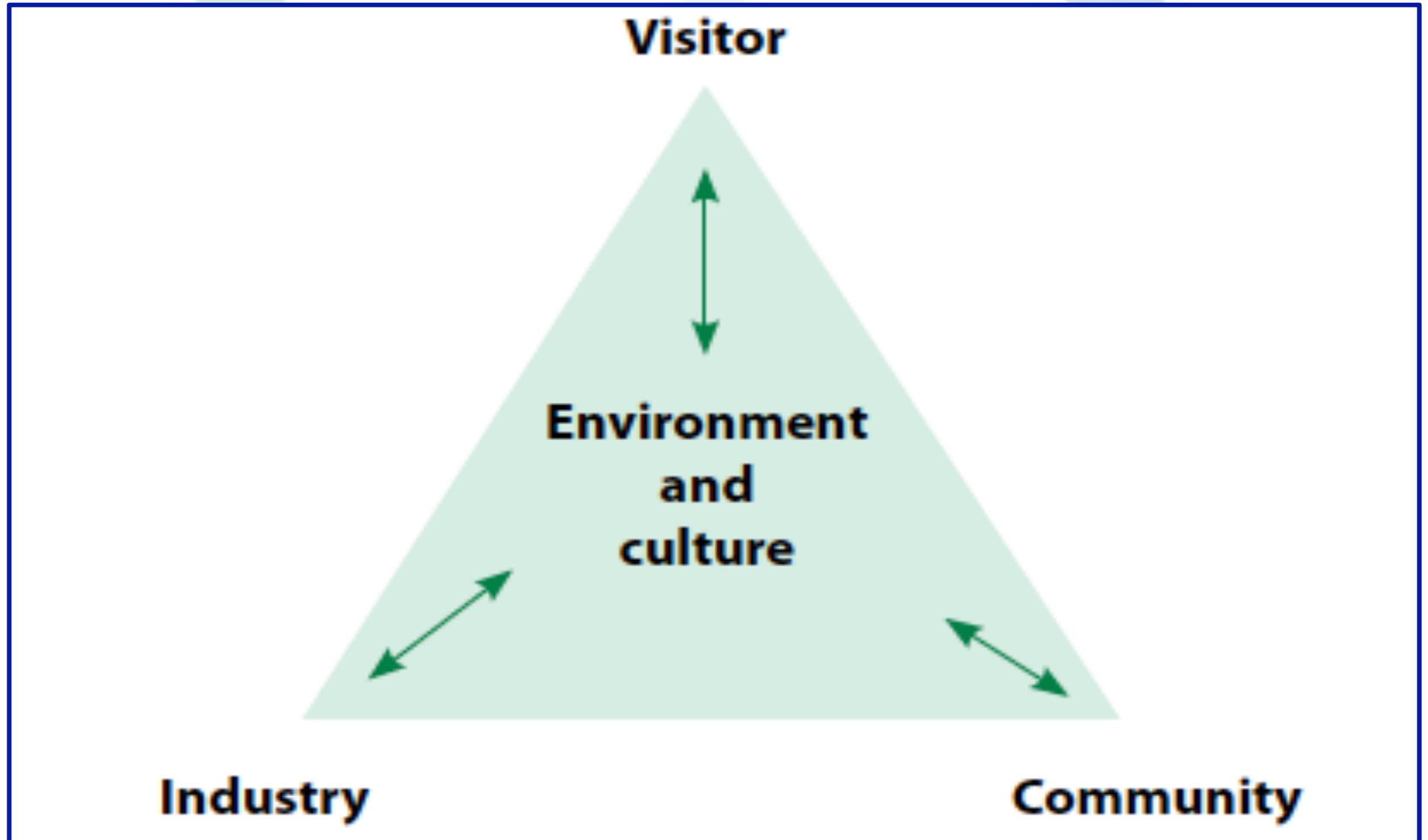
2. Social Sustainability

- Respect for human rights
- Promote equitable distribution of benefits
- Diversity of cultures, avoiding exploitation

3. Environmental Sustainability

- Conservation of resources (*emphasis on non renewable and essential*)

The VICE Model for Sustainable tourism ..



STZC Phase 3

The process:

Collect and analyze relevant information concerning sustainable tourism initiatives.

