



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

Port-of-Spain
July, 2015

MCConsultant



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Marketing and Communication Materials

STZC website training

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Consultant

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STZC Logo



This is the STZC master brand. It is represented graphically by the corporate logo, made up of two elements: The icon and the STZC word mark.

The overall shape of this logo recalls the blooming of a flower. The overlapping shapes represent the co-operation and unity of the member states, illustrating how their participation leads to growth and development. The three primary colours of aqua, green and gold represent the ocean, land and population respectively. This logo is presented within two semi-circular arcs, creating a visual connection to the AEC while maintaining a unique sense of identity.

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STZC Brochure



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Destination Manual

Purpose to provide specific information on the selection process and evaluation of tourist destinations in the Greater Caribbean wishing to join the STZC. This document will include the main tools created by the evaluation of destinations projects (pilot phase and extension



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Reference Guide



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Newsletter

9TH ISSUE,

1ST QUARTER, 2015



23.02.15

IN THE ZONE

Centre for Language Learning (CLL), UWI, Trinidad y Tobago

National Vocational Training Institute (INFOP), Honduras

Trinitica Internacional, Costa Rica

Editorial

As part of its initiative to Promote Languages and Cultures, the ACS Directorate of Sustainable Tourism is dedicated to overcoming the obvious language barriers faced by its multi-lingual member states and associate members. This commitment is based in the acknowledgement that the organisation's efforts would only be fully efficient if all member states and associate members can wholly benefit, regardless of their native language.

The issue of language training for the purpose of tourism development is one that is particularly related to our language and culture promotion initiative and is highlighted in Costa Rica's article on its efforts to build educational tourism through immersion programmes, much like those that our Directorate is currently organising in collaboration with Guadeloupe's CIGAREL. Honduras' mass education initiative implemented through recent educational reform highlights the crucial place that

English occupies in tourism development for Latin America.

Finally, the Centre for Language Learning at UWI aptly addresses the Anglophone Caribbean's perceived superiority complex giving rise to a marked unwillingness of many native English speakers to learn a foreign language that can only serve to hinder development, not only in tourism, but in other areas.

This issue of In the Zone aims to highlight the ways in which language learning is linked to development and competitiveness, as well as the overall improvement of the collective tourism industry of the Greater Caribbean.

- Tevin R. Gall -
Research Assistant



"Tufted croquette hummingbird"
Reuben Gonzales, 2014

Language Learning and Tourism
- Trinidad and Tobago

How does the acquisition of a foreign language help tourism?
- Costa Rica

"Yes We Can"
- Honduras

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STZC Website

The STZC Website is conceived as an information, marketing and resource tool to support the establishment and promotion of the STZC. Designed as a component of the of the STZC Indicators project, its purpose is to function as a user-friendly and interactive platform. The website is equipped with tools for the sustainable management of tourism destinations and with information conducive to adopting sustainable tourism practices for Destination Managers, Regional Governments and the public at large.

The STZC website will thus complement the evaluation process and marketing aspects of the project to establish a Sustainable Tourism Zone of the Caribbean, facilitate management of content related to the project, and serve as a platform for dialogue, interaction and engagement of the participating destinations, Regional Tourism Authorities and other interested stakeholders.

