

## ASSOCIATION OF CARIBBEAN STATES (ACS)

### 24<sup>TH</sup> MEETING OF THE SPECIAL COMMITTEE ON SUSTAINABLE TOURISM (SCST-24) AND 2<sup>ND</sup> PREPARATORY MEETING OF THE 3<sup>RD</sup> MEETING OF MINISTERS OF TOURISM OF THE GREATER CARIBBEAN (TMM-3) Port-of-Spain, Trinidad and Tobago, July 16<sup>th</sup> - 17<sup>th</sup>, 2013

#### RAPPORTEUR'S REPORT REV.1

The 24<sup>th</sup> Meeting of the Special Committee on Sustainable Tourism of the Association of Caribbean States (ACS) was held in Port-of-Spain, Trinidad and Tobago, on July 16<sup>th</sup> and 17<sup>th</sup>, 2013. The meeting was chaired by Mme. Karine Roy-Camille, President of the Martinique Committee on Tourism and Chairman of the ACS Special Committee on Sustainable Tourism (SCST); and further presided over by the Vice-Chairs, the Bolivarian Republic of Venezuela and Costa Rica; with the Republic of Trinidad and Tobago as Rapporteur. The ACS Secretariat was represented at the head table by the Secretary General, His Excellency Ambassador Alfonso Múnera, and the Director for Sustainable Tourism (DST), Mr. Julio Eduardo Orozco.

Attending the gathering were delegations from sixteen (16) ACS countries and one (1) representative from the Caribbean Tourism Organization (CTO) and the International Federation of Red Cross and Red Crescent Societies. The complete list of participants is attached to this Report as **Annex A**.

#### **I. Opening Ceremony**

In her opening remarks, **Chairman Mme. Roy-Camille** extended greetings to all the participants of the meeting and appealed for greater development of strategic cooperation and collaborative efforts among ACS Member Countries and regional tourism bodies, as the main areas of focus to achieve sustainable development. The remarks of the SCST Chair are attached as **Annex B**.

On behalf of the Honourable Minister of Tourism from the Republic of Trinidad and Tobago, who was unavoidably absent, **Permanent Secretary** of the Ministry of Tourism of Trinidad and Tobago, Mrs. Juliana Johan-Boodram, commended the SCST for its dedicated efforts over the years and also underscored the need for continued and close collaboration with all Member States in her contribution. The remarks of the Trinidad Representative are attached as **Annex C**.

In addressing the meeting, the **ACS Secretary General** emphasized the increasing importance of the Tourism Industry in the Greater Caribbean region, citing its significant impact on current GDP and employment rates. Ambassador Múnera further indicated that the absence of connectivity posed a threat to current regional progress and development. The Secretary General went on to stress the need for further cooperation throughout the region, issuing a plea for countries in the Greater Caribbean to improve and redefine lines of connectivity which existed and were maintained in the past, given the recent global socio-political and economic

climate, coupled with tourism's heavy dependence on the external market. The Secretary General ended his comments by underlining the themes of Transport, Tourism Safety and Security and Education, as the main priority areas for SCST discussion, and by reiterating the need for not only regional dialogue, but also the prompt and successful execution of goals and actions.

The **ACS Director of Sustainable Tourism** began his address by acknowledging and thanking the participants for their continued involvement and support. The Director then took the opportunity to introduce his technical support team, stressing on the commitment of the Directorate to implement the SCST Work Plan and the respective strategies and upcoming projects. The Director concluded by welcoming all participating Member States to present and express their opinions, comments and critics concerning the meeting's two-day agenda.

## **II. Approval of the Agenda and Procedural Matters**

The Meeting considered the Draft Agenda as presented by the Secretariat, and addressed other procedural matters regarding its deliberations. There were no amendments at that time and the Agenda was approved.

## **III. Report of the Directorate of Sustainable Tourism on the Status of the ACS Sustainable Tourism Work Programme 2012-2013**

The **ACS Director of Sustainable Tourism** presented a brief report on the activities undertaken by the Sustainable Tourism Directorate since its 23<sup>rd</sup> Special Committee on Sustainable Tourism Meeting (SCST-23) held in Nicaragua, including the current status of the 2012-2013 ACS Sustainable Tourism Work Programme (STWP) approved at that meeting. The Director in his remarks further emphasised that the increased active participation of all ACS Member States and the involvement of the youth were indispensable for the various initiatives included in the STWP. The Director also noted the importance of obtaining sponsorship and financial assistance for the various projects of the Work Programme of the SCST and continued participation in relevant regional and international business forums. The report of the Directorate was circulated as part of the meeting documents as **ACS/2013/SCST-24/INF.01**. The Presentation is attached as **Annex D**.

The **Republic of Honduras** began the discussion with reference to the establishment of the Association of Caribbean Cruise Ship Destinations (ACCD) and the need to subsequently have a proposal on what will happen to the ACCD. It further mentioned the tourism security resources that have been implemented in Central America through the CCT-SITCA with support from the OAS, calling for ACS Members to identify a benchmarking mechanism by which they would all be able to share their experiences and expertise as it relates to these matters and have follow-up meetings. It also made available Honduras' experience with the women's entrepreneurship programme. The representative of Honduras took the opportunity to extend an invitation to the meeting delegates to attend the 21<sup>st</sup> Inter-American Congress of Ministers and High-Level Tourism Authorities, which will be hosted by the OAS in San Pedro Sula Honduras, September 5<sup>th</sup>-6<sup>th</sup>, 2013.

The **ACS Director of Sustainable Tourism** expressed his gratitude for the comments and agreed to undertake plans in order to provide follow-up meetings regarding specific projects. The Director then invited a member of the Directorate's technical support team to give an

overview of the Association of Caribbean Cruise ship Destinations (ACCD) project. The representative indicated that as mandated at the SCST-23 Meeting, a report on the ACCD project had been prepared and circulated to ACS Member States for comments. It was indicated that one of the main recommendations put forward, was the need to focus on integrating dialogue within the Greater Caribbean region on the issue of cruise ships. In this regard, Member States affirmed that the ACCD should not be established as a new Regional organization, but that cruise tourism should be incorporated as a permanent topic in the Multi-Destination Tourism Programmatic area of the Sustainable Tourism Work Programme.

The representative of the **Republic of Nicaragua** ratified what was expressed by the technical representative of the DST regarding the ACCD. He explained however, that there are mandates of the Ministerial Council of the ACS on the establishment of the ACCD, thus it is necessary for the SCST to present during the ACS 2013 Intersessional Meeting and the Ordinary Meeting of the Ministerial Council in 2014, the results of the Report and Analysis of the process for establishing the ACCD so that a final decision could be taken in that respect. It also offered to share Nicaragua's experiences in the area of Tourist Security.

The representative of the **Republic of Costa Rica** highlighted that the theme of security was a very delicate one for the Greater Caribbean region, and that it was impossible to find solutions for all related problems. The representative then emphasised the need for greater collaborative efforts among Member States, underlining the following areas: training for all personnel related to the tourism industry, in both the public and private sectors, specifically members of the national police force and managers of tourism businesses; providing information to tourists that reflects a positive image of the destination; requesting assistance from international agencies, such as the United Nations World Tourism Organization (UNWTO), concerning security management and media communications; and increasing technical cooperation such as the installation of cameras at tourist sites and attractions to increase the surveillance capabilities of the national police, and consequently improve tourist safety and security.

The representative of the **Republic of Guatemala** contributed to the discussion at that time, indicating that in January 2013, in the framework of the CCT, Guatemala organised a highly positive event on Crisis Management and Perception for the Media, offering to circulate the CATA Communication Manual that was just updated as the base document that can be worked on for crisis management that their country utilizes as a guide.

The representative of the **Republic of Colombia** also indicated their willingness to offer support to those Member Countries in need of assistance with respect to security issues.

The **Chair** ended the discussion by thanking all participating countries for their comments, adding that through engaging in dialogue with one another, Member States could help each other find solutions to their problems.

#### **IV. Presentation of the Chairman on the proposed Work Programme for the 2014-2015 Biennium**

The **Chairman** presented her considerations for the advancement of the Work Programme of the ACS Sustainable Tourism Directorate (STWP). Addressing the meeting, the Chair expressed her gratitude to the Republic of Nicaragua for their role and contribution continued as Chair of the SCST the previous two years, then proceeded to outline the following priorities concerning the Work Programme for the 2014-2015 Biennium:

- Organize and host two (2) SCST meetings per year indicating that one (1) is not sufficient.
- Finalise the signing and the ratification of the Sustainable Tourism Zone of the Greater Caribbean (STCZ) and ensure its immediate implementation during the first trimester of 2014.
- Complete the development and implementation of the Sustainable Tourism Indicators component of the STZC.
- Create Ad-Hoc Working Groups, comprising representatives from three (3) to four (4) Member States, to champion the initiatives and projects under each programmatic area.
- Facilitate connectivity and the promotion of languages and cultures among ACS Member Countries. As a first step, the creation of a database of all language training institutions from ACS countries that have the capacity to host the language immersion exchanges. Secondly it will be important to consider revising immigration restrictions, such as visa requirements and regulations, which inhibit the easy flow of student exchanges in the region.
- Develop friendly communications relationships with the media in the area of tourism safety and security.
- Promote the sharing of best practices and experiences among ACS Member States in common areas of development, to avoid duplication of research and documentation.
- Increase public participation and involvement in ACS initiatives to facilitate awareness.

