



Organisation of Eastern Caribbean States

Enhancing tourism sustainability in the Eastern Caribbean

ICCF Tourism Forum

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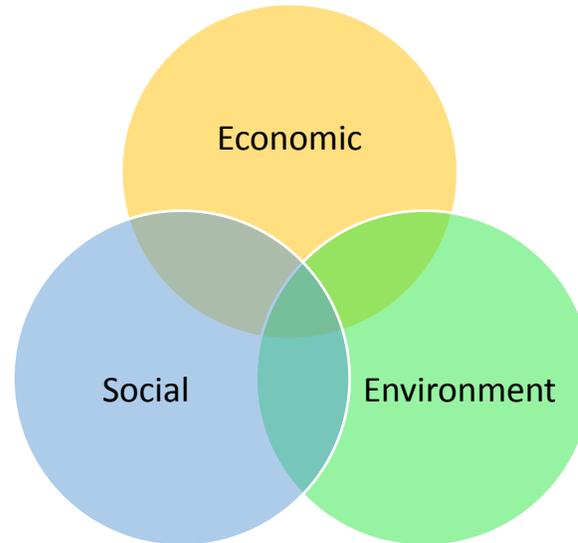
25th February 2021



What is Sustainable Tourism?

“Tourism that takes full account of its current and future **economic, social and environmental impacts**, addressing the needs of visitors, the industry, the environment and host communities.”

- **The World Tourism Organization (UNWTO)**



- ST guidelines and management practices are applicable to **all forms of tourism** in **all types of destinations**
- ST speaks to **BALANCE** between the three pillars
- ST and Ecotourism is not the same

Benefits the TRAVELER, the TOURISM SERVICE PROVIDER and the HOST COMMUNITY



OECS Tourism Vision

OECS Mandate

- to consolidate the single economic space for enhanced economic growth, social inclusion and environmental protection

OECS Tourism Policy

- overall aim is to achieve balanced growth through Tourism

OECS Tourism Vision

- a tourism industry that is viable, internationally competitive, resilient and sustainable via collaboration and synergies whilst improving the quality of life of its citizens

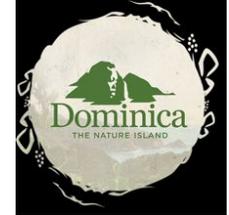
If the growth and development of the OECS Tourism sector is not improving the quality of life of our citizens, then we need to re-think it



OECS Sustainable Tourism Examples

Some examples of good practice:

- **Dominica** – The Nature Island (tourism built around this brand promise)
- **Saint Lucia** – Saint Lucia Village Tourism Inc
- **Antigua & Barbuda** – Shirley Heights, Nelson’s Dock yard
- **Grenada** – Underwater sculptor park



OECS has competitive advantage in several tourism niche markets – adventure, nature, heritage and cultural tourism – pursuing these markets can support the management of protected areas and other conservation efforts



COVID-19 Impact on Tourism

.....unprecedented crisis for the Tourism Industry

- In the Caribbean Tourism Disaster Preparedness = Hurricanes
- COVID-19 took Crisis Management to a new level

