

WORK PROGRAMME OF THE SUSTAINABLE TOURISM DIRECTORATE FOR THE 2014-2015 BIENNIUM

Approved by the

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**WORK PROGRAMME OF THE SUSTAINABLE TOURISM DIRECTORATE
FOR THE 2014-2015 BIENNIUM**

NOMENCLATURE

Sustainable Tourism Directorate / STD:

AFD	(French development Agency)
CCT	(Central American Tourism Council)
CPO	(Conference and Protocol Officer)
CTO	(Caribbean Tourism Organization)
DST	(Director of Sustainable Tourism)
DTEER	(Directorate of Trade and External Economic Relations)
DTDRR	(Directorate of Transport and Disaster Risk Reduction)
LA	(Legal Adviser)
MOU	(Memorandum of Understanding)
RCM	(Regional Cooperation Mechanism)
SCST	(Special Committee on Sustainable Tourism)
SG	(Secretary General)
SICA	(Central American Integration System)
SSC	(STZC Steering Committee)
STA	(Sustainable Tourism Adviser)
TCST	(Technical Committee on Sustainable Tourism)
TMM	(Tourism Ministerial Meeting)
UNWTO	(United Nations World Tourism Organisation)

I. FUNDAMENTAL OBJECTIVES OF THE ACS WORK PROGRAMME

- Implement activities that would allow the fulfilment of the mandates emanating from the 4th Summit of ACS Heads of State and/or Government, contained in the Declaration of Panama.
- Give the Association new political impetus.
- Achieve universality of the Membership of the Association as provided for in its Convention Establishing the ACS.
- Achieve the principal objectives of the Association, by promoting greater consultation and co-operation among Member States, taking into account the dynamic of international agendas.
- Ensure the recognition of the Greater Caribbean as a special area in the context of sustainable development.
- Combat the region's vulnerability to natural disasters.
- Foster economic growth and regional integration by completing comprehensive and equitable agreements in the area of trade and other economic matters and strengthen economic integration in the Greater Caribbean.)

- Establish tourism programmes and increase the number of visitors to the Zone in accordance with the concept of sustainability and establish the Sustainable Tourism Zone of the Caribbean (STZC).
- Address the main challenges of maritime and air transport within the framework of the programme Uniting the Caribbean by Air and Sea.
- Promote medium and long-term programmes by strengthening efforts to acquire resources.
- Strengthen co-operation between the Greater Caribbean Area and the European Union.
- Implement a culture of co-operation among co-operation organisations in the Greater Caribbean, supporting the four areas of interest of the Association. Develop a communications strategy to promote awareness of the work of the Association.
- Support the Secretary General in the administrative and financial management of the Secretariat.

II. SPECIFIC OBJECTIVES BY AREA

1. MINISTERIAL COUNCIL

2. OFFICE OF THE SECRETARY GENERAL

3. INTRA-ACS CO-OPERATION

3.1. SUSTAINABLE DEVELOPMENT OF TOURISM IN THE GREATER CARIBBEAN

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

Provide the STZC political and operational framework. Co-ordinate regional efforts that would contribute to its establishment and implement the technical aspects identified under the “Rules Governing the Identification, Approval and Categorisation of the Destinations that Constitute the STZC”.

3.1.2 Promotion of Multi-Destination Tourism

Preserve the “Caribbean” destination market share in extra-regional markets and increase intra-regional tourist flows.

3.1.3 Promotion of Language and Cultures of the Greater Caribbean

Minimise linguistic barriers and promote better knowledge of the various cultures of the Greater Caribbean to facilitate and improve regional co-operation

3.1.4 Promotion of Safety and Security in the Tourism Industry

Maintain the image of the Caribbean as a safe haven and highly rated location for tourism investment. Co-ordinate inter-agencies collaboration for drafting specific plans of action at the regional, national and institutional level

3.1.5 Coordination with International and Regional Agencies in the area of Sustainable Tourism

Promote among international and regional tourism and other relevant sectors stakeholders the STZC Principles, Strategies and Actions to facilitate its establishment and to strengthen the sustainable tourism concept in the Greater Caribbean.

3.1.6 Coordination of the Works of the ACS Special Committee on Sustainable Tourism and its specialised Groups of Experts

Facilitate the SCST assistance to the Ministerial Council in the area of Sustainable Tourism for the proposal, approval and monitoring of projects and activities in this area as well as the annual reporting. Coordinate the collaboration with other ACS Special Committees to fulfil the objectives of the Sustainable Tourism Work Programme.