The representative of the **Bolivarian Republic of Venezuela** commended the Chairman for her enthusiasm and involvement as Chair of the meeting. The representative apologised for the absence of Venezuela's Minister of Tourism and other representatives of the Ministry, and further informed the meeting that Venezuela recently ratified the STZC Convention and Protocol, making it the tenth (10<sup>th</sup>) ACS Member Country to do so to date.

The representative of the **Republic of Guatemala** also commended the Chair for her energy and drive concerning the implementation of the STWP, and supported the suggestion to extend the student exchange programme to all member countries so that they may also be given the same opportunities. The representative informed of its successes in the finalisation of a Memorandum of Understanding (MOU) with Arthur Lok Jack School of Business of the University of the West Indies for the purposes of student exchanges and further added that Guatemala was willing to share their experiences and to assist in language learning and cultural exchanges, especially since they had about one hundred and ten (110) Spanish language schools, certified by the Tourism Institute of Guatemala.

The representative of the **Republic of Costa Rica** supported and reiterated the importance of the proposal of Guatemala for educational development, highlighting the need to take advantage of all available resources and discuss ways in which even more may be obtained in order to transform the existing projects into a reality.

The representative of the **Republic of Suriname** also extended her congratulations to the Chair and extended an invitation to the delegates to attend the upcoming XI CARIFESTA celebrations, which will include a youth village and cultural camp, and will be hosted in Suriname on August 16<sup>th</sup> – 25<sup>th</sup>, 2013. The representative, on behalf of the Surinamese government, also conveyed her gratitude to the Republic of Venezuela, Colombia, Trinidad and Cuba for their cooperation in cultural promotion and language learning initiatives which are ongoing in her country.

The Nicaraguan Representative joined in the congratulations being extended to the Chair by the Member Countries, calling for support for the efforts of the work programme of the SCST. He also reminded the participants that according to the manuals and regulations of the ACS, one (1) annual meeting has been established for each ACS Committee and the possibility of holding extraordinary meetings when warranted. Therefore, amendments would have to be made to same in order to be able to convene two (2) annual meetings of the SCST.

**V. Presentation and discussion on the Programme for the establishment of the Sustainable Tourism Zone of the Greater Caribbean (STZC)**

The Executive Director of the **Fair Travel Programme** in Germany delivered an online video presentation whereby he provided background information about the various projects and initiatives in which the Fair Travel Programme is currently involved. The Executive Director further underlined the options being offered to all ACS Member States, at no cost, as tools to help achieve sustainable development and new marketing and promotion ventures. In addressing the meeting, the Executive Director emphasised the importance of creating alliances in order to market and position the ACS tourism products in the European market. The presentation is attached as **Annex E**.

The **Chair** then questioned about the European's perception of the Caribbean region as a multi-destination package, at which time the Executive Director of the Fair Travel Programme responded that while it was interesting in terms of the opportunity for island hopping and the combination of cultural and natural attractions, particularly in Central America, it was not easy to promote such a package owing to the diversity and quantity of the products being offered.

The **ACS Director of Sustainable Tourism** thanked the Executive Director of the Fair Travel Programme for his presentation, indicating to the meeting that ACS would act as a communication channel whereby the information presented about the Fair Travel Programme would be circulated and made accessible to all interested Member States. He further highlighted the initiative of the Fair Travel Programme, adding that it provided representation and exposure at no cost for the region in European tourism events, and he encouraged all Member Countries to become involved in the programme.

The **ACS Legal Adviser** then gave a presentation on the Status of Ratifications to the Sustainable Tourism Zone of the Greater Caribbean (STZC) Convention and Protocol, highlighting Articles seven (7) and nine (9) as it relates to the process of ratification, the execution of the necessary instruments and the deposit of said instruments of ratification to the Ministry of Foreign Affairs of Colombia. The Legal Adviser emphasised that the STZC Convention requires fifteen (15) states to deposit instruments of ratification before the treaty may be able to enter into force. The report of the Legal Adviser was circulated as part of the meetings documents as **ACS/2013/SCST-24/INF.03**.

A representative from **Martinique** presented on the advancements made regarding the project on the Regional Cooperation Mechanism (RCM) component of the STZC, explaining the objectives, the outputs/components and the phases of the project. The representative further underlined that the RCM project being championed by the Regional Council of Martinique, would be implemented in close collaboration with the ACS and the European Union through a programme known as INTERREG IV Caribbean as co-financer. When questioned about the start of the programme by the **Chair**, the representative from the Regional Council of Martinique indicated that the formal consultation process would commence within the next two (2) months, and the STZC-RCM website officially launched by the summer period of 2014, with the first meeting of the STZC Steering Committee (SSC) tentatively set for September 2014. The project proposal on the Regional Cooperation Mechanism was circulated as part of the meeting documents as **ACS/2013/SCST-24/INF.04**.

A representative from the **Republic of Nicaragua** delivered a presentation on “Linking the Indicators of the STZC with the Millennium Development Goals and the Competitiveness Indicators of the World Bank” presented at the 22<sup>nd</sup> Meeting of the SCST in 2011, for the purpose of helping to strengthen the STZC indicators. The representative briefly summarised that there were thirteen (13) STZC Indicators identified since 2005 encompassing economic, social, cultural and environmental criteria, which were linked to four (4) of the eight (8) MDGs.

It was further expressed that it was necessary for ACS Member States to consider the following actions:

- Validate ACS initiatives in order to determine the best way to link the STZC Indicators with the MDGs for human development in the region.
- Generate an Action Plan which would include the increased participation of all ACS Member Countries.
- Review the international tourism and competitive indicators evaluated by international organizations such as the World Economic Forum, the UNWTO or the World Bank, to measure progress made by ACS Member States.
- Identify initiatives and programmes for sustainable tourism criteria in the Greater Caribbean region, to be used for exchanging and sharing experiences through the ACS, CTO and/or SITCA.

The ACS Directorate of Sustainable Tourism (DST) presented a pilot project to implement the STZC indicators in Ethnic and Indigenous Communities in the Greater Caribbean, linked to the fulfilment of the Millennium Development Goals (MDG's) proposed by the United Nations in 2000.

The representative of the **Republic of Colombia** asked that they be advised as to whether or not the consultation related to the STZC-MRC, includes all countries as beneficiaries in the Terms of Reference, at which time the representative of the **Republic of Nicaragua** suggested that the DST once again distribute to Member States the documents of the 22<sup>nd</sup> Meeting of the SCST for the review of the Member States.

In contributing to the discussion, the representative of the **Republic of Costa Rica** added that based on his experiences, at times it would be necessary to adjust the indicators criteria to

coincide with and respect the culture of the indigenous communities, especially those in rural areas. This opinion was also supported by the **ACS Secretary General**.

The **ACS Director of Sustainable Tourism** presented a proposal for a Conference to be held in the Republic of Guatemala in November 2013, to promote the STZC and discuss Sustainable Tourism Best Practices within the region. The DST began by reiterating the importance of completing the ratification process for the establishment of the STZC, and proposed that the ACS host workshops on Sustainable Tourism Best Practices in each of the five (5) sub-regions of the Greater Caribbean. The DST stressed that through such workshops, experiences can be shared and comparisons made between success stories and lessons learnt from case studies within the region. The DST indicated that from November 14<sup>th</sup> to 15<sup>th</sup>, 2013 were the tentative dates for a Conference in La Antigua, Guatemala, inviting the delegation of Guatemala to elaborate further on the subject.

The representative of the **Republic of Guatemala** expressed her gratitude to the DST for the opportunity to host such an event, highlighting the feasibility of implementing the STZC and the importance of maintaining close ties with Latin America and the rest of the region. The representative of Guatemala ended her contribution with a video presentation on the Republic of Guatemala.

As a result of the discussion, it was agreed that instead of the workshop on Sustainable Tourism good practices in the region, the 25<sup>th</sup> Meeting of the Special Committee on Sustainable Tourism would be held in Guatemala.

#### **VI. Presentation and discussion on the Programme for the Promotion of Multi-Destination Tourism**

**ACS Director of Sustainable Tourism** provided an update on the projects within the Multi-Destination Tourism (MDT) Programme. In his overview, the DST mentioned that efforts in this regard were aimed at facilitating cooperation and dialogue between the tourism and transport sectors in the region. On the project developed with the Directorate of Trade, Development and External Economic Relations (DTDEER), Cruise Tourism and Entrepreneurial Strengthening in the Greater Caribbean: Opportunities for Women, the DST stressed that one of the main objectives was to contribute to the development of Small and Medium Enterprises (SMEs) in the region. The DST further informed the meeting about the three (3) phases of the project as it relates to the documentation of entrepreneurial possibilities for women; regional workshops for training; and sub-regional training and assistance to promote the socio-economic development of SMEs linked to cruise tourism.

The **DST** also underscored that the ACS is collaborating closely with the CTO and the Latin American and Caribbean Air Transport Association (ALTA), reiterating that such partnerships were essential for capacity building and maximising resource potential.

An update was provided on the hosting of the Regional Meeting of Airline Executives and Tourism and Transport Authorities for the Promotion of Multi-Destination Tourism, as it relates to opportunities for connectivity, which will be held in collaboration with the CTO and ALTA in Cancún, Mexico on November 13<sup>th</sup>, 2013. The DST called for all Member States to confirm their participation in that event at a later date. The presentation by the DST is attached as **Annex F**.