Benchmark and evaluate STZC recommendations against the benchmarks.

- Develop marketing tools for the STZC promotion and reinforcement of objectives.
- Create a website to support the Regional Cooperation Mechanism

Context: Why the STZC

2001 - Commitment of countries in the Greater Caribbean region to develop a tourist industry with economic, social and environmental balance.

STZC a response to challenges of:

- Premature ageing of destinations
- Changes in consumer preference
- Factors affecting the environment

Context: Why the STZC

STZC Aims

- Competitiveness and sustainability (Increase the contribution of tourism to GDP)
 - Community participation in planning
 - Conserve the environment and culture,

Context: The STZC - How

STZC Pilot Projects (2006 – 2008)

Phase 1: Evaluation of selected destinations to develop guidelines for selection of STZC destinations

Phase 2: Evaluation tools amended and tested

Context: Why the STZC

STZC Pilot Projects (2006 -2008)

Phase 2:

- Guidelines for the Selection of Applicant Destinations
- Destination Profile Form Template
- Destination Evaluation Form
- Indicative Guide to Destination Evaluation Form

Context: The STZC - How

STZC Pilot Projects (2014 -2015)

Phase 3:

- To reinforce its implementation, while extending it to other ACS countries
- Wider diffusion supported by information and communication technologies.

Context: STZC Phase 3

STZC Pilot Projects Phase 3:

- To establish a Regional Cooperation mechanism to ensure sustainability and the promotion of Sustainable Tourism Zone of the Caribbean.
- With consultation and integrated planning, standardise evaluation tools
- Ultimately improve quality of the product

Context: STZC Phase 3

1. Inventory and identification of STZC potential
2. Analysis of information and elaboration of a strategy for operation of the STZC-RCM
3. Recommendations for Implementing the STZC-RCM

Tourism in The Greater Caribbean

- Tourism has had a direct impact: on economies
- Created an estimated 567.870 jobs in 2009; a USD \$ 6.5 billion contribution to GDP, and growing.
- Indirect impact estimates 1,857,000 jobs (12% of total employment) and USD \$ 23.1 billion in contribution to GDP (13% of total GDP).



STZC Phases 1, 2: ACS Members evaluated

		ACS Member States and Associate Members	Destinations
P h a s e I P i l o t		Dominica	City of Roseau
		Dominican Republic	Bayahibe
		Jamaica	Ocho Rios Resort Area
			Port Antonio (For Phase II)
		Mexico	Cozumel
	Panama	Portobelo	
P h a s e I I	G r o u p I	France (Guadeloupe) (Guadeloupe) (French Guyana) (Martinique) (Martinique)	Verte Vallée St François – Pointe des Châteaux Yalimapo Caravelle Peninsula Sainte-Anne Municipality
		Saint Vincent and the Grenadines	Richmond / Lashum Site Tobago Cays
		Trinidad and Tobago	Buccoo Reef - Tobago

Secondary research: Sustainable Tourism Advocacy

INSTITUTION

FOCUS

The World Tourism Organization (WTO)

Formulation and diffusion of sustainable tourism policies and practices

The World Travel and Trade Council (WTTC)

International forum for the private sector; Blueprint for New Tourism, launched in 2003

The Pacific Asia Travel Association (PATA)

Promotional organization for tourism in the Pacific Asia region; 2001 APEC/PATA Code for Sustainable Tourism

The Caribbean Tourism Organization (CTO)

Guiding Principles for the Caribbean Region; Policy Framework for the sustainable development of tourism

INSTITUTION

FOCUS

The Caribbean Regional Sustainable Tourism Development Programme (CRSTDP)

The Caribbean Sustainable Tourism Policy Framework (2005) – CARIFORUM/ CARICOM, CTO, the Caribbean Hotel Association (CHA), national tourism/hotel associations and academic institutions.

