

**REGIONAL WORKSHOP FOR CARIBBEAN COUNTRIES
NATIONAL BIODIVERSITY STRATEGIES AND
ACTION PLANS**

**PROMOTING POSITIVE INCENTIVES
SUSTAINABLE TOURISM EXPERIENCE**

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**ST. GEORGE'S, GRENADA
OCTOBER, 2011**

- The majority of Caribbean hotels are located within 800 meters from the high tide (Zappino 2005),
- The islands are surrounded by 10,000 km² of coral reef, 22,000 km² of mangrove and 33,000 km² of seagrass beds

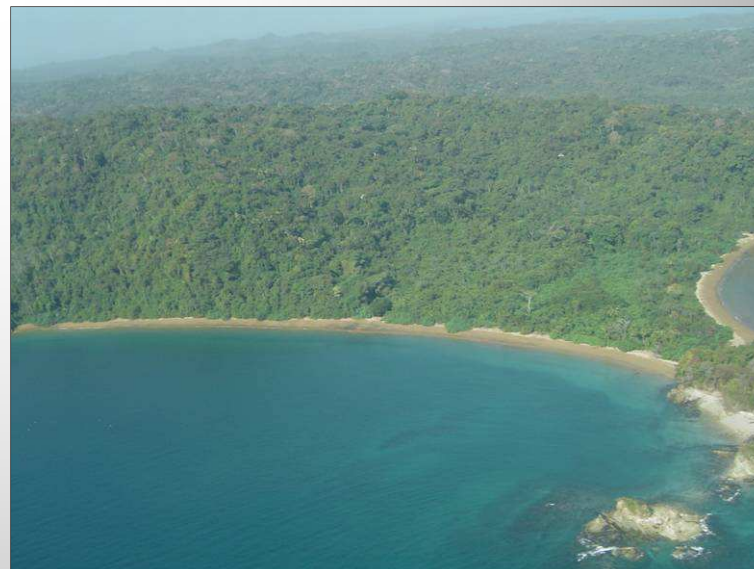


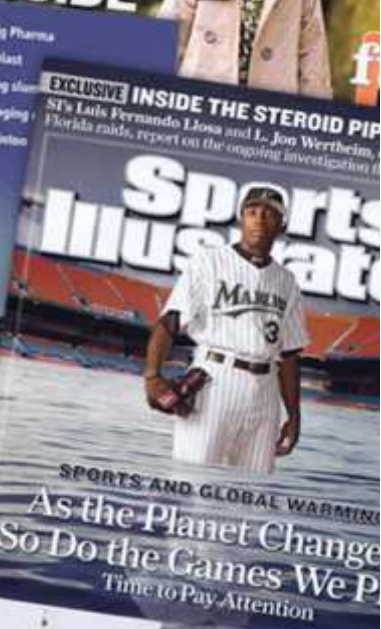
The Caribbean tourism industry and biodiversity future are intimately related