The representative of the **Republic of Costa Rica** informed the meeting that the Organisation of American States (OAS) had created specific programmes and workshops for SMEs and offered to speak with the Director of the OAS, on behalf of the ACS, to obtain logistical and financial assistance for the development of tourism SMEs in the Greater Caribbean region. The representative of the **Republic of Colombia** also offered to share his country's experiences with interested Member States, regarding the provision of tourism services and entrepreneurial programmes.

#### **VII. Presentation and discussion on the Programme for the Promotion of Languages and Cultures of the Greater Caribbean**

The **ACS Director of Sustainable Tourism** briefly reported on the status of the Student Exchange programme for Language and Cultural Immersion of the Greater Caribbean, indicating to the meeting that the recommendation had been made for this opportunity to be expanded so as to also include other interested ACS Member Countries. The DST underlined the importance of coordinating with the existing language schools in the region in order to establish a communications network as a way to disseminate information to the wider population, and to explore new training ventures and opportunities for cultural exchanges. The DST stressed the need for obtaining financial support to formalize procedures and create mechanisms fundamental for the implementation of such exchanges. Following this, the DST briefly gave an overview of the various outputs/components of the project; communicating to the meeting that implementation of the programme would begin in 2014. The project proposal on the Student Exchange Programme was circulated to participants as reference document **ACS/2013/SCST-24/INF.07**.

In response to the presentation of the DST, various delegations offered recommendations for the advancement of the student exchange programme. The representative of the **Republic of Colombia** initiated the discussion by calling for the development of a database which would include all the public and private institutions in the region that are interested in participating in the project and have the infrastructure and resources available to host student exchanges. The representative highlighted that it was important to examine and evaluate the quality of those institutions, adding that it was also vital to share the advances and results of the various pilot projects instigated in the region with other Member States.

The representative of the **Republic of Nicaragua** reminded the meeting of the specific project in this programmatic area to develop the Centre for the Promotion of Languages and Cultures of the Greater Caribbean (CPLC) and that it was agreed during the 23<sup>rd</sup> Meeting of the SCST that parallel to the establishment of the CPLC, countries would begin the student exchange, however, he indicated that this should not exclude the efforts that have already been undertaken by specific countries toward the installation of Centres for Excellence and the CPLC, in order to formally structure the exchanges.

The delegation of the **Bolivarian Republic of Venezuela** informed the meeting about the various initiatives undertaken by her country to date, to aid and facilitate the CPLC project particularly as it relates to learning in the Spanish language.

The representative of the **Republic of Costa Rica** suggested that ACS Member Countries should become more familiar with the existing cultural programmes available through the



UNWTO in Latin America, and ultimately prepare a list of educational centres in the region which are in need of technical assistance, to be presented to the UNWTO at a determined date.

The delegation of the **Republic of Guatemala** informed the meeting that Guatemala was a recently elected member of the UNWTO Budget Commission and therefore offered to convey the resulting concerns to the UNWTO at the 2<sup>nd</sup> Budget Meeting in August 2013, on behalf of the ACS.

#### **VIII. Presentation and discussion on the Programme for the Promotion of Safety and Security in the Tourism Industry**

The **ACS Director of Sustainable Tourism** made reference to three (3) initiatives as part of the programme which included: the hosting of Capacity Building Workshops on Tourism Safety and Security; Tourism Vigilance Program engaging the Youth at Risk; and ACS-CTO-SITCA Research paper: Regional Perspectives on Tourism Safety and Security. The presentation of the DST is attached as **Annex G**.

When invited to discuss the presentation, the representative of the **Republic of Costa Rica** emphasised the importance and implications of the promotion of Tourism Safety and Security, appealing to all Member States to exchange knowledge and share their presentations, conclusions and actions that they have undertaken regarding this theme, so as to avoid repetitive workshops and the duplication of documents in the future. The representative also stressed that education in schools and public awareness programmes were fundamental to the implementation of sustainable measures on one hand, and on the other, it was similarly essential to work jointly and coordinate efforts with the media in order to develop an effective communication strategy and project a positive image of the destination to tourists. With respect to the project to develop a Tourism Vigilance Programme involving the Youth at Risk, the Costa Rican Delegation recommended to the DST that same be reformulated since the involvement of the Youth generally at risk falls under the purview of the Police Institutions in each country, which was supported by the other participating countries.

The Colombian representative indicated that the issue of Security falls under the authority of Governments, therefore involving the Youth at Risk is complicated.

The Mexican representative asked that the programme document be reviewed more thoroughly, with respect to the meaning of Youth at Risk.

The **Chair** expressed agreement with the representative of Costa Rica, calling for the ACS to develop a synthesised document based on all Member States experiences with security actions and communication issues for circulation. The Chair further emphasised the importance of maintaining closer collaboration and cooperation with the governments of the region's source markets.

The delegation of the **Republic of Panama** added that there was a need to disseminate more information first to travel agencies and consequently to tourists, to raise awareness of the necessary visa/passport or medical requirements at the destinations. The representative of the **Republic of El Salvador** contributed to the discussion, focusing on the need to utilise the various internet agencies as marketing and promotion channels to improve the competitiveness of the region.

**IX. Discussion and Presentation on Cooperation with International and Regional Agencies in the area of Sustainable Tourism**

The **ACS Director of Sustainable Tourism** provided a report for on-going and new initiatives developed to enhance cooperation with regional and international agencies. Under the first item on the agenda for this theme, circulated as part of the meeting documents as **ACS/2013/SCST-24/INF.10**, the DST referred to the Meeting of Regional Agencies on Sustainable Tourism which was held in Managua, Nicaragua on February 18<sup>th</sup>, 2013.

Following that, the DST provided a brief overview on updating the Memorandum of Understanding between the UNWTO and the ACS as it relates to achieving closer relations in seeking collaboration to expand the economic importance of tourism in the Caribbean region. The Draft MOU was circulated as part of the meeting documents as **ACS/2013/SCST-24/INF.11**.

The DST also addressed a proposal presented by the French Development Agency for a Research project on Professional Training in Tourism, with the objective of strengthening Regional human resource capacities in cross-cutting areas necessary for a sustainable and competitive tourism industry. The DST proposal was circulated to the meeting as reference document **ACS/2013/SCST-24/INF.12**.

Nicaragua asked the DST to revisit the ACS-CTO-SITCA joint plan of action approved during the 23<sup>rd</sup> Meeting of the SCST, during which they identified the complementarity of the work programmes of the three regional Secretariats in order to increase co-operation and the development of joint initiatives, as well as the Declaration emanating from the Meeting of Regional Sustainable Tourism Agencies held in Managua, Republic of Nicaragua, on February 18, 2013, since it is important to take advantage of the regional experiences on issues of interest, so as to boost collaboration between the regional tourism organisations and the Member States of the ACS, maximise the impact of the initiatives and resources, seize opportunities for financing from donors and reduce the duplication of efforts, as well as concretise inter-agency collaboration.

The DST invited the representative of the **Caribbean Tourism Organisation (CTO)**, Ms. Gail Henry, to provide an update on joint ACS-CTO activities. The CTO representative highlighted that following the agreement arising from the Meeting in Nicaragua, discussions still needed to be finalised concerning specific priority areas with the ACS, but with respect to the theme of Tourism Safety and Security, the CTO was willing to share the information they had available as it relates to crisis communications and guidelines. The CTO representative further informed the meeting that the CTO was currently involved in conducting basic research and the design and application of a survey in order to be able to determine the potential for Voluntourism in the region, and also to be able to create a profile for tourists in that particular niche.

**X. ACS Fifth Summit and 20<sup>th</sup> Anniversary Celebrations**

The **Director** proceeded to provide a brief report on the area of Sustainable Tourism in the Plan of Action of Pétiön-ville, which was circulated as part of the meeting documents as reference **ACS/2013/SCST-24/INF.13**. The DST further informed the meeting of the

activities planned for the 20<sup>th</sup> Anniversary of the ACS which will be celebrated in Mexico in 2014, and invited the representative of Mexico to elaborate more on the proposal.

The delegation of the **Republic of Mexico** reiterated that the specific date of the event was not yet confirmed and that discussions were still on-going, underscoring to the meeting Mexico's commitment to the ACS and to provide updates on the status of plans and activities.

**XI. Finalisation of the Sustainable Tourism Work Programme (STWP) 2014-2015 Biennium**

In keeping with the agenda, a representative from the **International Federation of Red Cross and Red Crescent Societies** presented an overview for a Hotel and Tourism Safety Programme, highlighting that the aim was to provide training opportunities and technical expertise in the area of quick and effective disaster preparedness and response, to the hotels and tourism sectors in the Caribbean. The executive summary of the proposal of the representative was circulated to the meeting as reference document **ACS/2013/SCST-24/INF.15** and the Presentation is attached as **Annex H**.