The Caribbean Hotel & Tourism Association (CHTA)

The Caribbean Alliance for Sustainable Tourism (CAST) – Best Practices, environmental management systems (EMS)

Sustainable Tourism Advocacy

INSTITUTION

FOCUS

The Central American Tourism Integration Secretariat

Sustainable Tourism Development Strategic Plan (2009-2013 STDSP) - SITCA, national tourism authorities, COMECATUR, FEDECATUR and CATA,

FEDECATUR, the Federation of Central American Chambers of Tourism

Chamber of Tourism of the seven Central American countries. principles are regional integration, sectoral, institutional independence and coordination of efforts ; the Central American Tourism Council (CCT), national tourism administrations of each country, the Central American Tourism Integration Secretariat (SITCA), the Central Committee of Tourism Marketing (COMECATUR) The Tourism Agency in Central America (CATA).

Sustainable Tourism Advocacy

INSTITUTION

FOCUS

Global Sustainable
Tourism Alliance
(GSTA)

- Cooperative Agreement and a global mechanism to advance the state of the practice
- Cross-sectoral approach including environment, governance, economics, and societal aspects
- Implementing Value Chain Analysis

EU

Development of MSMEs

World Bank

Workforce Development Program
- Technical and vocational training

OAS

Small Tourism Enterprise Programme
(STEP)

Sustainable Tourism Advocacy

INSTITUTION

FOCUS

IICA-GTZ

Sustainable development and Natural Resource Management Program

AECI

Proyecto Araucaria XXI Enriquillo – Sustainable Tourism activities - Training in moving from competitive clusters to destination management organizations using the Destination Management Organization Toolkit developed by the Global Sustainable Tourism Alliance in Latin America

World Heritage Alliance

Sustainable Tourism Criteria Initiative - Promoting use of the global baseline criteria to develop an accreditation standard for sustainable tourism certification programs

STZC

Situation Analysis:

Apparent Duplication of Effort

- The Caribbean Regional Sustainable Tourism Development Programme (CRSTDP)
- The Caribbean Sustainable Tourism Policy Framework (2005 to 2008):
Partners - CARIFORUM/ CARICOM, the Caribbean Tourism Organization (CTO), the Caribbean Hotel Association (CHA), national tourism/hotel associations and academic institutions.
- The Central American Tourism Integration Secretariat, the Central American Tourism Council (Sustainable Tourism Development Strategic Plan (2009-2013 STDSP)).
- SITCA - Strategic plans defined by public and private sector entities
- COMECATUR, FEDECATUR, CATA,

The ACS Countries

Sustainable Tourism Practices

MEMBER STATE	USE OF BASELINE INDICATORS	COOPERATIVE MANAGEMENT	PROPER MONITORING
Antigua and Barbuda	NO	NO	NO – Focus on issues of destruction of biodiversity
Bahamas	YES - Tourism Optimization Management Model(TOMM)	YES - STM Management Group	YES - Monitoring performance against economy, environment, community and visitor experience
Barbados	YES – UN Testing Programme on Sustainable Development.	YES – as in the Green Paper on Sustainable Tourism	YES – The National Indicators Programme

The ACS Countries

Sustainable Tourism Practices

MEMBER STATE	USE OF BASELINE INDICATORS	COOPERATIVE MANAGEMENT	PROPER MONITORING
Belize	NO	YES - Implementation Unit. Private/public sector and society partners	YES – Monitoring/Evaluation Unit,
Columbia	YES - Protected Areas (PA), Biosphere reserves (BR) and certified national parks	YES	YES

The ACS Countries

Sustainable Tourism Practices

MEMBER STATE	USE OF BASELINE INDICATORS	COOPERATIVE MANAGEMENT	PROPER MONITORING
Costa Rica	YES – (CST) Certification for Sustainable Tourism Program	YES	YES – physical/biological, services, infrastructure, external client, socio-economic environment
Cuba	YES – ISO Certification; Environmental Recognition.	YES	YES - In areas of biodiversity, culture and environment
Dominica	Green Globe 21; Eco Destination	YES	YES – re Green Globe Certification

The ACS Countries

Sustainable Tourism Practices

MEMBER STATE	USE OF BASELINE INDICATORS	COOPERATIVE MANAGEMENT	PROPER MONITORING
Dominican Republic	YES	YES -Dominican Sustainable Tourism Alliance (DSTA)	YES. Master Plan for the Sustainable Development of Tourism
El Salvador	NO	NO	NO
Grenada	NO	NO	NO