THE TOURISM DEVELOPMENT MODEL HAS TO BE REDEFINED



WHAT WE LOSE TODAY,
WE WILL NEVER RECOVER





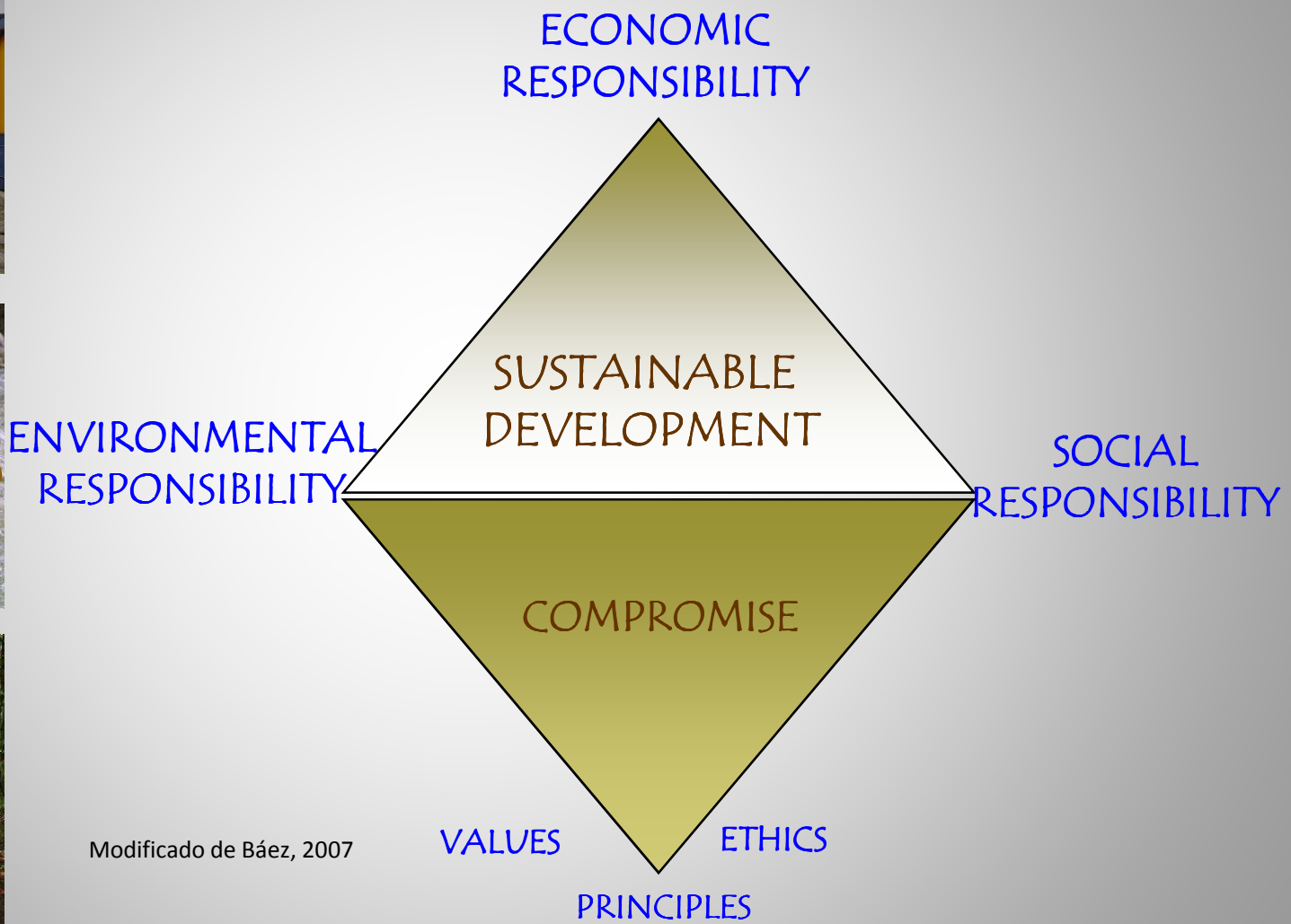
FROM TOURISM TO SUSTAINABLE TOURISM

Increasing interest from consumers:

- 84% of **Expedia** clients are interested in sustainable hotels and are willing to pay 5% more for it
- 59% of those interviewed by **Travelocity** responded that some type of “green” distinction might influence their choice of hotels in 2009



SUSTAINABLE TOURISM INVOLVES A HOLISTIC VIEW



Modificado de Báez, 2007

**SUSTAINABLE TOURISM WAS NOT
DRIVEN BY INCENTIVES
BUT
ITS RAW MATERIAL IS THE COUNTRY'S HERITAGE**



GUIDELINES

BEST PRACTICES

CERTIFICATION



ACHIEVEMENTS FROM IMPLEMENTATION OF BEST PRACTICES AND CERTIFICATION IN CENTRAL AMERICAN HOTELS

(RAINFOREST ALLIANCE, 2010.)



- 100% of business owners maintain that supporting the conservation of wildlife and the environment increased their hotels' attraction for tourists and improved the quality of the destination.
- 83% of hotels support the conservation of protected areas and consider that has increased their competitiveness as well as that of the tourism destination.
- The link to local development can be highlighted in several aspects.
 - 100% of participating businesses hire local staff
 - Personnel rotation went down by 93% in those companies

LARGE COMPANIES ARE ALSO INVOLVED

- **Barceló** includes a specific section on sustainable construction and ecosystem recovery in the corporation's sustainability and environment statement and programs. Barceló states that 'newly constructed hotels ... ***ensure both the design and implementation of the project respects the environment and incorporates ecological materials***'.
- **Club Med** has a specific policy on Protecting the Environment with a section on biodiversity, which states: 'Club Med introduced High Environmental Quality project management support for all its major construction and renovation projects, backed up by written Environmental construction guidelines ...' Club Med's '***buildings occupy no more than 11 percent of total land area covered by our villages***'.
- **Sol Meliá** has a Sustainable Development Strategic Plan (2008) which states: '***we will identify the environmental impact of our operations, reducing it and helping preserve biological diversity in the destinations in which we operate***'.
- Three of the corporate policies reviewed: **Accor, Marriott and Hilton** state their ***use of LEED as a benchmark for their hotel construction***.