The **ACS Director of Sustainable Tourism** presented the proposed Work Programme (WP) of the Sustainable Tourism Directorate for the 2014-2015 Biennium, examining each programmatic area and its related activities to be approved by the meeting. The Work Programme was circulated as part of the meeting documents as document **ACS/2013/SCST-24/WP.01**. After extensive deliberations, the following requests were made by various delegations at the meeting for the advancement of the Work Programme:

- Elaborate a specific budget for SCST initiatives in order to determine the feasibility of implementing each project within the established time-frame.
- Include co-operation and dialogue regarding the establishment of the Association of Caribbean Cruise ship Destinations (ACCD) in the framework of the Promotion of Multi-Destination Tourism programme line. (According to the technical report and recommendations of the ADHOC Working Group).
- Extend the time-frame for the implementation of the student exchange programme to a later date (after January 2014), since the consolidation of the financial and technical assistance has not been completed and continue to move forward in the process to install the CPLC.
- Include in the Work Programme, the activities that have been undertaken by Panama and Venezuela regarding the establishment of the CPLC. The DST will request from the ADHOC Working Group, the review and progress report on the matter.
- Establish deadlines for the activities and goals listed under the Promotion of Safety and Security in the Tourism Industry.
- Include as an additional goal/action in the programmatic area of Tourism Safety and Security, the collection of data and the compilation of a document based on UNWTO Tourism Safety and Security Management programmes and initiatives, including the recommendations and best practices of ACS Member Countries.
- Facilitate the coordination of the works of the SCST and its specialised groups of experts by hosting virtual meetings so as to decrease the travel expenses of delegations.
- Review in its entirety, the draft Work Programme of the Sustainable Tourism Directorate for the 2014-2015 Biennium. (Adjustments, improvement, location and definition of the Objectives, Expected Results, indicators).

The **ACS Director of Sustainable Tourism** called for all delegations to submit their proposed recommendations and changes to the Work Programme of the Sustainable Tourism Directorate, for circulation and further consideration at a date to be determined. Revisit the advancements made in the programme areas of the previous Plan, for continuity purposes and to avoid starting from zero.

**XII. Discussion on the Convening of the 3<sup>rd</sup> Meeting of the Ministers of tourism of the Greater Caribbean (TMM-3)**

As addressed at the SCST-22 Meeting, it was agreed that the 3<sup>rd</sup> Meeting of Ministers of Tourism of the Greater Caribbean (TMM-3), will be held during the second semester in 2013, in Nicaragua, exploring the theme “Enhancing the Global Competitiveness of the Regional Tourism Industry through the Sustainable Development of Niche Markets”. The Briefing Document for the TMM-3 Meeting was circulated as part of the meeting documents as **ACS/2013/SCST-24/INF.14**. In her presentation regarding considerations for the hosting of TMM-3, the representative from the **Republic of Nicaragua** presented the Member States with background information for the discussion on the convening of the Ministerial Meeting initially scheduled to take place in Nicaragua and reported that the Chairman of the Special Committee on Sustainable Tourism represented by the Minister of Tourism of the Regional Council of Martinique, asked Nicaragua to allow it to host said meeting since it would be the headquarters country for the Meeting of the Caribbean Tourism Organisation (CTO) in October 2013. Nicaragua ratified its initial offer, however, it accepted Martinique’s request, considering that this would strengthen the relationship between the small island countries and the other Member States of the ACS, as well as their participation in the Special Committee on Sustainable Tourism, thus, it was recently agreed that the 3<sup>rd</sup> Meeting of the Ministers of Tourism of the Greater Caribbean will be convened in Martinique on the 15<sup>th</sup> October, 2013.

**XIII. Discussion on the Date and Venue of the 25<sup>th</sup> Meeting of the Special committee on Sustainable Tourism (SCST-25)**

The **Chair** provided guidance as it pertains to the time-frame for hosting the SCST-25. After deliberations, it was agreed that the SCST-25 meeting will take place in La Antigua, Guatemala towards the end of April 2014.

**XIV. Any Other Business**

The **Chair**, in addressing the meeting, suggested the following two (2) themes be considered for the TMM-3 in Martinique on the 15<sup>th</sup> October, 2013:

- The simultaneous exploitation and protection of national (natural and cultural) Remarkable Sites, with reference to environmental, economic and social topics.
- “Enhancing the Global Competitiveness of the Regional Tourism Industry through accessibility”, as it relates to the means and cost of transportation, immigration procedures and border access, and language facilitation catering to the needs of all Member States.

The representative of **Colombia** voiced support for the first theme presented by the Chair. Specific Ad Hoc Working Groups consisting of three (3) to four (4) Member Countries were

identified to champion each of the four (4) Programmatic Areas. The Ad-Hoc Working Groups to spearhead the Sustainable Tourism Work Programmes are attached as **Annex I**.

The **Chair** ended by proposing that she will convene a meeting with the Chairman or a representative of key Regional institutions (ACS, CTO, ALTA and SITCA) during the Forum of Airline Executives and Tourism and Transport Authorities, which is scheduled to take place in Mexico on November 13<sup>th</sup>, 2013.

**XV. Approval of the Procedure for the Draft Rapporteur's Report**

Trinidad and Tobago, as Rapporteur, informed the meeting that the Secretariat would undertake the preparation of the Draft Report in the three languages and distribute to the meeting participants within two (2) weeks. Following that, the Meeting will commit to return their comments and suggested changes within an additional two-week timeframe.

**XVI. Closing Remarks**

In her closing remarks, the **Chair** thanked the delegations for their participation and interventions during the two days of discussion, summarising and reiterating the main conclusions of the meeting, as noted in **Annex J**.

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- Annex B:** Remarks by the Chairman of the SCST at the Opening Ceremony
- Annex C:** Remarks by the Ministry of Tourism of the Republic of Trinidad and Tobago at the Opening Ceremony
- Annex D:** Presentation of the Secretariat (Directorate of Sustainable Tourism) on the Status of the ACS Sustainable Tourism Work Programme
- Annex E:** Presentation on the Proposal for the Association of Caribbean States -The Fair Travel Partner Program
- Annex F:** Presentation on the Programme to Promote Multidestination Tourism: Cruise Ship Tourism and Entrepreneurial Strengthening in the Greater Caribbean: Opportunities for Women
- Annex G:** Presentation of the Secretariat on the Programme to Promote Safety and Security in the Tourism Industry
- Annex H:** Presentation on Hotel Safety Programme - A Resource Development Project
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- Annex J:** Closing Remarks of the SCST Chair

## ANNEX A / ANEXO A / ANNEXE A

## LIST OF PARTICIPANTS / LISTA DE PARTICIPANTES / LISTES DE PARTICIPANTS

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**REMARKS BY THE CHAIRMAN OF THE SPECIAL COMMITTEE ON SUSTAINABLE TOURISM  
(SCST) - OPENING CEREMONY**

**Presented by: Honourable Madame Karine Roy-Camille, President of the Martinique Tourism Authority, and Chair of the ACS Special Committee on Sustainable Tourism**

Honorable Representative of the Minister of Tourism of the Republic of Trinidad and Tobago, Ambassador Alfonso Múnera, Secretary General of the Association of Caribbean States; Distinguished representatives of the ACS Member States and Associated Members, invited guests and friends of ACS; Ladies and gentlemen; Bonjour!

It is an honor for me to represent the Greater Caribbean, as an Associate Member representative from the French Caribbean, in the capacity as new Chair of the ACS Committee on Sustainable Tourism.

Firstly, I want to congratulate the Government of Nicaragua for the leadership and work it has undertaken for the development of sustainable Tourism in the Greater Caribbean for the last 2 years.

I would also like to welcome the presence of Madam Juliana Boodram, Permanent Secretary the Honorable Minister of Tourism of the Republic of Trinidad and Tobago, Stephen Cadiz. Her presence with us today demonstrates the important support given by the host country to the work of the Association of Caribbean States.

Finally, I would like to thank Ambassador Múnera for the quality of his hospitality and the support provided by the staff of the ACS Secretariat in making possible the organization of this meeting today.

Our guiding mandate would have to take into account the ACS Plan of Action adopted by our Heads of State during the recently held Summit in Petionville, Haiti in April 2013.

It is a very important political moment for Martinique to exercise this Chairmanship at a critical moment of its heightened integration in the Greater Caribbean through its active involvement in regional cooperation activities in areas like tourism, biodiversity, renewable energy and economic territorial diplomacy.

Furthermore, under the leadership of the Honourable Serge Letchimy, President of the Martinique Regional Council has formalized a request to become Associate Member of the ACS, which received the political endorsement at the recently concluded Summit in Haiti. We count on your continued support.

The ACS is an important forum for the sharing and exchange of experiences in common areas of development for the sustainable economic and social development of the people of our countries and territories.

Our main focus should be oriented towards the achievement of concrete results, avoiding duplication of efforts and researching valued added to the benefit of ACS Member countries

My top political priority areas of focus as Chair are the following:

- The urgent ratification by ACS member countries of the **Convention and Protocol of the Sustainable Tourism Zone of the Greater Caribbean (STZC)**. This has to become the reference framework for our work.
- **Increase of the presence and cooperation of the ACS with other Regional and International Agencies in the areas of Sustainable Tourism.** This would allow the development of strategic partnerships and identification of resources to implement the Agenda of the Special Committee.

As the region experiences a substantial increase in the arrival of tourists, it is essential to maintain and protect our natural spaces and to develop sustainable development policies and practices.

Martinique is contributing actively to the implementation of the ACS Sustainable Tourism Regional Cooperation Mechanism in order to enhance the visibility and promote the STZC. This project is funded by the INTERREG Programme, a financial instrument of the European Union.

We will also be hosting in October 2013 the Caribbean Tourism Organization State of the Tourism Industry Conference which includes the participation of CARICOM Tourism Ministers. We will like to organize an ACS Ministerial Tourism Conference in Martinique prior to the CTO event on 15 October 2013.

In conclusion, sustainable development does not have a political color; it is about keeping a "green Greater Caribbean" for our future generations.

Thanks you, merci.