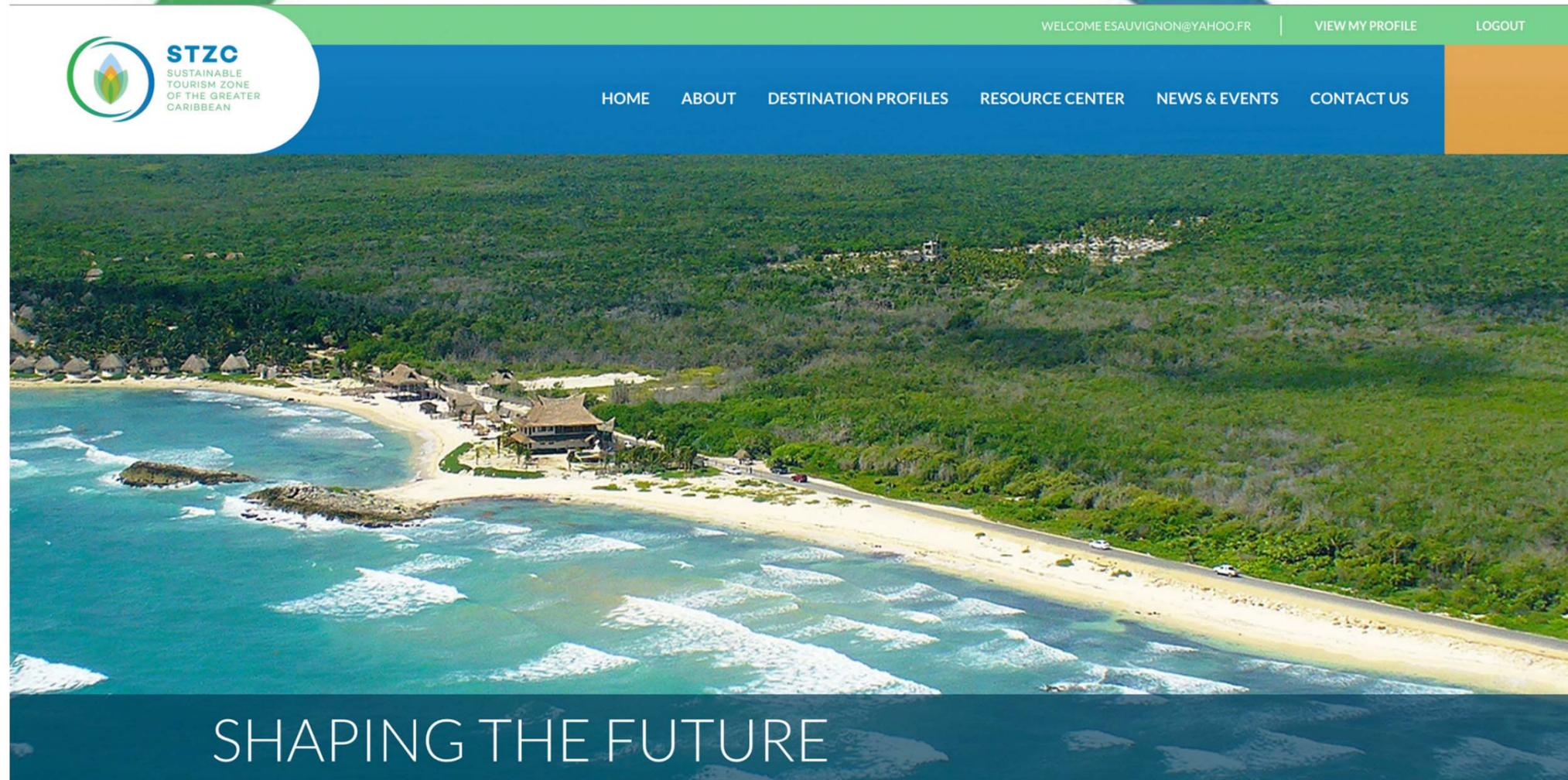
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Structure of the STZC website

www.stzc-ac.s.org



The multi-functional user-friendly STZC website will support the development and advancement of the project to establish the STZC by functioning as a centralised location for general information on the STZC, facilitate destination development and the management of the destination information collected, as well as increase the participation and interest of (additional) destinations of ACS Member States in becoming part of the 'Zone'. The website will promote the STZC's brand and provide market advantage to ACS Member States and participating destinations in the international travel market. Through the website the member destinations are now able to show their economic, social and environmental responsibility and sustainability.

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The STZC website is an integral tool in this process, and is equipped with the evaluation tools and other STZC manuals and resources to facilitate online self-assessments.