The ACS Countries

Sustainable Tourism Practices

MEMBER STATE	USE OF BASELINE INDICATORS	COOPERATIVE MANAGEMENT	PROPER MONITORING
Dominican Republic	YES	YES -Dominican Sustainable Tourism Alliance (DSTA)	YES. Master Plan for the Sustainable Development of Tourism
El Salvador	NO	NO	NO
Grenada	NO	NO	NO
Guatemala	YES	YES - Certified Sustainable Products Alliance (CSPA)	YES

The ACS Countries

Sustainable Tourism Practices

MEMBER STATE	USE OF BASELINE INDICATORS	COOPERATIVE MANAGEMENT	PROPER MONITORING
Guyana	NO	NO	NO
Haiti	NO	NO	NO
Honduras	NO	NO	NO
Jamaica	YES	YES	YES
Nicaragua	NO	NO	NO
Mexico	YES	YES	YES
Panama	YES	YES	YES
St Kitts and Nevis	NO	NO	NO

The ACS Countries

Sustainable Tourism Practices

MEMBER STATE	USE OF BASELINE INDICATORS	COOPERATIVE MANAGEMENT	PROPER MONITORING
St Lucia	NO	YES	NO
St. Vincent and the Grenadines	YES	YES	YES
Trinidad and Tobago	YES	YES	YES
Venezuela	NO	NO	NO
Guadeloupe	YES	YES	YES
Martinique	YES	YES	YES

The ACS Countries

Sustainable Tourism Practices

MEMBER STATE	USE OF BASELINE INDICATORS	COOPERATIVE MANAGEMENT	PROPER MONITORING
French Guyana	YES – for Hotel Ecotourism Management	YES	YES
Aruba	YES The Aruba Certification Program, 2011	YES	YES
Curacao	NO	NO	NO
Saint Barthelmy	NO	NO	NO
Saint Martin	NO	NO	NO

The ACS Countries

Legislation; conventions, protocols supporting sustainable tourism

Modern tourism law should underpin sustainability, by recognition of:

- The role of tourism in socio-economic restructuring, generating employment, eliminating hunger and reducing poverty.
- The importance of local communities as beneficiaries and stakeholders.
- A responsibility for all stakeholders to protect the environment and landscapes at tourism sites.
 - Obligations of tourism businesses regarding stewardship of tourism resources, including facilitating research and conservation.
- The role of the state in providing relevant investment incentives for tourism development and for restoration of natural and cultural sites and for traditional festivals and handicrafts

There is limited evidence that Member States of the ACS have promulgated any legislation that deals specifically with enabling sustainable tourism.

Existing legislation, Protocols and Conventions relate mostly to

- Particularly sensitive environments (e.g. protected areas, coral reefs).
- Especially vulnerable communities (e.g. certain indigenous communities).
- Particular types of activity that may destroy the environment
- Licensing of tourism enterprises

The ACS Countries

Legislation; conventions, protocols supporting sustainable tourism

Although ACS Members generally do not have specific legislation about sustainable tourism or sustainable destination tourism, most are in the process of developing policies and implementing some aspect of a sustainable development plan, e.g.

- **Dominica has in place a Tourism (Regulations & Standards) Act 2005**
 - French Guyana has a Tourism Bill; Law No. 2002-276 of 27 February 2001 Tourism Code; Law No 87-10 of 3 January 1987 as amended, on the regional organisation of tourism



The ACS Countries

Sustainable Tourism Initiatives

NO	MEMBER STATE	POLICIES, PLANS AND OTHER INITIATIVES
1.	Antigua & Barbuda	Sustainable Tourism & Development Plan
2.	Bahamas	Bahamas Sustainable Tourism Policy Pilot in the Exuma Cays Land and Sea Park - sustainable tourism model (STM)
3.	Barbados	Green Paper on the Sustainable Development of Tourism in Barbados
4.	Belize	National Sustainable Tourism Master Plan, Belize 2030
5.	Colombia	Politica del sector Turismo Red de Turismo Sostenible Programa de Certificación Normas