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**REMARKS BY THE MINISTRY OF TOURISM OF THE REPUBLIC OF TRINIDAD AND TOBAGO AT THE OPENING CEREMONY - OPENING CEREMONY**

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**Presented by: Juliana Johan-Boodram, Permanent Secretary, Ministry of Tourism**

- Secretary General of the ACS:  
His Excellency Ambassador Alfonso Munera
  - Director of Sustainable Tourism of the Association of Caribbean States  
Mr. Julio Eduardo Orozco Pérez:
  - Chair of the Special Committee for Sustainable Tourism: Martinique  
Mrs. Karine Roy-Camille  
President of the Committee of Tourism in Martinique
  - Vice Chair of the Special Committee for Sustainable Tourism: Costa Rica –  
Mr. Hermes Navarro del Valle,  
Director or His Excellency Édgar García Miranda, Ambassador
  - Vice Chair of the Special Committee for Sustainable Tourism: Venezuela –  
Mrs. Elba Martínez  
Representative to the UNWTO and International Organizations or Mrs. Tibisay Soto,  
Training Manager
  - Ministers and Permanent Secretaries of Tourism from Member States
  - Members of State Boards
  - Ambassadors
  - Other Distinguished Guests:
  - Members of Staff of the Ministry of Tourism and the Tourism Development Company Limited
  - Specially Invited Guests
  - Members of the Media
  - Ladies and Gentlemen
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Bonjour, Buenos días, Good Morning.

It is really a distinct pleasure for me to bring warm remarks to all of you this morning at this opening ceremony of the ACS 24<sup>th</sup> Meeting of the Special Committee on Sustainable Tourism on behalf of the Minister of Tourism, the Honourable Stephan Cadiz who is unavoidably not able to be here this morning.

I wish to welcome each and every one of you here to our beautiful islands, Trinidad and Tobago. I know that our conference is two days, Tuesday and Wednesday. I hope that will give you the opportunity to stay in Trinidad and Tobago for two days longer so that you will visit other parts of Trinidad besides the capital city and also, that some of you will have the opportunity to also visit Tobago. We have launched “Heritage Week” in Tobago so there are so many activities for you to see in Tobago, whether it is a crab race or a goat race. I know many of you have never seen some of these things before so use the opportunity to travel to our sister isle Tobago, to see some of that.

This event is indeed a very important event for us. The Association of Caribbean States (ACS), through this Sustainable Tourism Committee has over the years dedicated a lot of effort to ensure that the critical issues associated with tourism are provided and stay on the forefront of

the tourism agenda. This in itself is a great benefit for the sharing of knowledge of tourism best practices across our region.

Many of you here, if not all of you, are aware of the benefits of tourism so I need not even mention that. You are aware of the economic diversification factor and how tourism can be used as a tool to not only diversify our economies, but also to ensure poverty alleviation which is a great part of what we all as leaders in our country aspire to ensure. It is also a means of achieving balance and sustainable growth, and I believe that is one of the issues you will be addressing while you are here over the next few days.

As we speak of poverty alleviation, we talk about our rural communities and preservation of the natural and cultural assets of our country, especially since in our hemisphere here, the Caribbean-Latin American, we have so much that the world wants to see.

Our efforts of sustainable tourism are really very laudable and I can only imagine what we can do by deepening our relations and our efforts towards this line.

As we promote long term growth for sustainability, we will recall that last year the world reached that landmark of one billion visitors. All over the world tourism is growing. We see that every leader, whether recently President Barrack Obama or the Prime Minister of UK or in the Middle East, every single country has now come to terms with the benefits of tourism and every single country is pushing and growing tourism in its own way. I am proud to say that in this hemisphere, we have witnessed probably one of the greater tourism growths in the whole world. I think we should be very proud of ourselves and I note some of the countries here among us that have also witnessed good tourism growth, among them Costa Rica and Cuba. You have much to teach all of us here in terms of how you have increased your visitor arrivals.

Although we face a downturn globally, tourism has continued to grow and the forecast is that it will continue to grow throughout the world. As tourism continues to grow, it is really for us as leaders to maximise the benefits of tourism in a balanced and in a sustainable way.

As I said, I am really happy that we have come together here, and in Trinidad and Tobago, to have this meeting and to really see how we can deepen our relations. I want to take this opportunity again to welcome all of you to Trinidad and Tobago. Those of you, who want to stay on longer, let me also take the opportunity to ask you to contact our staff, who is here from the Ministry of Tourism. We will be more than willing and able to organise, whether you need tours or to go out somewhere, we will be very willing and happy to help you organise your visits while you are here in Trinidad and Tobago.

Welcome every one of you. I wish us good success over the next two days. I looked at the agenda items and I know that there is much for us to talk about and learn from each other. Welcome Madame Chair. Thank you very much and a good meeting to all of us.

Thank you.

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**PRESENTATION OF THE DIRECTORATE OF SUSTAINABLE TOURISM ON THE STATUS  
OF THE ACS SUSTAINABLE TOURISM WORK PROGRAMME**

**Presented by: Mr. Julio Orozco, Director of Sustainable Tourism, Association of Caribbean States**

**Executive Board - 2013**

**Executive Board of the Special Committee on Sustainable Tourism**

Elected at the 18<sup>th</sup> Ordinary Meeting of the Ministerial Council of the ACS, convened in Panama City, Republic of Panama, on February 18, 2013

**COMPOSITION OF THE COUNCIL:**

- Chairman: Regional Council of Martinique
- Vice Chairman: Bolivarian Republic of Venezuela and Costa Rica
- Rapporteur: Republic of Trinidad and Tobago

**INTRODUCTION**

- The main activities carried out since the 23<sup>rd</sup> Meeting of the Special Committee on Sustainable Tourism (SCST-23), Managua, Nicaragua, on June 28-29, 2012.
- Rapporteur's Report of the SCST-23 distributed as **ACS/2013/SCST-24/INF.02**

**Scope**

- The advancements made in the four programme areas of the STWP as approved during the SCST-17.
- Review of the STWP for 2014.

**PROGRAMME AREAS**

**The Programme Areas of the Special Committee on Sustainable Tourism**

1. Establishment of the Sustainable Tourism Zone of the Caribbean (STZC)
2. Promotion of Multidestination Tourism
3. Promotion of the Languages and Cultures of the Greater Caribbean
4. Establishment of a Regional Tourist Safety and Security Network

**INSTITUTIONAL RESPONSIBILITIES**

- Contributed to the Reports of the Office of the Secretary General by providing information on the execution of the Work Programme presented to the **18<sup>th</sup> Ordinary Meeting of the Ministerial Council** and to the **5<sup>th</sup> Summit of ACS Heads of State and/or Government**, held in Pétion-Ville, Republic of Haiti, on April 26, 2013.

**ADVANCEMENTS MADE IN THE STWP**

❖ **Establishment of the Sustainable Tourism Zone of the Caribbean (STZC)**

- I. The Directorate has been collaborating with the Regional Council of Martinique on the project aimed at developing the Regional Co-operation Mechanism (RCM) component of the STZC. The discussions were concluded and the consultation is expected to begin.



- II. Produced two publications of the Newsletter "In the Zone", which focussed on the Arts and Craft of the region, and secondly, on the Sustainable Tourism Work Programme.
- III. Developed a proposal for a Pilot Project focussing on the Implementation of the Regional Sustainable Tourism Indicators of the STZC in the Ethnic and Indigenous Communities of the Greater Caribbean, linked to the achievement of the Millennium Development Goals.

❖ **Promotion of Multidestination Tourism**

There are currently three projects in the Multidestination Tourism (MDT) Programme:

- The first is the ***Forum of Airline and Tourism Executives***.
  - The Directorate has been engaged in consultations regarding its proposal to hold Aviation Day Meetings, which would bring together the Regional Tourism and Transport Authorities and the Airline Executives, for the sub-regions of Central America and CARICOM respectively.
  - Aviation Day in the Caribbean is scheduled for November 13, 2013, in Cancún, Mexico. The Directorate is collaborating with the Caribbean Tourism Organisation (CTO) and with ALTA, in the organisation of this event.
- The second project is the establishment of the ***Association of Caribbean Cruise Ship Destinations (ACCD)***.
  - The SCST-23 meeting mandated the Ad Hoc Working Group of the ACCD (ACCD-WG) to prepare in collaboration with the Secretariat, a *Report on the advancements made to date and agreement on methods for establishing the ACCD*.
  - This document, entitled: **Report and Analysis of the Process Related to the Establishment of the Association of Caribbean Cruise Ship Destinations (ACCD)**, was dispatched to the members of the Ad Hoc Working Group for the ACCD on January 11, 2013.
- The third project was designed as a collaborative effort with the Directorate of Trade Development and External Economic Relations of the ACS and is entitled ***Cruise Ship Tourism and Entrepreneurial Strengthening in the Greater Caribbean: Opportunities for Women***.
  - We are currently engaged in *consultations with donor agencies*, to obtain financing to execute this project.

❖ **Promotion of the Languages and Cultures of the Greater Caribbean**

- The main project is the ***Student Exchange Programme*** among ACS countries for training in foreign languages and cultural immersion.
  - A *Project Concept Document (PCD)* was developed for the student exchange component.
  - Member States and regional counterparts have been approached for information on scholarships and grants available for language learning.
  - The Directorate is collaborating with the Caribbean Tourism Organisation (CTO) to consolidate a joint approach for executing the project by 2013.