Tourism Industry came to a hard stop

- Hotels Closed | Workers laid off | Borders closed

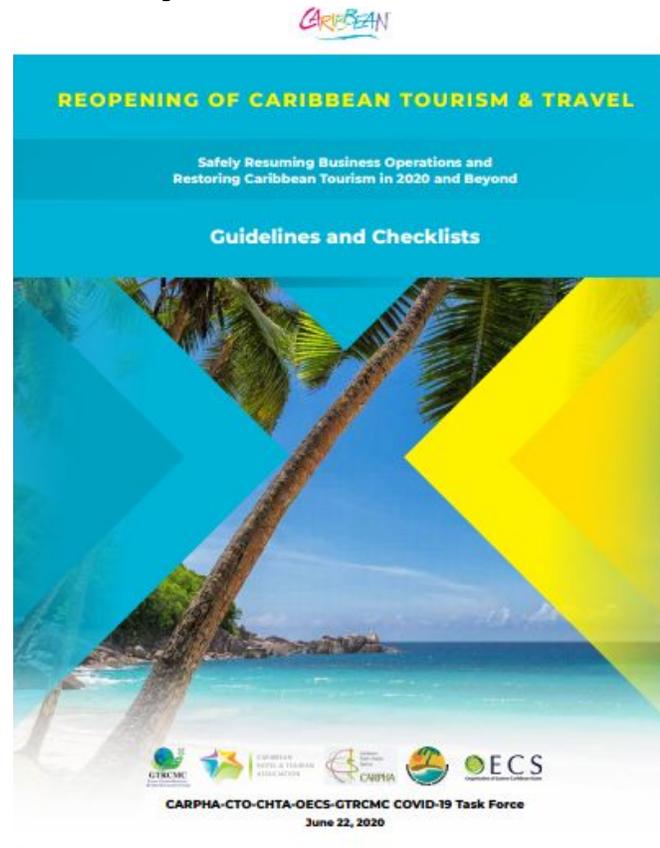
Moving beyond COVID-19

- An opportunity to transform tourism
- A more resilient, inclusive and sustainable tourism
- Walk the sustainability talk – policy makers must set the agenda for the new tourism model

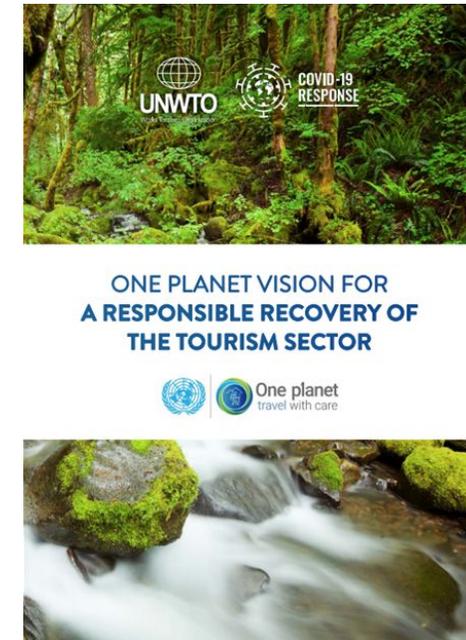
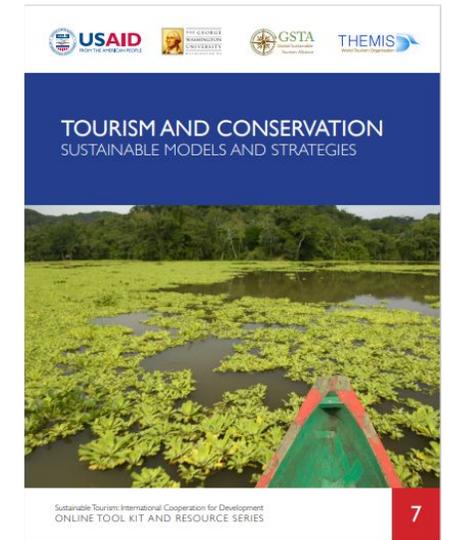
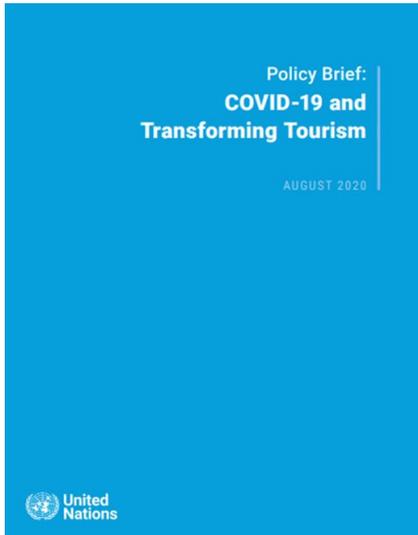


RE-STARTING TOURISM AFTER COVID

- Health Priority - open safely
- Establish Protocols



Recovery & Transforming Tourism



...Tourism must be:

- Safe – #1 priority
- Attractive for visitors
- Economically viable



Sustainable Tourism Policy Intervention

- **Be clear** on what type of tourism we want
- Set a **Framework for Tourism Development** - Tourism Master Plans, National Tourism Policy
- **Implement Plans** – shared responsibility of all stakeholders but policy makers to take the lead for the desired balance
 - **Support** Tourism MSMEs
 - **Facilitate** Community Tourism
 - **Create** linkages to other economic sectors
 - **Protect** nature resources
- **Recognize** the importance of data (more than visitor arrivals), and
- **Commit** to Tourism Satellite Accounts and Measuring Sustainable Tourism
- **Develop** partnerships with NGOs, Universities and other like-minded orgs



Sustainable Tourism

If practiced responsibly tourism can be an engine for innovation, drive sustainable consumption and production, generate revenue and incentivize communities to protect their valuable natural and cultural resources (GWU-IITS).

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