- **The guidelines** for the Selection of Applicant Destinations defines the basic qualifying criteria for potential destinations interested in becoming part of the STZC, relative to the type, size, location of the destination and its tourism uses.
- **The Destination Profile Form** allows destination managers to fill in details about the specific destination, such as climate, geography, tourism facilities and products available and statistics.
- **The Indicative Guide and Destination Evaluation Form** provide quantitative and qualitative benchmarks to guide evaluation and assessment of a destination based on STZC criteria. This information is stored in an online database and subsequently used to produce single index ratings for each destination.
- As part of the evaluation process users have the option to create a **Dynamic Action Plan** which outlines intervention strategies to address areas of weaknesses.

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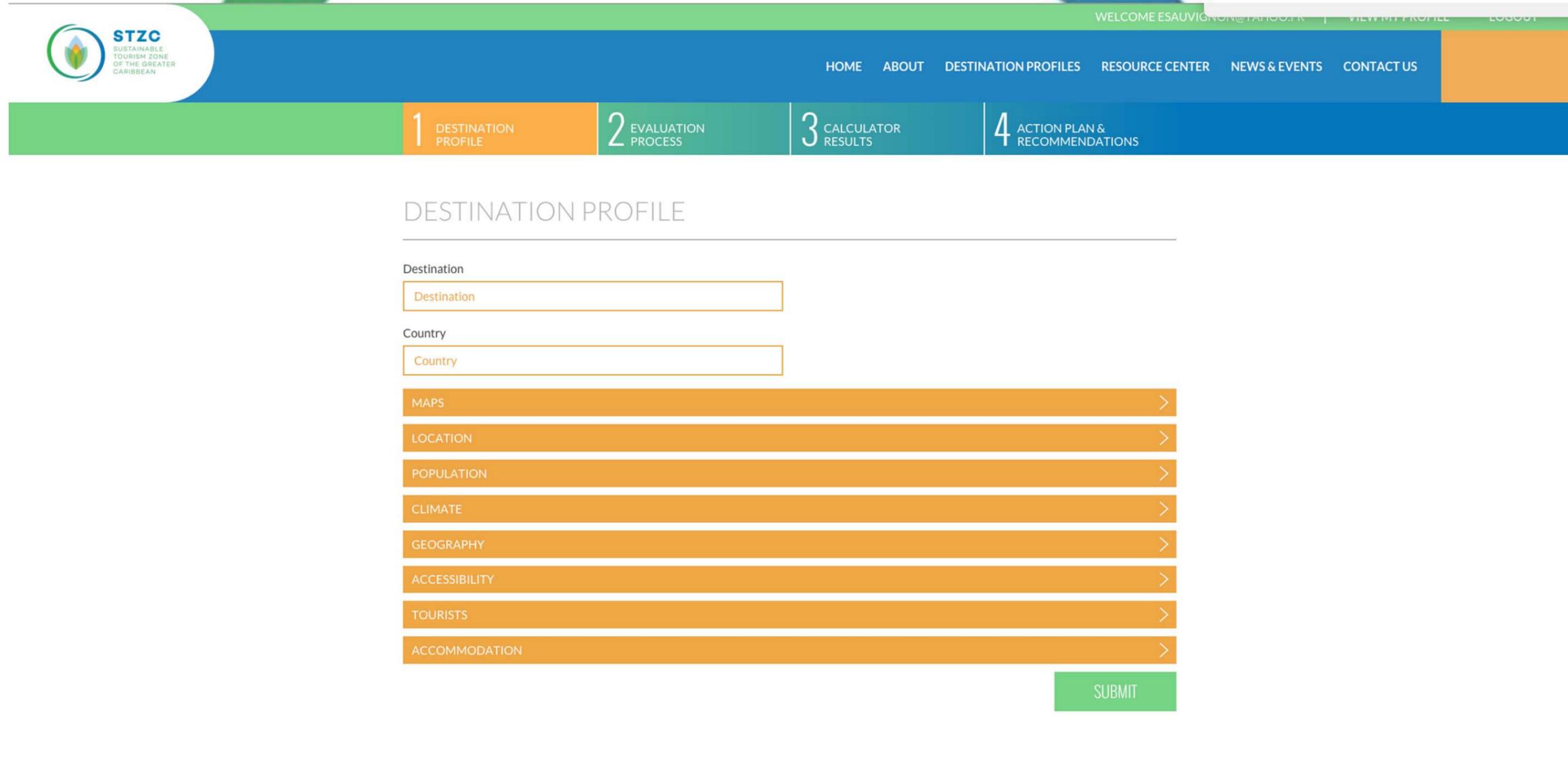
How to join the STZC