## ❖ Establishment of a Regional Tourist Safety and Security Network

- There are two projects: ***Annual Capacity Building Workshop/Seminar on the Regional Tourist Safety and Security Network*** and ***the Project to develop a Tourist Surveillance Programme involving the Youth***.
  - The Directorate actively undertook an effort to establish *closer relations in order to forge partnerships and obtain financing* based on the aforementioned activities.
- The holding of the ***Seminar on Tourist Safety and Security***, an activity that was being planned in collaboration with the Tourism Development Company of Trinidad and Tobago (TDC), was postponed due to internal changes in the TDC itself.
- The Director participated as a Panellist in the ***Tourist Safety Training Programme***, coordinated by the Organisation of American States (OAS), in Roseau, Dominica, on June 10-14, 2013.

## HIGH LEVEL MEETINGS

- The ACS convened the ***Fifth Summit of Heads of State and/or Government*** under the auspices of the Government of the Republic of Haiti, on April 26, 2013.
- In 2014, the ACS will be commemorating its **20<sup>th</sup> Anniversary**. Mexico has offered to organise a special meeting of ACS Heads of State and/or Government, to celebrate this joyous occasion.
- The ***Third Meeting of Ministers of Tourism of the Greater Caribbean (MMT-3)*** will be held in 2013.
- The Republic of Nicaragua has offered to organise this meeting and it was agreed that consideration would be given to the theme: ***'Improving the Global Competitiveness of the Regional Tourism Industry through the Sustainable Development of Niche Markets'***.

## CO-OPERATION WITH REGIONAL AND INTERNATIONAL AGENCIES

- The Directorate, in collaboration with the Republic of Nicaragua, organised a highly successful event, the ***Meeting of Regional Tourism Agencies on Sustainable Tourism***, in Managua, Nicaragua, on February 18, 2013.
- The Directorate is participating in a collaborative effort with the French Development Agency (AFD), which agreed to finance a project to explore **Professional Training in Tourism**.
- The Directorate enjoyed results in resuming exchanges with the United Nations World Tourism Organisation (UN-WTO) and is in the process of **updating the terms of a Memorandum of Understanding (MOU)** for co-operation between the ACS and the UN-WTO.

## HUMAN RESOURCE EVENTS IN THE DST

- The contract of the previous Sustainable Tourism Director, Ms. Gloria de Mees, expired on March 3, 2013. On April 2, 2013, **Mr. Julio Eduardo Orozco Pérez**, a native of Republic de Guatemala, assumed the duties of Sustainable Tourism Director.
- The contract of the previous Research Assistant of the Directorate, Ms. Whitney Dulgar, expired on April 1, 2013. On June 1, 2013, **Ms. Rehanna Ramroop** joined the Directorate team in the post of Research Assistant.

**THANK YOU FOR YOUR ATTENTION**

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**PRESENTATION ON: PROPOSAL FOR THE ASSOCIATION OF CARIBBEAN STATES -  
THE FAIR TRAVEL PARTNER PROGRAM**

**Presented by : Mr. Jürgen Bluhm, Director of the Fair Travel Programme**

**THE BUSINESS PLATFORM FOR LEADERS IN SUSTAINABLE TOURISM**

1. PREAMBLE
  2. EXPECTATIONS
  3. PRICING SUSTAINABILITY
  4. THE FAIR TRAVEL PROGRAM
  5. TEST YOUR SUSTAINABILITY
- 
1. PREAMBLE

**WHO WE ARE**

**Fair Travel e. V.** is a non-profit organization based in Germany. Since 2005 we are in close dialogue with tour operators and destinations committed to **Protect the word we travel in.**

**WHAT WE DO**

As a platform for leaders in sustainable tourism we promote a Win/Win situation for traveleres, destinations & tour operators.

We accelerate the business of sustainable tourism.

**HOW WE DO IT**

Most of the Sustainable Tourism destinations are located far away from the European travel markets. Fair Travel is aware that the locals at the destinations put a lot of money, time and hopes into their efforts and expect to be soon rewarded. But their means are committed to the sustainable development and only a little budget remains to sell their services.

In order to generate the needed business Fair Travel created a subsidized program for **qualified partners** only.

**WHY WE DO IT**

(a) Europa is an important market for long hault travel. The presence and marketing power of destinations determines where travelers spend their holidays.

(b) Opposite to common opinions the market reveals that the main competitors are not countries in our neighbourhood but thousands of destinations spread throughout continents. Fair Travel promotes the idea of strong local alliances.

**FAIR TRAVEL & INTERNATIONAL ALLIANCES**

Sustainable tourism is based on the guidelines of the Millenium Development Goals of the United Nations and it contributes to the future of the planet raising awareness of our global social responsability and protecting the beauty of our destinations.

**Fair Travel welcomes and supports** international alliances such as **the Association of Caribbean States (ASC)**. Alliances policies can set up rules for a fair competition and increase the business opportunities of its members.

## 2. EXPECTATIONS

FAIR TRAVEL performs at the European travel market.

Our certified partners operate at their local destinations. Do different perspectives always provide **the same conclusion?**

Let ´s take a look at..

..the **expectations** of travelers, destinations and tour operators regarding **sustainable tourism**:

### EXPECTATION OF THE **TRAVELERS**

- ✓ I want reliable information
- ✓ A good quality/ price relation
- ✓ Excellent service, etc.

But... to be honest my budget is limited.

### EXPECTATION OF THE **DESTINATIONS**

- ✓ We need a return on our investment
- ✓ A more selected group of clients
- ✓ Place our products on the market, etc.

But... we can ´t afford a full time representation abroad.

### EXPECTATION OF THE **TOUR OPERATORS**

- ✓ Competitive prices and conditions
- ✓ Reliable support from the destination
- ✓ Product consulting, etc.

But... launching new programs is a risky business.

## 3. PRICING SUSTAINABILITY

DO WE ALL UNDERSTAND THE VALUE OF SUSTAINABILITY?

### PRICING SUSTAINABILITY

Responsible tourism should provide **economic sustainability**.

Preserving the heritage of our destinations we grant the income of future generations.

The travel season is twice a year and this is the time for the tourism industry to generate revenue.

Nature is a precious good that should not be taken for granted.

Imagine there were no rain forest...



€ 124.000.000



?

The rain forests took countless generations to grow. They host the richest biodiversity on our planet. Palm trees and colourful birds are synonym of paradise. In Germany and Great Britain indoor theme parks have been build to recreate the illusion of a perfect day in paradise. Heating expenses are equal to 4.000 family houses.

Imagine there were no oceans...  
Ozeaneum, Stralsund



€ 100.000.000.-



?

The sunlight hits the shallow ground of the Caribbean sea. Cristal clear water allows to admire seastars, crabs and fishes at their natural playground.  
This sounds familiar to us but, in Germany a dream came true when the Ozeaneum finally opened its doors in 2010.  
Construction costs only: € 100.000.000,00

Imagine there were no sandy beaches...  
*The World Project, Dubai*



US € 35.000.000.000.-



?

Dubai is not so privileged by nature. Their beach project „The World“ has cost so far the amount of US \$ 35 Billion Dollar and it drove the country close to recession. All infrastructure, maintance and the ecological disaster are not taken into account.

The future of *The World Project* remains uncertain.

### Nature is priceless

But, can we put a price tag on nature?

#### 4. THE FAIR TRAVEL PROGRAM

##### STATUS QUO

The **competiton is tough**. Ground handlers at the destinations need a fair price for their services but they have to compete with established commercial services at both sides and countless destinations around the world.

International alliances in sustainable tourism help to combine forces and to improve the opportunities for their members.

In order to get the right price and to place all the wonderful services on the travel map somebody has to be in a continuing **dialogue with the potential tour operators in Europe**.

##### ACS IN EUROPE

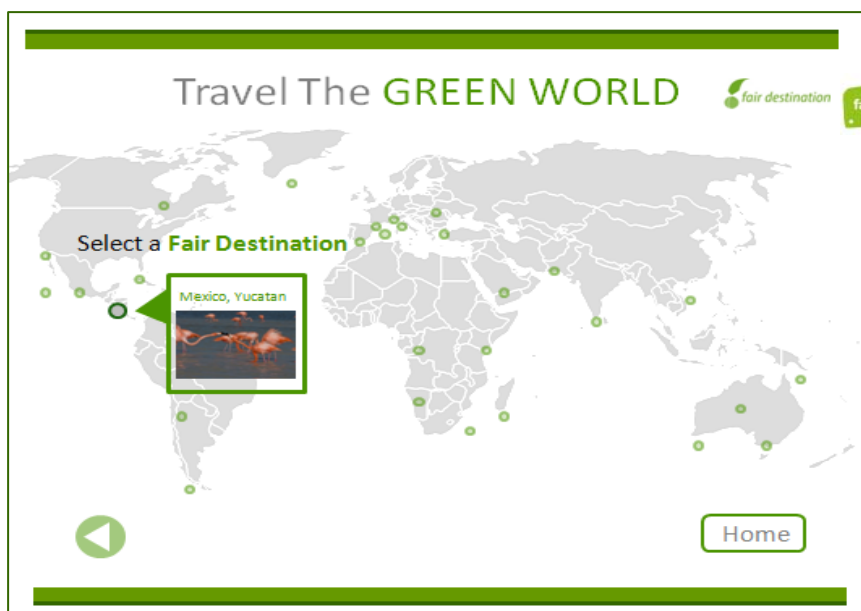
The Fair Travel Partner Program was designed to improve the performance of sustainable destinations at the travel markets.

It is a private subsidized program for approved members only. We acknowledge established certifications in sustainable tourism and **we also actively promote and support their sales efforts**.