The ACS Countries

Sustainable Tourism Initiatives

No	MEMBER STATE	POLICIES, PLANS AND OTHER INITIATIVES
6.	Costa Rica	<p>Política nacional de turismo sostenible</p> <p>Plan Nacional de Turismo Sostenible 2010-2016</p> <p>Cámara Nacional de Ecoturismo y Turismo Sostenible - CANAECO</p> <p>Certificación para la Sostenibilidad Turística en Costa Rica. Observatorio de Turismo Sostenible del Caribe</p> <p>Conferencia Internacional: Planeta, Personas, Paz (P3).</p>
7.	Cuba	El proyecto Sabana-Camagüey de turismo sostenible
8.	Dominica	Tourism Master Plan

The ACS Countries

Sustainable Tourism Initiatives

No	MEMBER STATE	POLICIES, PLANS AND OTHER INITIATIVES
9.	Dominican Republic	<p>Plan Estratégico de Turismo Sostenible, Organizacion Dominicana de Turismo Sostenible</p> <p>Proyecto para el Desarrollo del Turismo Sostenible Dominicano.</p> <p>Mesa de Coordinación Provincial para el Turismo Sostenible de Puerto Plata.</p> <p>Modelo de Gestión Turística Sostenible en Bayahibe</p>
10	Grenada	<p>Tourism Policy Framework</p> <p>Grenada Board of Tourism Strategic Plan 2011-2014</p>
11	Guatemala	<p>Política Nacional para el Desarrollo Turístico Sostenible de Guatemala 2004-2014. - Mayatrek"/ Trekking Circuit, Adventure tourism / Community management".</p>

The ACS Countries

Sustainable Tourism Initiatives

No	MEMBER STATE	POLICIES, PLANS AND OTHER INITIATIVES
12.	Honduras	Estrategia Nacional de Turismo Sostenible 2006/2021 Observatorio de Turismo Sostenible y Cambio Climático Programa Nacional de Turismo Sostenible
13.	Jamaica	Master Plan for Sustainable Tourism Development
14.	Mexico	Programa de turismo Sustentable en México (Agenda 21 para el Turismo Mexicano). - Estrategia Nacional para un desarrollo sustentable del Turismo y la recreación en las aéreas protegidas en México.
15.	Nicaragua	Ley de Turismo rural sostenible de la Republica de Nicaragua - Plan Nacional de desarrollo turístico sostenible de Nicaragua

The Study

The Indicators and Sustainable Tourism Criteria

Sustainable tourism has to be measurable and credibly demonstrated, in order to:

- Build consumer confidence, promote business prosperity, foster community benefits, and fight false claims.
- Monitor established benchmarks and define a position in the value chain,
- Track changes (growth or decline) over time
- Provide information to make their economic development decisions

The Study

Tourism Destination Sustainability Indicators

ORIGIN	INDICATOR SET	PURPOSE
<p>The EU -The European Commission</p>	<p>European Tourism Indicators System (ETIS):</p> <p>Four (4) Sets of indicators –</p> <ol style="list-style-type: none"> 1. Destination Management (4 Criteria and 4 Core indicators, one for each of the criteria) 2. Economic Value (5 Criteria with 7 Core Indicators) 3. Social and Cultural Impact (4 Criteria with 5 Core indicators) 4. Environmental Impact (9 Criteria with 11 Core Indicators) 	<p>Sustainable Management at Destination Level</p>

The Study

Tourism Destination Sustainability Indicators

The Global Sustainable Tourism Criteria for Destinations (GSTC-D)

Include four main objectives;

- To demonstrate sustainable destination management;
- To maximize social and economic benefits for the host community and minimize negative impacts;
- To maximize benefits to communities, visitors and cultural heritage and minimize impacts; and
- To maximize benefits to the environment and minimize negative impacts

The Study

Tourism Destination Sustainability Indicators

ORIGIN	INDICATOR SET	PURPOSE
<p>Global Sustainable Tourism Council</p>	<p>The Global Sustainable Tourism Criteria for destinations (GST-D):</p> <p>Four (4) Sets of indicators –</p> <ol style="list-style-type: none"> 1. Demonstrate sustainable destination management (14 Criteria /43 Core indicators) 2. Maximize economic benefits to the host community and minimize negative impacts (9 Criteria/21 Core Indicators) 3. Maximize benefits to communities, visitors, and culture; minimize negative impacts (5 Criteria/13 Core indicators) 4. Maximize benefits to the environment and minimize negative impacts (12 Criteria with 28 Core) 	<p>Sustainable Management at Destination Level</p>

