

Establishment of the RCM of the STZC



Operational framework for the implementation of RCM-STZC

Project team

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- Review of policies and strategic analysis
- Meta analysis of marketing steps
- Structure and operating strategies of RCM-STZC

Ian **BERTRAND**

- Structure and operating strategies of RCM-STZ
- Identification of sustainable tourism development initiatives

Camella **RHONE**

- Inventory and identification of potential STZC
- Documentation review
- Structure/operating strategies of RCM-STZC

Jenny **REYES**

- Tools for implementing the RCM-STZC
- Marketing and promotion methods

The STZC-RCM Project: Inception Report

Objectives

1. Develop the STZC website to promote the initiative, destinations and tools.
2. Standardize the evaluation methodology and instruments as well as the quality of STZC destinations.



Phase 3 - Activities



- Collate best practices on Sustainable Tourism and Sustainable Destination Management implemented at the national, regional and international levels, to identify commonalities and define the way forward in the establishment of the STZC.
- Completion of the regional selection and evaluation process of destinations to become part of the STZC, to have at least one destination evaluated in each ACS country, following the methodology and tools developed in Phase I and II

Phase 3 - Activities

- Develop the STZC Website, to enable the assessment of future destination members and interaction among the policy – makers and destination managers
- Develop promotional materials, including a logo/insignia to brand STZC destinations
- Update and publish brochures, guidebooks and other literature.



Phase 3 - Activities



- Establish support mechanisms and formalize regional and international linkages to enhance the profile, visibility and value of the STZC.
- Promote the use of indicators and related tools.

In brief the project will progress through four phases:

Phase 1: Inventory and identification of potential STZC partners



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graph TD; A[Phase 1: Inventory and identification of potential STZC partners] --> B[Phase 2: Analysis and development of a strategy for the operation of the MCR STZC]; B --> C[Phase 3: Creating and placing tools to support the MCR STZC]; C --> D[Phase 4: Complete development and final implementation of tools for sustainability and promotion of the STZC];
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Phase 2: Analysis and development of a strategy for the operation of the MCR STZC

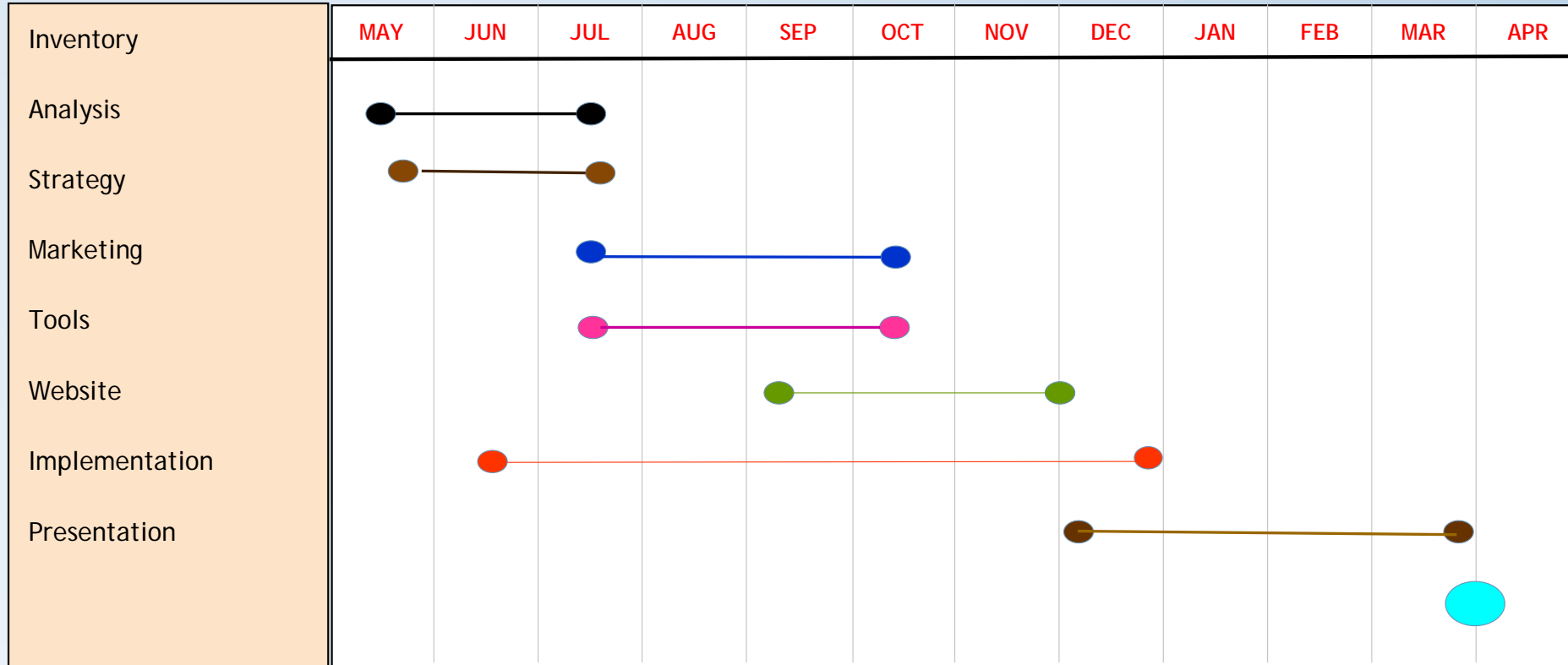
Phase 3: Creating and placing tools to support the MCR STZC

