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STZC: Phases 1 and 2

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What is the STZC?

- “ a geographically determined cultural, socio-economic and biologically rich and diverse unit, in which tourism development will depend on the sustainability and the principles of integration, co-operation and consensus, aimed at facilitating the integrated development of the Greater Caribbean.”
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What *really* is the STZC?

A network of destinations who have applied the STZC indicator system to measure and monitor the 'health' of tourism in their destination.

Phase 1: Pilot

Development of specific criteria, indicators, parameters, and a methodology for assessing sustainable tourism in the STZC.

Three dimensions:

1. Natural and heritage
2. Social and ethical
3. Economic

18 Baseline indicators
71 Generic Indicators
111 Specific Indicators

How it works

1. Co-ordinated by Destination Manager (DM)
 2. He/she brings together a group of relevant stakeholders to agree on key issues, indicators and priorities
 3. Each stakeholder collects data on the 1-2 indicators relevant to his/her role and feeds this back to the DM
 4. DM feeds data into the data analysis tool on the website to generate results
 5. Results are shared with stakeholder working group to generate an Action Plan
 6. Stakeholders regularly come together to review progress, set new targets and strive for continuous improvement
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Phase 1: Pilot

Calculating Results

Based on their compound score (or **Tourism Sustainability Index**) each destination can be placed into one of four sustainability bands:

1. **Committed** tourist destination, striving to achieve sustainability
 2. Tourism destination with a **minimum** degree of sustainability
 3. Tourism destination with an **intermediate** degree of sustainability
 4. Tourism destination with a **Superior** degree of sustainability
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Phase 1: Piloting in 5 destinations

1. The city of Roseau in Dominica
 2. Bayahibe in the Dominican Republic
 3. The Resort Area of Ocho Rios in Jamaica
 4. The island of Cozumel in Mexico
 5. The area of Portobelo in Panama
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Phase 1: Outputs

1. Guidelines for ACS member countries to select destinations to become part of the STZC
 2. STZC Evaluation Form
 3. Gap analysis and Action Plans
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Phase 2: Expansion of the STZC

1. Two in Guadeloupe: Verte Vallée and St. François-Pointe des Châteaux
 2. Two in Martinique: Presqu'île de la Caravelle and Sainte Anne
 3. The Yalimapo Community in French Guyana
 4. The Buccoo Reef area in Tobago
 5. The Richmond/Lashum Site in St. Vincent and the Grenadines
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Phase 2: Outputs

1. Website developed (<http://stzc.org/>)
 2. Guidelines for the selection of applicant destinations
 3. Destination Profile Form template
 4. Destination Evaluation form
 5. Indicative Guide to Destination Evaluation Form
 6. List of suggested stakeholders for attending STZC Application Destination workshops
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Strengths of the approach

1. STZC system comprises a very comprehensive set of indicators
 2. Simple to implement - no expert required
 3. Designed to be flexible
 4. Designed to be inclusive and collaborative
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Strengths of the approach

5. Participatory and pilot processes through which the indicators were rolled-out
 6. STZC remains cutting-edge
 - The Caribbean is the first zone to be recognised as such
 - Provides for destination sustainability monitoring (analytics and assessment)
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Areas for improvement

Methodology

1. Development of a users manual or guidebook to accompany the website.
 2. Underpin the STZC with an advisory committee and/or audit process to add credibility (and also help raise awareness).
 3. Fully validate the system of inclusion by having more countries undertake the process.
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Areas for improvement

Application and uptake

1. Although monitoring systems have limited revenue-generating potential, there needs to be a plan to finance on-going management, development and promotion of the systems once they are developed.
 2. Improved communication to wider stakeholder base to encourage ACS members to adopt the system in other destinations.
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Areas for improvement

Application and uptake

4. Allow for more privacy of information regarding scores.
 5. Include measures concerning the responsible marketing and promotion of the destination to tourists.
 6. Indicators and toolkit should be open to on-going development, to respond to the changing regional, national and international environment.
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Thank you