The Study

Primary Research – Aims of the Questionnaire

- **Identify existing Focal Points**
- **Determine relevance** – *(re sustainable destination tourism, the role of STZC, the STZC/RCM project in this regard)*
- **Determine types of destinations supported,**
- **Understand the perception of success in achieving sustainability,**
- **Verify use of recognizable and certifiable tools for benchmarking and monitoring.**
- **Understand the needs of the countries.**

The Study

Primary Research Results

- The Questionnaire re establishment of the STZC/RCM was circulated to all Member States of the ACS
- Eighteen(18) Members responded
- All respondents were from Focal Points & public sector *(2 Focal Points had specific names and not just represented as a Unit in a Ministry).*

The STZC Questionnaire - Results

- **Level of Response –**

Fifty six percent (56%);

Seventy two percent (72%) if Associate Members (who did not respond) were removed from the equation.

- **Knowledge of the STZC**

- **All (100%), but half (50%) of these did not know of the Phase 3 - the STZC/RCM project**

The STZC Questionnaire - Results

- **Eight (8) of these member States had been involved with either Phases 1 or 2 of the STZC project.**
- **One (1) country asked for support in the form of follow up information and guidance.**
- **89% of countries wished to nominate a destination to be part of Phase 3 of the Project**

The STZC Questionnaire - Results

Most countries requested support from the STZC

- **To develop policies or strategies**
- **To guide the implementation of sustainable tourism development.**
- **For training**
- **For information**
- **For development of strategies on sustainable tourism**

Questionnaire — Sustainability

- **All countries were in various stages of implementing some aspect of sustainable destination tourism, (e.g., *environmental monitoring, heritage, customer feedback and review*).**
- **Use of the STZC indicators are not sustained, even after the projects were completed.**
- **Alternative sustainable tourism methods were being used,**
- **Appropriate monitoring mechanisms are not being consistently applied**

- **Knowledge of STZC indicators used to select sustainable tourism destinations**
 - 61% percent (11 of the 18)
- **Inclusion in the STZC/RCM project – destination to be selected.**
 - 12 countries (79% percent),
 - **Use of recommended STZC tools in evaluations**
 - 5 countries (approx. 28 percent),
- **Those experiencing a low level of difficulty using STZC tools**
 - 14 countries (78 percent)

Questionnaire — General Issues

- **Issues that prevented the selection of a sustainable tourism destination**
 - 0 %
- **Analysis of the impact of sustainable tourism initiatives on economic development**
 - 4 countries (27 %)
- **Use of appropriate tools, to make measurement and reporting easy**
 - 4 countries (27 %)

Questionnaire — General Issues

- **Implementing some form of sustainable destination tourism management.**
 - 100%
- **Implementing an alternative sustainable development project**
 - 14 countries (80%)
- **Other organizations in Member State implementing sustainable tourism initiatives**
 - 17 countries (94%)

Questionnaire – Success in Implementation

- **100% - Cultural Heritage Protection was the primary focus for sustainable destination tourism management.**
- **94% - Nature based sustainable tourism – seventeen of the eighteen countries indicated as being successful in the implementation.**
- **89 % - Tourism awareness and education,**
- **85 % - Energy conservation, support local communities, protect sensitive environments.**

Questionnaire — Success??

The definition of ‘success’ was not given and left purely to interpretation by countries.

High levels of indicated success are not consistent with use of measuring tools, as

- **Less than 22 percent (4 countries) measure economic impact,**
- **Only twenty seven percent (5 countries), use STZC indicators to measure success,**

Thus the results of this aspect may be questioned

The Questionnaire

Strategies, policies, codes of practice..