Fair Travel is eager to offer the ACS free advise and support to position the alliance and its services in Europe. On request we can also provide subsidized services and tailor-made solutions for every single ACS Member.

##### NEXT STEPS

1. Test your sustainability
2. Send us your programs until the WTM 2013 in London.
3. **Fair Travel will put you on the map!**





## 5. TEST YOUR SUSTAINABILITY

### 1. Effective sustainable management

- a. Company has implemented a long-term sustainability management system that is suitable to its reality and scale, and that considers environmental, socio-cultural, quality, health, and safety issues.

**Yes                      In Process                      No      but interested**

- b. The company is in compliance with all relevant international or local legislation and regulations (including, among others, health, safety, labour, and environmental aspects).

**Yes                      In Process                      No**

- c. Staff receives periodic training regarding their role in the management of environmental, socio-cultural, health, and safety practices.

**Yes                      In Process                      No**

#### 1.1 Effective Quality Management

- a. The company has implemented a Quality Management System that includes a documentation of the internal operational processes and a controlling mechanism.

**Yes                      In Process                      No      but interested**

### 2. Social and economic benefits to the local community

- a. The company supports initiatives for social and infrastructure community development including, among others, education, health, and sanitation.

**Yes                      In Process                      No**

- b. Local residents are employed, including in management positions. Training is offered as necessary.

**Yes                      In Process                      No**

### 3. Benefits to the environment

- a. Purchasing policy favours environmentally friendly products for building materials, capital goods, food, and consumables.

- b. The business takes measures to decrease overall energy consumption and encourages the use of renewable energy.

- c. Measures to decrease overall water consumption are adopted.

**Yes                      In Process                      No**



- d. Wastewater, including slop, is treated effectively and reused where possible.
- e. A solid waste management plan is implemented, with quantitative goals to minimize waste that is not reused or recycled.
- f. The use of harmful substances is minimized; substituted, when available, by innocuous products; and all chemical use is properly managed.
- g. The business implements practices to reduce pollution from noise, light, runoff, erosion, ozone-depleting compounds, and air and soil contaminants.
- Yes                      In Process                      No**
- h. No captive wildlife is held, except for properly regulated activities, and living specimens of protected wildlife species are only kept by those authorized and suitably equipped to house and care for them.
- i. The business uses native species for landscaping and restoration, and takes measures to avoid the introduction of invasive alien species.
- Yes                      In Process                      No**

JANUARY/MARCH 2014

... maybe there is something else we can do for you...

- D-2-D Meetings
- Tradeshows
- Travel Agent Programs
- Sales Events Direct Clients
- PR
- Online

## OUR REFERENCES



## CONTACT DETAILS

THANK YOU FOR YOUR ATTENTION!

We are looking forward to meeting the **ACS and its Member Destinations** at the **World Sustainable Tourism Day** during the **WTM in London!**

Please request your Sustainability Test:

**FAIR TRAVEL e.V.**

Jürgen Bluhm

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**PRESENTATION ON: PROGRAMME TO PROMOTE MULTIDESTINATION TOURISM:  
CRUISE SHIP TOURISM AND ENTREPRENEURIAL STRENGTHENING IN THE  
GREATER CARIBBEAN: OPPORTUNITIES FOR WOMEN**

**Presented by: Mr. Julio Orozco, Director of Sustainable Tourism**

## **INTRODUCTION**

- The ACS has been working on the development of a Multidestination Tourism (MDT) Programme geared toward facilitating and deepening co-operation and dialogue between the tourism and transport sectors of the region, and also promoting multidestination tourism by developing a series of multidestination packages with a special interest in Greater Caribbean destinations.
- The objective of this programme area is to use MDT as a tool for preserving the "Caribbean" destination market in markets outside the region and to increase intra-regional tourist flows.
- In developing the MDT Programme, the ACS has adopted the definition of MDT as:  
*"A potentially effective and **profitable** means of expanding and deepening economic activity in **more than one** community, by expanding the population of those **communities** with persons who are there for a **brief stay** who make **one trip** and who are willing to pay for **services** that offer **value**".*

## **CRUISE SHIP TOURISM AND ENTREPRENEURIAL STRENGTHENING IN THE GREATER CARIBBEAN: OPPORTUNITIES FOR WOMEN**

- The tourism industry offers opportunities to diversify local economies and promotes the creation of micro-enterprises, as well as small and medium enterprises.
- These companies promote a better standard of living for the poorer entrepreneurs, particularly in the rural areas, where perhaps there are few other options in terms of their means of survival.
- Tourism employs a larger percentage of women and young people than most of the remaining sectors, since there is a high preponderance of job positions available for the unqualified or semi-qualified workforce.

## **ENTREPRENEURIAL SPIRIT AND DEVELOPMENT OF SMEs IN THE GREATER CARIBBEAN**

- Small and medium enterprises (SMEs) are the driving force behind economic growth and job creation in the region.
- **In Latin America**, SMEs represent **95%** of the establishments created in the manufacturing, trade and services sector; and **45% in the Caribbean**.
- SMEs are one of the most realistic vehicles for tackling the challenge of unemployment and poverty in many countries.
- The link between tourism and the business initiative of SMEs is undeniable, since a large percentage of businesses in the tourism industry is SMEs.
- This extends to the cruise ship tourism industry, where women account for a high percentage of the production chain of SMEs.

## **ROLE OF THE ACS**

- The Directorate of Sustainable Tourism (DST) and the Directorate of Trade Development and External Economic Relations (DTDEER) of the ACS have joined forces to develop a multidimensional project aimed at bridging the abovementioned gaps in the contribution made by tourism to local economies pertaining to the entrepreneurship of women and the development of SMEs.
- The project activities will include:
  - *aspects of capacity building;*
  - *knowledge enhancement; and*
  - *training and tools, with a specific focus on improving opportunities for trade and the entrepreneurial spirit generated by cruise ship tourism for Women Entrepreneurs with SMEs in Greater Caribbean countries.*
- **The primary goal of this initiative is to:**
  1. raise awareness on the potentialities and
  2. provide information, tools and strategies to take full advantage of the business opportunities generated by tourism in general, and cruise ship tourism in particular, for women.

## ACTIVITIES

- **Phase I** – Documentation
- **Phase II** - Regional Training Workshop and Symposium
- **Phase III** - Sub-Regional Training for Trainers and Guide Programme
- **Phase IV** – Exercises for building national capacity

## EXPECTED RESULTS

- The specific results of successfully executing this initiative are:
  - - Contribute to and foster socioeconomic growth by supporting the development of SMEs.
  - - Support the entrepreneurial spirit, the creation of jobs and trade opportunities for women.
  - - Promote initiative to support the growth of SME development and productivity in the tourism sector, more specifically, those belonging to and operated by women.
  - - Support Member States in their efforts to develop a strong and viable tourism industry.
- The DST, in collaboration with the CTO and the Latin American and Caribbean Air Transport Association (ALTA), will convene the **Regional Meeting of Airline Executives and Tourism and Transport Authorities** in Cancún, Mexico, on November 13, 2013.

THANK YOU FOR YOUR ATTENTION

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## PRESENTATION ON THE PROGRAMME TO PROMOTE SAFETY AND SECURITY IN THE TOURISM INDUSTRY

**Presented by: Mr. Julio Orozco, Director of Sustainable Tourism, Association of Caribbean States**

### **Holding of Capacity Building Workshops in the area of Tourist Safety and Security**

- In an effort to facilitate the advancement of dialogue on visitor safety within the Region, the Directorate proposes that once per year, those responsible for Tourism, National Security and Disaster Risk Management policies in Member States and Associate Members be called together for a capacity building workshop.
- The four priority areas identified are:
  - i. Physical safety*
  - ii. Preparedness in the event of Disaster Risk*
  - iii. Food Safety*
  - iv. Health/Pandemic Safety and Security*

### **Holding of Capacity Building Workshops in the area of Tourist Safety and Security**

- The ACS has facilitated several forums to promote dialogue and deepen awareness on the importance of this matter at the regional level.
- This includes:
  - The holding of the Symposium on Visitor Safety and Security in September 2003;
  - The Regional Political Dialogue on Tourist Safety and Security in July 2007.

### **The recommendations emanating from the aforementioned forums urged the ACS to:**

- Establish the Network and facilitate improved management of tourist safety at the national and regional levels.
- Request financing from regional and international donors to support Tourist Safety and Security initiatives and to continue research on visitor safety and security in the Caribbean.
- Reach agreements with individual Member States and regional institutions in support for research on visitor safety and security and the holding of a symposium on visitor safety and security, for the purpose of drawing national attention to issues related to Visitor Safety and Security.

### **The recommendations emanating from the aforementioned forums urged the ACS to:**

- Seek out collaboration with Member States to support the establishment of National and Regional Visitor Safety and Security Networks; and

- Develop mechanisms for co-operation with regional and international organisations, including CEDERA, CHTA, CARICOM IMPACS, ACCP, WTO-UN, CTO, CEPREDENAC, to name a few, with respect to disaster management and participation by the private sector in tourism sustainability.

**Point for discussion:** *The feasibility of having annual tourist safety training workshops?*

**Tourist Security Programme that connects the Youth**

- Regional Programme aimed at training and connecting unemployed youth and those at risk in ACS Member States and Associate Members, using the Training Manual and Exercise Book developed.
- The training manual and exercise book would contain illustrations adapted to the regional experience and would incorporate aspects of Customer Service, History, Geography, Patrimony and Culture, Environment, First Aid and Safety and Security Procedures, among others.