Programmatic Areas and Objectives	Activity No.	PROJECT/ACTIVITY	Duration	RESOURCES	INDICATORS	EXPECTED RESULTS
3. INTRA-ACS CO-OPERATION						
3.1 SUSTAINABLE TOURISM						
Programmatic Areas						
3.1.1 Establishment of the Sustainable Tourism Zone of the Caribbean (STZC)	3.1.1.1	Promote and encourage the signing and ratification of the Convention establishing the Sustainable Tourism Zone of the Caribbean, the Margarita Convention, and its Protocol, among ACS Member States and Associate Members.	2014 - 2015	DST + LA + SCST Chairman Funded through the ACS operations budget	<ul style="list-style-type: none"> All ACS Member and Associate Member States deposit ratification instruments to the STZC Convention and sign the Protocol by Dec 2015. 	<ol style="list-style-type: none"> Strengthen the political and operational framework of the STZC The establishment and recognition of the Greater Caribbean as a Region that supports and promotes the Sustainable development of Tourism.
Actions	<ol style="list-style-type: none"> Coordination of the meetings of the STZC Working Group. Continue outreach to Member States through phone calls and emails to promote the STZC and encourage its ratification. 					

Programmatic Areas and Objectives	Activity No.	PROJECT/ACTIVITY	Duration	RESOURCES	INDICATORS	EXPECTED RESULTS
	3.1.1.2	Establishment of the Regional Co-operation Mechanism (RCM)	2014 - 2015	DST + STA + Regional Council of Martinique + Consultant/s US\$228,426 Funded by INTERREG and the Regional Council of Martinique	<ul style="list-style-type: none"> • Consultancy for the STZC-RCM completed by June, 2014 with the website officially launched and fully operational. • STZC Steering Committee (STZC-SC) formally established and first Meeting of the STZC-SC held by June, 2014. • STZC Symposium held by December 2014. 	<ol style="list-style-type: none"> 1. Enhance the visibility, promotion and further development of the STZC through the launch of the STZC-RCM and Website. 2. Facilitation of consultation and integrated planning among STZC stakeholders for the further development of the STZC.
Actions	<ol style="list-style-type: none"> 1. Launch of the Regional Co-operation Mechanism (RCM) component of the STZC in collaboration with the Regional Council of Martinique to include the following: <ol style="list-style-type: none"> a. Compilation Study on Sustainable Tourism in the Region. b. Development of the STZC Website. c. Formalisation of the STZC Steering Committee (STZC-SC) and hosting of STZC-SC meeting. d. Hosting of a Greater Caribbean Symposium on Sustainable Tourism and the STZC. 					

Programmatic Areas and Objectives	Activity No.	PROJECT/ACTIVITY	Duration	RESOURCES	INDICATORS	EXPECTED RESULTS
	3.1.1.3	Developing and Implementing Sustainable Tourism Indicators in the Greater Caribbean and related management and information tools	2014 - 2015	DTS + STA + STZC Working Group Funded through the ACS operations budget	<ul style="list-style-type: none"> • At least one destination in each ACS country, STZC designated by Dec, 2015. • Organize one on-site and/or online capacity building workshop on Destination Evaluation and Management utilising STZC tools by Dec 2014 and publication of at least 3 editions of the STZC newsletter per year. • Establishment of regional and international partnerships to promote the STZC indicators and increase the value and recognition of the STZC. 	<ol style="list-style-type: none"> 1. Completion of the selection and evaluation of tourism destinations to become part of the STZC. 2. Facilitate the exchange of information and best practices among ACS Member States and establish partnerships with Regional and International partners to promote sustainable tourism initiatives in the Greater Caribbean. 3. All ACS Member countries utilising the STZC tools and resources to enhance the sustainability of their destinations.
Actions	<ol style="list-style-type: none"> 1. Finalisation of the regional selection and evaluation process of STZC destinations in collaboration with Country focal points and the STZC Steering Committee 2. Convene and host on-site and/or online capacity building workshop on Destination Evaluation and Management utilising STZC tools <ol style="list-style-type: none"> a. Country outreach for a destination to host the workshop in 2014 b. Identification and costing of suitable web platform for hosting of workshop activity in 2015 c. Outreach to countries to participate in workshops d. Publishing of the necessary documents online to the ACS website and circulation via email e. Reporting on the outcomes 3. Select theme and conduct research/outreach for the publication of at least 3 editions of the STZC Newsletter per year. 					