Phase 4: Complete development and final implementation of tools for sustainability and promotion of the STZC

Methodology

- Meta-analysis of literature data.
- Identify and collect opinions from national, regional and international partners to establish the mechanism for regional cooperation.
- Comparative analysis of policies and strategies developed by the countries in the region and at the international level.
- Marketing approach that underlies the communication project, especially creation of the website.
- Recommendations for the development and sustainability of the regional cooperation mechanism.

GENERAL TIME FRAME



On Time !

Phase III : Challenge - Continuity

1. Change in Tourism Authorities
2. Gaps in the administration of the project
3. Limitations in the sustainable mechanism for managing the process.
4. Resource constraints

Phase III : Role of the STZC

1. Regional co-operation
2. Ownership
3. International recognition
(Branding)
4. Long term Sustainability
Plan (deepening the
scope of the project)

1. A Study that collates best practices on Sustainable Tourism and Sustainable Destination Management , implemented at the national, regional and international levels, to identify commonalities and define the way forward in establishment of the STZC.
2. Development of the STZC Website (Internet based management information tool) which will host general information on the STZC and its destination management tools and resources and also showcase destination profiles.

THE THIRD PHASE...

3. Development of promotional materials to include a logo/insignia to brand STZC destinations and the updating and publication of brochures, guidebooks and other literature.
4. Continuation of the regional selection and evaluation process of destinations to become part of the STZC, to have at least one destination in each ACS Member and Associate Member State STZC designated.
5. The establishment of support mechanisms and formalization of regional and international linkages will also be prioritized to enhance the profile, visibility and value of the STZC.

THE THIRD PHASE...

A Study that collates best practices on Sustainable Tourism and Sustainable Destinations

Process :

1. Identify

- Key Themes of Sustainable Tourism
- Best Practices
- Learn from the Best Practices

2. Use benchmarks and recommendations from partners to support Progress

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Key Themes of Sustainable Tourism

Political dimension

- Tourism policy/planning (eg. Policy/Master Plan)
- Tourism governance and management
- Tourism measuring and monitoring

Economic dimension

- Economic performance and tourism value chain
- Branding, marketing and product development
- Financing, investment and trade

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Key Themes of Sustainable Tourism...

Environmental and cultural dimension

- Climate change
- Resource efficiency, sustainable operations and environmental management
- Protection, management of biodiversity, protected areas and natural heritage
- Preservation of cultural heritage

Social dimension

- Poverty reduction
- Social integration of disadvantaged groups and prevention of negative social impacts
- Human capacity development and labour conditions

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Sustainable Tourism Best Practices

All countries should have agreed tourism policies, strategies or master plans that:

- 1.Commit to sustainability principles,**
- 2.Are effectively implemented**
- 3.Are supported by adequate legislation, regulations and control mechanisms and resources (financial and human)**

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Sustainable Tourism Best Practices

STATUS OF ACS COUNTRIES

- Almost all countries already have a certain level of tourism development,
- Countries differ significantly in the existence of adequate tourism policies and in the degree of recognition and engagement in tourism by governments and other stakeholders.
- Some countries may have a tourism policy but no development strategy or action plan.

