



THE GLOBAL PARTNERSHIP FOR
SUSTAINABLE TOURISM

A model for sustainable tourism in SIDS: Key lessons from the Caribbean

Deirdre Shurland, Coordinator
The Global Partnership for Sustainable Tourism
Paris, France

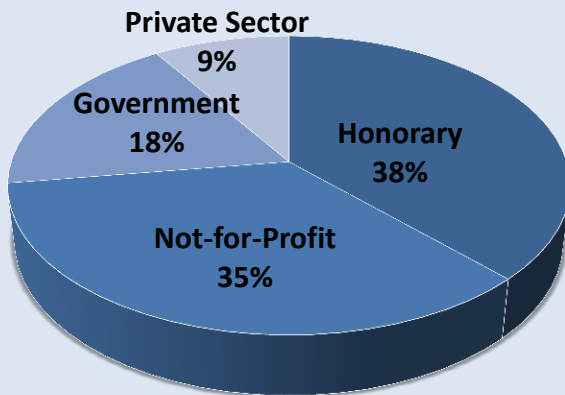
Conference on Sustainable Development of Tourism in Islands
Reunion Island, 11-13 September 2013



BUILDING SUSTAINABLE TOURISM WORLDWIDE

Partners by Category

Composition



Network of 77 Partners Worldwide...



About the Global Partnership



THE GLOBAL PARTNERSHIP FOR
SUSTAINABLE TOURISM

MISSION

To transform the way tourism is done worldwide, by promoting sustainability through clear policies, successful projects and the sharing of knowledge and experience.



Adding Value Through....

- **Partnership**

Bringing tourism stakeholders together: public & private sectors, NGOs, UN agencies, donors, etc.

- **Results-based Project Implementation**

Monitoring projects, endorsing the most innovative and transformative for seed and donor funding

- **From Knowledge to Solutions**

Coaching, training and accessing best available tools, knowledge & solutions

Caribbean Tourism Research Findings (2012)	Regional Sustainable Tourism Issues	Priority Actions (Recommended)
<ul style="list-style-type: none"> ❑ Lack of understanding of the concept of “sustainability” 	<ul style="list-style-type: none"> - Achieving Impact: critical mass - Tourism supply chain management 	<ul style="list-style-type: none"> • Promoting in policies - “whole of industry” integrated approaches & increased use of: project implementation & monitoring tools, certification, Green Passport, green meetings etc.
<ul style="list-style-type: none"> ❑ An over-reliance on nature based assets 	<ul style="list-style-type: none"> - Climate Change - Disaster Resilience - Biodiversity Conservation 	<ul style="list-style-type: none"> • Integrating and mainstreaming resilience & sustainability: ICZM, resource & consumption efficiency, conservation & investment incentives & requirements
<ul style="list-style-type: none"> ❑ Small businesses and communities remain marginalized from the tourism value chain 	<ul style="list-style-type: none"> - Management & planning for sustainable tourism - “Green jobs”, poverty reduction 	<ul style="list-style-type: none"> • Promoting community and SME involvement in tourism value chain
<ul style="list-style-type: none"> ❑ Low levels of integration of tourism with other sectors ❑ Many organizations doing work that is not necessarily meeting country priorities ❑ Lack of measured outcomes at destinations 	<ul style="list-style-type: none"> - Few industry partnerships - Few examples of team building and teamwork across sectors - Business case for sustainability still required 	<ul style="list-style-type: none"> • Integrating tourism with other sectors • Stakeholder management • Monitoring indicators for evidence-based decision-making