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3.1.2 Promotion of Multidestination Tourism (MDT)	3.1.2.1	1. Forum of Airline and Tourism Executives for the Promotion of Multi-Destination Tourism in the Greater Caribbean 2. Forum of Cruise Destinations in the Greater Caribbean 3. Cruise Tourism and Entrepreneurial Strengthening: Opportunities for Women	2014 - 2015	DST + STA + Consultant/s + DTDRR + DTEER collaboration Funded by Regional partners ALTA and IATA and the ACS operations budget	<ul style="list-style-type: none"> • Annual Meeting of Airline and Tourism Executives hosted in collaboration with Regional Partners. • In coordination with the DTDRR: a Directory of Regional Stakeholders related to Cruise Tourism and Air Transport developed, to be updated annually. • In collaboration with the DTEER: the Cruise Tourism and Women project and related activities completed by December 2015. 	<ol style="list-style-type: none"> 1. Promote dialogue and cooperation among the regional stakeholders in various segments of the tourism and transport sectors on cross-cutting issues of mutual interest to include cruise tourism, air-transport, multi-destination tourism and intra-regional travel among others. 2. Deliver training and capacity-building tools to strengthen women entrepreneurs.
Actions	<ol style="list-style-type: none"> 1. Coordination of the meetings of the Multidestination Tourism Working Group 2. Follow-up to the meeting of Airline Executives and Tourism and Transport Authorities in collaboration with regional partners, the Caribbean Tourism Organisation, the Latin American and Caribbean Air transport Association (ALTA) and International Air Transport Association (IATA). 3. In collaboration with the ACS Transport Directorate develop a directory of Regional Stakeholders related to Cruise Tourism and Air Transport to be updated annually, through outreach to countries and online research. 4. In collaboration with the ACS Directorate of Trade continue outreach to donor Agencies for partnership and funding to support implementation of the <i>Cruise Tourism and Entrepreneurial Strengthening in the Greater Caribbean: Opportunities for Women</i> project, to include recruitment and identification of consultant and mobilisation of countries to participate in the project as follows: <ol style="list-style-type: none"> a. Phase 1: Conduct Study on the role and contribution of women in the Tourism Sector in Greater Caribbean and develop Training Program Curriculum to strengthen the capacities of women entrepreneurs with SMEs. b. Phase 2: Host Regional Training Workshop and Symposium. c. Phase 3: Sub-Regional Training of Trainers and Mentoring Program. d. Phase 4: National Capacity Building Exercises. 					

Programmatic Areas and Objectives	Activity No.	PROJECT/ACTIVITY	Duration	RESOURCES	INDICATORS	EXPECTED RESULTS
3.1.3 Promotion of the Languages and Cultures of the Greater Caribbean (CPLC)	3.1.3.1	Student Exchange Programme of the Centre for the Promotion of Languages and Cultures of the Greater Caribbean	2014 - 2015	DST + STA + Identified countries + partner institutions US\$ 134,750 estimated for Student Exchange Program. Directorate engaged in outreach for funding.	<ul style="list-style-type: none"> • Database of Language and Academic Institutions in ACS Member Countries developed. • Instruments of cooperation with the identified institutions in ACS Member countries for the teaching of English, Spanish and French finalised. • The student exchange programme implemented by January 2014 and on-going 	<ol style="list-style-type: none"> 1. Consolidate the financial and technical assistance to implement the student exchange programme. 2. In co-ordination with the Identified countries, consolidate the CPLC framework. 3. Promote and facilitate language learning, Greater Caribbean Cultural Awareness as well as Exchanges for Professional Immersion.
Actions	<ol style="list-style-type: none"> 1. Implementation of Student Exchange Programs among the countries of the ACS <ol style="list-style-type: none"> a. Coordination of the meetings of the CPLC Working Group b. Coordinating student exchanges among ACS countries for language training and professional and cultural immersion. c. Consultation and follow-up with the identified CPLC Network countries to formalise co-operation arrangements. 					