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Governance and management

All countries should have:

1. Governance structures and processes that support and direct the management of tourism
2. These structures should be equally sound and effective at national and local levels,
3. These processes should involve the private sector and other relevant stakeholders (e.g. NGOs).

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Governance and management

STATUS OF ACS COUNTRIES

1. Governance structures vary between countries.
2. In some destinations tourism is managed by a separate ministry,
3. In others tourism forms part of a joint ministry commonly linked with economic development, culture or environment

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Measuring and Monitoring

All Countries should:

1. Collect evidence about tourism impacts,
2. Have robust statistical data and established monitoring systems
3. Build measuring and monitoring into the process as fundamental requirements for successful tourism management and planning towards sustainable practices.

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Measuring and Monitoring

STATUS OF ACS COUNTRIES

Weaknesses in evaluation and monitoring systems related to tourism statistics:

1. In countries
2. In businesses (especially SMMEs)
3. In methodical approaches,
4. In frequency of collection, with gaps of content

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Branding , marketing and product development

The Vision is for:

1. A clear destination brand and positioning,
2. Target market based product portfolio with holistic marketing strategies,
3. Quality standards and classification schemes as important preconditions to achieve long-term competitiveness and support sustainability.

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Branding , marketing and product development

The understanding is that:

- 1.Lack of consistency in product quality can affect competitiveness,
- 2.Insufficient coverage and effectiveness of existing quality schemes can affect competitiveness and international recognition of the product

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Issues related to Environment and Culture

- Climate change Issues require specific efforts
- Building a green economy requires “sustainability drivers” to achieve greater resource efficiencies
- Support for Biodiversity, protected areas and natural heritage (Financing, Ecolodges, Integrated land use planning, SIDS global biodiversity and endemic species)
- Attention to Cultural heritage sites (Develop, manage, involve local stakeholders, value and protect)

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Social Dimensions

- Poverty reduction
- Social Integration of disadvantaged and prevention of negative social impacts
- Codes (e.g. UNWTO Global Code of Ethics).
- Improved working conditions and support for entrepreneurship and leadership
- Health care and women's issues

Learning from best practices on Sustainable Tourism and Sustainable Destinations

Best Practices

Focus on:

- 1. Accreditation and Certification for sustainable tourism**
- 2. Standardisation of sustainable tourism**
- 3. Links to international markets for sustainable tourism**
- 4. Implementing a continuous improvement process**

Development of the STZC Website


To support the RCM-STZC:

- Development and institutionalizing of the STZC Website, to enable the assessment of future destination members and interaction among the policy-makers and destination managers.
- This website will support the management of general information on the STZC and its establishment process, destinations profiles, and destination management tools and resources.

Development and management of the STZC Website

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Username: Password: [Request new password](#)



Sustainable Tourism Zone of the Caribbean

- Home
- About this website
- Example completed forms
- Contact


Welcome to STZC

The Sustainable Tourism Zone of the Caribbean (STZC) is the realization of 'The Convention Establishing the Sustainable Tourism Zone of the Greater Caribbean', signed by the Heads of State and Governments of the Association of Caribbean States (ACS), in December 2001, in the Island of Margarita, Venezuela.

Tourism constitutes the main economic activity for most countries in the *Greater Caribbean* region and is a significant factor for foreign exchange earnings, and economic and social development across the region.

The Heads of States and Governments, of ACS established the STZC to develop and encourage quality and sustainable tourist products, to increase the added value of the Caribbean tourist product, and to create greater demand for the region.

This website is the culmination of a series projects since 2001 to successfully establish the STZC and its evaluation and inclusion processes.



Destinations

- Awala-Yalimapo
- Curacao, Willemstad
- Destination Test
- eleuthera
- Guadeloupe
- Guyane
- Hibiscus Island
- Jacmel
- Jacmel
- Jarabacoa

Development of promotional materials

Publications:

- Brochure on the Sustainable Tourism Zone of the Caribbean (STZC)
- Started Guide STZC - Getting Started Guide for the integration of destinations STZC
- Structure and operational procedures of the Regional Cooperation Mechanism of STZC
- Manual of STZC website

Continuation of the regional selection and evaluation process

- Use the documents produced in Phases 1 and 2 to deepen the reach into the Greater Caribbean area.
- Learn from the implementation process in the 12 Member states supported in the pilot projects
- Involve other Member States in this new Phase 3

The establishment of support mechanisms

A key aspect for discussion and implementation to ensure continuity and sustainability.

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