In order to be recognized as a member of the STZC, the proposed destination must follow a process of selection and subsequently evaluation utilising the STZC Regional Sustainable Tourism Indicators to determine its level of sustainability

The screenshot displays the STZC website interface. At the top left is the STZC logo. A navigation bar contains links for HOME, ABOUT, DESTINATION PROFILES, RESOURCE CENTER, NEWS & EVENTS, and CONTACT US. A LOGIN button is located in the top right corner. The main content area is divided into two sections: 'WOULD YOU LIKE TO BECOME A MEMBER?' and 'ALREADY A MEMBER?'. The 'WOULD YOU LIKE TO BECOME A MEMBER?' section includes input fields for Country, Name, Last name, Telephone, and Email, with a SEND button below. The 'ALREADY A MEMBER?' section includes input fields for Email and Password, with a LOGIN button below. The footer features a navigation menu on the left, a newsletter sign-up form with an 'Email address' field and a SUBSCRIBE button in the center, and contact information on the right, including the address '5-7 Sweet Briar Road, St. Clair, P.O. Box 660, Port of Spain, Trinidad and Tobago, West Indies', phone and fax numbers, and an email address. A copyright notice 'STZC - Sustainable tourism zone of the greater caribbean © 2015' is also present.

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Completing your Destination Profile



WELCOME ESAUVIGNON@TANZANIA | VIEW MY PROFILE | LOGOUT

HOME ABOUT DESTINATION PROFILES RESOURCE CENTER NEWS & EVENTS CONTACT US

1 DESTINATION PROFILE 2 EVALUATION PROCESS 3 CALCULATOR RESULTS 4 ACTION PLAN & RECOMMENDATIONS

DESTINATION PROFILE

Destination

Country

- MAPS >
- LOCATION >
- POPULATION >
- CLIMATE >
- GEOGRAPHY >
- ACCESSIBILITY >
- TOURISTS >
- ACCOMMODATION >

SUBMIT

The Destination Profile Form allows each destination to fill in details about the specific destination, including uploading of map images.

<http://stzc-ac.s.org/profile/destination-profile/>

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Completing your Destination Evaluation Form (DEF)

1 DESTINATION
PROFILE

2 EVALUATION
PROCESS

3 CALCULATOR
RESULTS

4 ACTION PLAN &
RECOMMENDATIONS

100%

EVALUATION PROCESS

100%

BASELINE INDICATORS



100%

GENERAL INDICATORS



100%

SPECIFIC INDICATORS



SUBMISSION INSTRUCTIONS

- Convention Establishing the STZC
- Protocol to the STZC Convention
- Destination Identification/Pre-selection Form
- Guidelines for the Selection of Applicant Destinations
- Destination Profile Form Template
- Model of Completed Destination Profile Form
- Destination Evaluation Form
- Model of Completed Destination Evaluation Form
- Indicative Guide to the Destination Evaluation Form
- Dynamic Action Plan
- List of Sectors Stakeholders for STZC Applicant Destination Workshops

<http://stzc-ac.s.org/profile/evaluation-process/>

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Website user manual

This tool will provide an easy to use members of the STZC guide on the structure, characteristics and uses of the Web site STZC to facilitate optimal and efficient use of the site.



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SOCIAL MEDIA



<https://www.facebook.com/stzc.acs?ref=hl>



In progress



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