Programmatic Areas and Objectives	Activity No.	PROJECT/ACTIVITY	Duration	RESOURCES	INDICATORS	EXPECTED RESULTS
3.1.4 Promotion of Safety and Security in the Tourism Industry	3.1.4.1	<p>1. Promote dialogue and engage in capacity building activities in collaboration with organisations engaged in promoting Tourism Safety and Security.</p> <p>2. Tourism Policing through engaging the Youth.</p>	2014 - 2015	<p>DST + STA + DTDRR collaboration</p> <p>US\$ 60,500 needed to host onsite workshop;</p> <p>Minimal costs for Webinar and other research activities funded through the ACS operations budget;</p> <p>US\$ 159,500 needed for the Tourism Policing Programme</p>	<ul style="list-style-type: none"> • Directory on Tourism Safety and Security created, which lists institutions that fund activities related to safety and security; organisations engaged in the promotion of safety and security; and experts and consultants related to this topic by June 2014, to be updated annually. • One Webinar and/or a workshop hosted on Safety and Security topics to include education and consensus building of local host communities, crisis communication and/or media relations, by Dec 2015. • Compilation of Best practises of the countries of the Region on Tourism safety and security completed by Dec 2014. • Resource mobilisation continued for the Tourism Policing Programme to begin implementation by Jan, 2015. 	<ol style="list-style-type: none"> 1. Facilitate capacity building on Safety and Security to enhance the competitiveness of the Tourism Industry in the Region. 2. Increase collaboration with Regional and International partners as well as among ACS countries for the development and execution of projects and activities in safety and security. 3. Facilitate dialogue and knowledge exchanges among the ACS Member States in the topics related to promoting visitor safety and security.

Programmatic Areas and Objectives	Activity No.	PROJECT/ACTIVITY	Duration	RESOURCES	INDICATORS	EXPECTED RESULTS
Actions		<ol style="list-style-type: none"> 1. Coordinate the meetings of the Tourism Safety and Security Working Group 2. Conduct online research and outreach to Country focal points and Regional partners to develop a comprehensive Directory on Tourism Safety and Security to comprise the various stakeholders related to and/or working on this issue regionally and internationally. 3. Host Regional Workshop/Webinar on a topic related to Visitor Safety and Security. <ol style="list-style-type: none"> a. Selection of Topic b. Outreach and identification of partners for hosting to include Host Country and Training Consultant(s) c. Develop Agenda, workshop documents and training materials d. Outreach to countries to participate in workshop/training activity e. Convene and Host Meeting f. Circulate the reports/resources to Member States and posting via ACS website as necessary g. Reporting on outcomes of training 4. Outreach to Countries to compile case studies of best practises on Tourism Safety and Security initiatives 5. Implementation of the Tourism Safety and Youth Initiative through outreach to Donor Agencies and Regional and International Agencies for partnership and funding to commence consultancy and subsequently launch pilot project: <ol style="list-style-type: none"> a. Phase 1: Survey and Study on Tourism Policing in the Greater Caribbean Region. b. Phase 2: Host a Regional dialogue to facilitate the exchange of knowledge and experiences among countries on best practise frameworks and models on Tourism Policing. c. Phase 3: A Pilot project comprising of a mix of ACS Member States with due consideration to the geographical and linguistic representation. 				

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Inter-Agency Coordination						
3.1.5 Coordination with International and Regional Agencies in the area of Sustainable Tourism	3.1.5.1	Collaboration with the United Nations World Tourism Organisation (UNWTO), Caribbean Tourism Organisation (CTO), Central American Tourism Council (CCT) and others in areas of common interest, and participation in relevant meetings for the advancement of the ACS Sustainable Tourism Work Programme	2014 - 2015	DST + STA Funded through the ACS operations budget with additional resources to be identified as needed.	<ol style="list-style-type: none"> 1. Coordination of the Regional Sustainable Tourism Agencies Network Dialogue (STAND). 2. Participation in relevant regional and international Meetings and invitations extended to Partners to participate in the SCST meetings. 3. Identification and implementation of joint projects and activities in the area of Sustainable Tourism. 4. Collaboration to host specialised workshops. 	<ul style="list-style-type: none"> • Improved functional co-operation and closer collaboration among the Tourism Agencies operating in the region. • Strengthen ACS visibility and promote ACS Tourism initiatives at the Regional and International levels. • Enhance the impact of projects through inter-agency collaboration for the joint implementation of projects and activities. • Promote Sustainable Tourism within the Region and support the development of sustainable tourism projects and activities.
Actions	<ol style="list-style-type: none"> 1. Participation in the Meetings of the UNWTO Commission of the Americas annually and continued cooperation in the area of Sustainable Tourism within the framework of the ACS-UNWTO MOU. 2. Participation as members of the Board of Directors and the Technical Committee on Sustainable Tourism, as well as key annual meetings of the CTO 3. Participation in the Meetings of the CCT of the Central American Integration System annually 4. Participation in the annual meeting of relevant Regional and International Agencies, to include the Tourism Ministerial of the Organisation of American States (OAS) and others. 5. Participation and joint co-ordination of the Sustainable Destinations Donors Forum and other initiatives of the Regional Network. 6. Collaboration with identified regional partners to host specialised workshops and other Sustainable Tourism activities. 					