**The training proposed as the Tourist Security Programme (TSP) would consist of two levels of certification:**

1. *The junior category:* the awarding of certificates to participants and recognition as 'Tourism Guides'.
2. *The senior category:* Public National Agencies/Tourism Authorities, in collaboration with a regional counterpart identified as a parameter, will provide the technical training necessary to appoint the participant as a 'Tourism Police Officer/Assistant'.

**ACS-CTO-SITCA Research Document: Regional Perspectives of Tourist Safety and Security**

- The Association of Caribbean States (**ACS**) together with the Caribbean Tourism Organisation (**CTO**) and the Central American Tourism Integration Secretariat (**SITCA**) are collaborating on research on tourist safety and security in different sub-regions.
- The objective is to highlight the main challenges being faced by Member States and Associate Members in order to develop initiatives that will help these regions to overcome tourist safety and security problems.

THANK YOU FOR YOUR ATTENTION

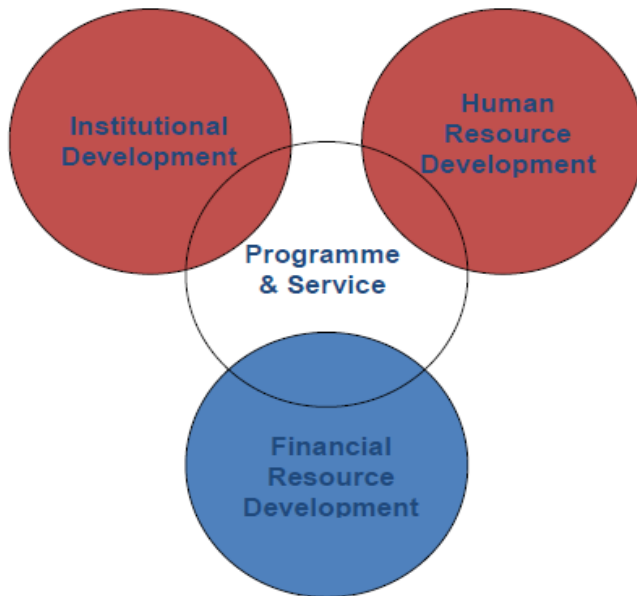
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## PRESENTATION ON: HOTEL SAFETY PROGRAMME - A RESOURCE DEVELOPMENT PROJECT

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Presented by: Mr. Ureña Cot, Coordinator, International Federation of Red Cross and Red Crescent Societies

**More than a project it is a development mechanism**



### Programme & Service

The Hotel and Tourism Safety Programme has been designed **to reduce the vulnerability** of the hotel and tourism sector to emergencies and disasters, by combining disaster preparedness planning with workplace safety training. Its main goal is to improve and promote the sustainable physical and financial development of the hotel and tourism sector throughout the region, whilst **increasing safety for guests and employees alike**.

#### GOAL:

To develop a comprehensive, ongoing disaster and safety management programme to address the unique needs of the hotels which will also create marketing advantages and generate vital resources for the Red Cross to support its community based humanitarian services.

#### Programme provides to the tourism industry:

- Disaster Preparedness Workshop
- Assistance in the Development of a Disaster Plan
- Review of Existing Disaster Plans and Drills.
- Review existing disaster plans.
- Workplace Safety Training
- Provide training to key staff and personnel in First Aid, CPR and other workplace safety techniques such as Back Injury Prevention and HIV/AIDS awareness.

### **Human Resource Development**

To implement this program there is a great need to train and prepare the Red Cross volunteers and Staff in order to ensure a product and service of quality.

In this sense, it means the Red Cross must:

1. Analyze current capacities and vulnerabilities in terms of the volunteer training
2. Increase the numbers of volunteers available to support the tourist industry demands (with minimum standards in place)
3. Professionalize the volunteer network
4. Implement a more consistent volunteer management programme to ensure their active involvement in the Red Cross Programmes
5. Incorporate new volunteers from different fields, interested in supporting the program: First Aid, CPR, HIV AIDS, Public Relations, Information and Communication, etc.
6. Review the existing rules and regulations for volunteers, update them or create new regulations to promote the volunteer work

### **Outcomes For Hotels**

- Protect guests, employees, property
- Enhance international marketing activities
- Support community disaster preparedness and response with hotels receiving direct and indirect benefits

### **Outcomes for Red Cross**

- Direct financial support to disaster programmes
- Hotels donate guest rooms annually which may be auctioned, raffled, bartered for service
- Guest contribution (guests indicate willingness to add U.S. \$1 to bill for Red Cross)
- Collection boxes at registration desks
- Function rooms donations/discounts
- Professional expertise of hotel staff available

### **Institutional Development**

The implementation of this programme requires new skills at Red Cross level, in order to enter the tourist industry better prepared.

This offers to the Red Cross Societies a new challenge in terms of training and management

### **Financial Development**

The Hotel Safety Programme offers to the Red Cross Societies a good potential area for financial development: Resource development, Income Generation.

In an age when the donor dollars seem to be diminishing, creative and innovative means are necessary to mobilize resources to mutually satisfying ends.

“Together We Can”



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**AD-HOC WORKING GROUPS TO SPEARHEAD THE SUSTAINABLE TOURISM WORK PROGRAMMES**

<b>Work Programme</b>	<b>Countries</b>
Promotion of Languages and Culture	Bolivarian Republic of Venezuela Republic of Panama Republic of Trinidad and Tobago Republic of Guatemala Guadeloupe
Sustainable Tourism Zone of the Greater Caribbean	Mexico Republic of Colombia Republic of Nicaragua Martinique
Safety and Security in the Tourism Industry	Mexico Republic of Colombia Costa Rica
Multidestination	Honduras Republic of Guatemala Dominican Republic

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**CLOSING REMARKS OF THE CHAIRMAN OF THE SPECIAL COMMITTEE ON SUSTAINABLE  
TOURISM (SCST)**

**Presented by: Madame Karine Roy-Camille, President of the Martinique Tourism Authority and Chair of the ACS Special Committee on Sustainable Tourism**

After almost two intense days of extensive debates, we have set up a very dynamic agenda to give concrete meaning to the work of the ACS Sustainable Committee.

I was delighted by the quality of our discussion and for the excellent consensus on the validation of decisions for future action.

I should particularly thank the presence of the Vice Ministers of Nicaragua, Mexico and Guatemala and the Secretary General, and to all of you for assisting in facilitating my task as Chair of this important Committee.

Your participation and active contribution during the debate allowed us to reach excellent results.

I want to also acknowledge the contribution of the ACS Secretariat personnel.

Now, I want to present to you the agreed follow-up actions:

The first priority of our work relates to the urgent ratification by 5 Member States of the Convention and Protocol of the Sustainable Tourism Zone of the Greater Caribbean (STZC) to ensure its immediate implementation during the first semester of 2014.

ACS Member countries need to ensure that after its ratification at the national level, documents need to be deposited with the Colombian Government.

The operationalisation of the STZC has to become the reference framework for our work.

We also reiterated the importance of a speedier implementation of the Regional Cooperation Mechanism funded by Martinique to ensure the visibility and the promotion of the Sustainable Tourism Zone of the Greater Caribbean (STZC).

Another important issue is to ensure the full mobilization of ACS Member countries in the promotion of Languages and Cultures of the Greater Caribbean.

As I stated yesterday, we are working for the future generations and it is important to facilitate language training student exchanges programmes.

To contribute to this task we agree on setting -up a database of all institutions that have the capacity to host in various Member States.

We need to arrange immigration procedures that ensure the easy flow of the student exchanges between ACS countries.

In this regard, the priority focus of this programme should be our youth and on the promotion of increased Greater Caribbean cultural awareness and exchanges through professional immersion.

In the area of the promotion of Safety and Security in the Tourism Industry, it was agreed on the need to promote the increased sharing of experiences and strategies among our countries.

It was also recommended that the discussion on Tourism Safety and Security needs to be more comprehensive and should include the participation of countries of the various ACS' sub-regions in the development of initiatives.

The importance of communication, education and sensitizing the local population, building capacity in the area of media relations were considered as priority activities in this area.

These set of immediate priorities will allow us to set the process for obtaining concrete results within the spirit of the Plan of Action adopted by our Heads of State during the ACS Summit in Haiti.

In terms of the organization of our work these are the next steps:

1. The importance of **hosting more than one meeting** a year to ensure fluidity in the follow-up of the implementation of our decisions. We know now that we can do it also with technology and we do not have to organize two physical meetings.
2. To establish working groups with three representatives of ACS Member countries for each priority project of our Special Committee.
3. The organization of a meeting with the Chairs of CARICOM, CTO, SITCA, ALTA and the World Tourism Organization to strengthen collaboration and avoid duplication of efforts in the area of sustainable tourism.

This would also allow the development of strategic partnerships and identification of resources to implement the Agenda of the Special Committee.

- The next meeting of our Committee will take place in the beautiful city of Antigua in Guatemala. I do hope all ACS Member countries will be present and I want to thank Guatemala for their kind offer.
- I want to wish to all delegates a safe return to your countries. This meeting has set a new beginning in the advancement of the Sustainable Tourism Programme of the Greater Caribbean.
- I also count on your total support to ensure the participation of each of your respective Ministers to the forthcoming ACS Ministerial Tourism Meeting in Martinique on 15 October 2013. I will be extremely happy to welcome you in my country.
- I want to confirm my total engagement and commitment, with the support of the Secretariat, to carry out the work that we have agreed on today.

Thanks for your kind attention, gracias, merci.