- **Adoption of economic development strategies have led to the adoption of the tourism development strategy in all countries.**
- **Sustainable tourism is supported by recognized Codes of Practice that are built into policies and strategies.**
- **There is room for deepening the process within the broader concept of Sustainable Destination Tourism.**

The Questionnaire – Standards and certification

- **Implementing recognized tourism standards to certify and monitor in the value chain. - - 50% of the countries**
- **Indication of support needed**
 - **to apply practices for certified and recognized sustainable tourism destination management.**
- **No uniform and traceable regional tourism standards system (based on measurable and quantifiable sustainable processes), to verify the quality of the product and services**

Conclusions

(Primary Research)

- **Countries have found merit in the application of sustainable tourism principles, and the STZC.**
- **The countries request support for policy and strategy development, training and information, and to implement sustainable practices.**
- **Countries implement sustainable practices, through other organisations and by applying tools other than the STZC tools**

Conclusions

(Primary Research)

- **STZC Phases 1 and 2 destinations generally not sustained**
- **STZC/RCM Phase 3 not fully understood but finding support, as Members provided destinations in this regard.**
- **STZC/RMC project relevant, as this is correlated with the need for greater industry control and sustainability in the industry**

Conclusions

(Primary Research)

- **There is need to harmonise the sustainability processes being implemented in the Region**
- **Greater emphasis should be placed on a standard practice for benchmarking, monitoring and evaluation.**
- **The present emphasis on sustainable destination management, needs to be considered in streamlining evaluation tools.**

Responses re Phase 3 Destinations

- **15 countries responded to the demand for pre-selection of at least one destination**
- **7 have expressed that intention and contacts are established to finalize this process.**
- **6 (Cuba, Guyana, Aruba, Curaçao, Sint Martin and the Netherlands) have not answered any of the received requests.**



STZC
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Phase 3 Destinations

(Pre-selection forms submitted)

COUNTRIES	DESTINATION INDICATED	STATUS
Antigua and Barbuda	Codrington Lagoon	Confirmed by e-mail
Bahamas	Andros Island Matthew Town, Inagua Island	To be confirmed
Barbados	-	-
Belize	-	-
Dominica	Roseau	To be confirmed
Grenada	-	-
Guyana	-	-
Haiti	Jacmel Labadie	To be confirmed



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Phase 3 Destinations

(Pre-selection forms submitted)

COUNTRIES	DESTINATION INDICATED	STATUS
Jamaica	Ocho Rios Port Antonio	To be confirmed
St. Kitts and Nevis	-	-
St. Lucia	Pigeon Island National Park Sulphur Springs park Balenbouche Estate	Confirmed
St. Vincent and the Grenadines	Richmond Site/Lashum Tobago Cays	To be confirmed
Suriname	Galibi Nature Reserve Bigi Pan	-
Trinidad and Tobago	Bucco Reef	To be Confirmed



STZC
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Phase 3 Destinations

(Pre-selection forms submitted)

COUNTRIES	DESTINATION INDICATED	STATUS
Columbia	Bogota Cartagena de Indias	-
Mexico	Cozumel	Confirmed by Official Note
Venezuela	Archipiélago de los Roques Canaima	-
Costa Rica	Comunidad Cahuita Talamanca	-
El Salvador	-	-
Guatemala	Lago de Atitlan	Confirmed by e-mail
Honduras	Roatan	

Phase 3 Destinations

(Pre-selection forms submitted)

COUNTRIES	DESTINATION INDICATED	STATUS
Nicaragua	Isla de Ometepe en Rivas	-
Cuba	Las Terrazas / Viñales	To be confirmed
Dominican Republic	Bayahibe	Confirmed
Panama	Portobelo Bocas del Toro	Confirmed by email
French Guyana	Awala-Yalimapo	Confirmed by email
Guadeloupe	Verte Vallée St Francois	Confirmed by email
Martinique	Sainte-Anne Presqu'île de la Caravelle	Confirmed by email
The Netherlands (Bonaire, Saba, St Eustatius)	-	-
Aruba, Curacao, Sint Maarten	-	-

Conclusions

Member states need to:

- **Clearly understand the meaning of sustainable tourism, sustainable destination tourism, and sustainable destination tourism management.**
- **Deepen understanding of the indicators that will be monitored /measured for monitoring the status of implementation**

Member states need to:

- **Recognise the need for uniform/ harmonised standards to measure good practices and in supporting responsible management**
- **Evaluate their existing processes and use these as a stepping stone for improvement in the STZC sustainability process.**



STZC

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THANK YOU!

Dr. Camella Rhone
MC Consultant