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3.1.5 Coordination with International and Regional Agencies in the area of Sustainable Tourism	3.1.5.2	Training for Careers in Sustainable Tourism project		DST + STA + AFD US\$95,250 funded by the French Development Agency (AFD)	<ul style="list-style-type: none"> The Study completed and Regional Framework on Tourism Training developed by July 2014. 	1. As a first phase the commissioning of a Research Publication that assesses the status and needs associated with of Training in the Tourism Sector in the Greater Caribbean, with the aim developing a framework for Technical and Vocational Education and Training (TVET).
Actions	1. Implementation of the Professional Training in Tourism project as follows: <ol style="list-style-type: none"> Selection of consultants and coordination of Consultancy to conduct Survey and Study Acquisition of necessary ICT equipment Coordination and convening of Workshop to present results to include outreach to countries to mobilise participation 					

Programmatic Areas and Objectives	Activity No.	PROJECT/ACTIVITY	Duration	RESOURCES	INDICATORS	EXPECTED RESULTS
ACS Meetings: Special Committee on Sustainable Tourism (SCST)						
3.1.6 Coordination of the meetings of the Special Committee on Sustainable Tourism (SCST) and the Tourism Ministerial Meetings (TMM)	3.1.6.1	Meetings of the Special Committee on Sustainable Tourism (SCST)	2014 - 2015	SG + DST + STA + CPO Funded through the ACS operations budget in collaboration with host country	<ul style="list-style-type: none"> • SCST-25 Meeting convened and hosted in La Antigua in Guatemala, April 25th, 2014. • SCST-26 Meeting convened and held in 2015 accordingly. 	<ol style="list-style-type: none"> 1. Present initiatives and obtain approval for proposed activities 2. Follow up implementation of the Sustainable Tourism Work Plan 3. Convene and hold SCST in 2014 - 2015, based on Ministerial Council Agreement 13/10.
Actions	<ol style="list-style-type: none"> 1. Convene and hold SCST Meeting in 2014 and 2015 respectively in collaboration with identified host country and SCST Chair as follows: <ol style="list-style-type: none"> a. Preparation of Agenda and Meeting documents b. Circulation of relevant meeting documents and travel and logistics information and posting via ACS Website c. Outreach to countries to mobilise participation d. Preparing of communication materials (press releases) e. Preparing of relevant meeting reports and preparation of PowerPoint Presentations f. Co-ordination of post meeting activities to include preparation of the Rapporteurs Report and any other mandated follow-up activities 					

Programmatic Areas and Objectives	Activity No.	PROJECT/ACTIVITY	Duration	RESOURCES	INDICATORS	EXPECTED RESULTS
3.1.6 Coordination of the meetings of the Special Committee on Sustainable Tourism (SCST) and the Tourism Ministerial Meetings (TMM)	3.1.6.2	Biannual Meeting of the Ministers of Tourism of the Greater Caribbean (ACS Tourism Ministerial Meeting, TMM)	2014 - 2015	SG + DST + STA + CPO Funded through the ACS operations budget in collaboration with host country	• TMM-3 to be held in Martinique in 2014.	1. Follow up the implementation of the Declarations of Havana and Barranquilla on Sustainable Tourism in the Greater Caribbean.
Actions	<p>1. Convene and hold TMM Meetings in 2014 and 2015 in collaboration with identified host country and SCST Chair as follows:</p> <ol style="list-style-type: none"> a. Preparation of Agenda and Meeting documents b. Circulation of relevant meeting documents and travel and logistics information and posting via ACS Website c. Outreach to countries to mobilise participation d. Preparing of communication materials (press releases) e. Preparing of relevant meeting reports and preparation of PowerPoint Presentations f. Co-ordination of post meeting activities to include preparation of the Rapporteurs Report and any other mandated follow-up activities 					