**Steps 1 to 3:
People &
Organizations**

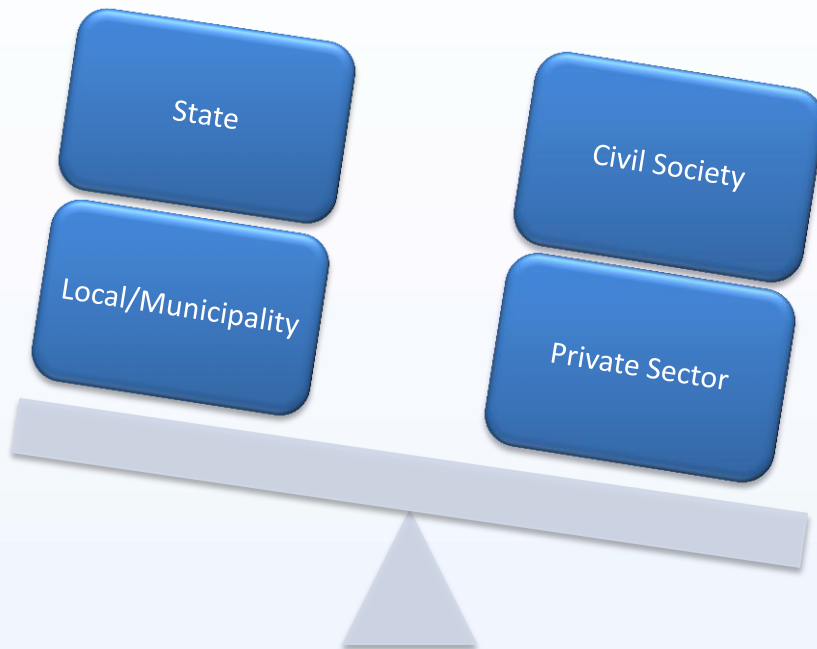
**Steps 4 to 6:
Achieving
Success**

National

Tourism
Stakeholders

- Common goals
- Partnership
- Participatory process
- Shared risk & reward

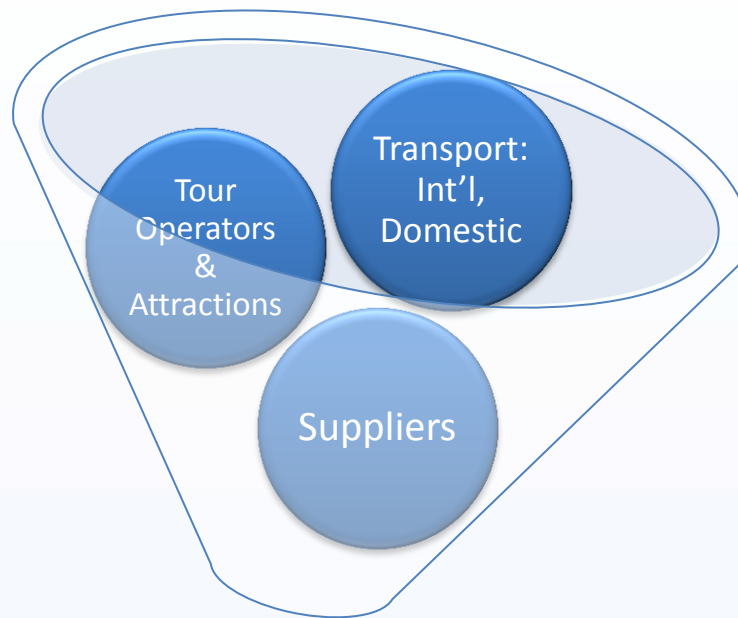
2. Stakeholders



People & Organizations

- Mainstreaming architecture
- Mitigating reputational risks
- Creating the multiplier effect

3. Supply Chain



Managing interests

Monitoring performance

People & Organizations


- Relevant to national vision, goals and strategy
- Coherency in agency programming
- Aligning business strategy


4. Projects



- Indicators of progress and success
- Attaining the goals
- Performance record
- Continuous improvement

5. Monitoring







Search...  BUILDING SUSTAINABLE TOURISM WORLDWIDE [BACK TO SITE](#) [LOGOUT](#)

 GLOBAL PARTNERSHIP FOR
SUSTAINABLE TOURISM

SUSTAINABLE TOURISM PROJECT SCREENING

Project Title [← Back to Our Projects](#)

Lead Organisation **Project Overview** Beneficiary Targets Priority Themes Budget Details and Rationale Value Added Confirmation

- ▼ Part 1 Lead Organisation 
- ▼ Part 2 Project Overview 
- ▼ Part 3 Beneficiary Targets 
- ▼ Part 4 Priority Themes 
- ▼ Part 5 Budget 
- ▼ Part 6 Details and Rationale 

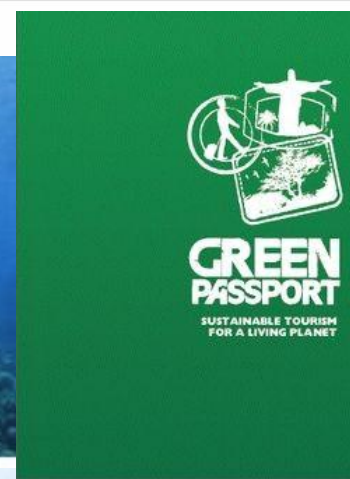
Project proposals should not exceed 8 pages (sections 3 and 4). Please fill out each question.

1. Context

HELP
Donec ullamcorper nulla non metus auctor fringilla. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Maecenas sed diam eget risus varius blandit sit amet non magna. Cras mattis purus sit amet fermentum.
Etiam porta sem malesuada magna mollis euismod.
Sed posuere consectetur est at lobortis. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.
Nulla vitae elit libero, a pharetra augue. Duis mollis, est non luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

- Success stories
- Knowledge & learning
- Industry and enterprise tools

6. Knowledge





“begin small,
finish big”!



Recommendations for SIDs

1. Apply the “80/20” rule when implementing: i.e. prioritizing those 20% actions that yield 80% results



2. Tourism needs integrated solutions: e.g. RE/SCP/ST/ICZM/biodiversity, cross-industry teams (with authority & responsibility)



3. Monitor your progress & outcomes: track record of success

Thank You!



THE GLOBAL PARTNERSHIP FOR
SUSTAINABLE TOURISM



The United Nations international initiative dedicated to promoting
sustainable tourism practices around the world

www.GlobalSustainableTourism.com

Contact the Coordinating Office at:
Office@GlobalSustainableTourism.com

Follow us on



BUILDING SUSTAINABLE TOURISM WORLDWIDE