INSENTIVES CAN BE ENCOURAGED FOR:

- **PLANING PROCESS**
- **IMPLEMENTATION**
- **OPERATION**
- **CLOSURE**



INCENTIVES COULD BE PROVIDED BY GOVERNMENTS, NGOS, TRADE ASSOCIATIONS, INTERNATIONAL ORGANIZATIONS, ETC.

- ✓ **COMPROMISE AND PERSONAL MOTIVATION**
- ✓ **MARKETING, PUBLICITY, COMMERCIAL INTEREST**
- ✓ **LEGAL AND ECONOMIC INCENTIVES**



COMPROMISE AND MOTIVATION

1. Awareness, best practices are implemented
2. Sharing with staff and with customers
3. Personal and public compromise
4. Positive impacts and personal incentives.
 - Doing the right thing
 - Supporting and encouraging local communities initiatives
 - Improve quality of life of staff and neighbored communities
5. Impact less and work for future generations

<http://www.fincarosablanca.com/?page=sustainability/practices>

MARKETING, PUBLICITY AND COMMERCIAL INTEREST

AAA Five Diamond Rating

www.ouraaa.com/news/news/diamond/

AAA certification is free of charge.

- exposure and promotion to AAA's large and dedicated membership
- marketing and promotional benefits generated by being AAA rated.

Mobil Five-Star Rating

www.mobiltravelguide.com

- a public relations department that markets
- Mobil Travel Guide

Small Luxury Hotels

www.slh.com

- marketing, advertising, and booking benefits.
- database of over 18,000 travel agencies actively book via the SLH reservation system.
- *Small Luxury Hotels of the World Directory*; SLH Magazine; one of the largest hotel sites on the internet

Audubon Green Leaf Eco-Rating Program for Hotels

www.terrachoice.ca/hotelwebsite/indexcanada.htm

- Canadian government's green travel policy that encourages government employees and business travelers to stay at green accommodations.

Green Tourism Business Scheme (GTBS) – Scotland

www.green-business.co.uk

In addition, it states that:

- 86% join to attract the green tourism markets
- 72% join to increase business performance
- 94% of businesses join the GTBS to help the environment

Certification for Sustainable Tourism (CST) – Costa Rica

www.turismo-sostenible.co.cr

- **improved competition and promotion**
- **cost savings**
- **positive impacts on the tourism product**
- **preference for subsidized participation in trade fairs and for cooperative advertising**
- **information about sources of clean technology, website**

Green Deal – Guatemala

www.greendeal.org

- **appear in the catalogue**
- **savings in operating costs**
- **technical assistance**
- **training**
- **website and local tourism magazines**

WWW.PACUARELODGE.COM

CERTIFICATION IS NOT MANDATORY

MOST COMMON BENEFITS

- Marketing and Publicity
- Consumer Education
- Training
- *Financing*
- *Regulatory Compliance*
- *Preferential Purchasing*



Caribbean and Barbados

www.cha-cast.com/Old%20Website/programs.htm

- **In Barbados, legislation through the Tourism Development Act provides for operators to claim a 150% tax deduction for expenses associated with acquiring Green Globe 21 and other certifications.**
- **being part of an environmental certification scheme can reduce the compliance costs**
- **Toolkits or informational brochures**
- **Training videos**
- **Environmental management materials**
- **(Ministry of the Environment), as well as the Ministers of Tourism and Finance, have endorsed GG21**

Australia: Eco Certification Program and others

www.ecotourism.org.au/eco_certification.asp

- **The Department of Conservation and Land Management recognizes and promotes the following benefits to this policy:**
- **An environmental certification is mandatory for licenses to access to ecological and culturally sensitive sites,**
- **extended tenure or preferential access**
- **discounted registration**
- **identification of certified products in their marketing material**
- **additional marketing benefits at an extra cost to businesses**

GOVERNMENT AND PRIVATE DEMAND-SIDE INCENTIVES FOR “GREEN” TOURISM



TUI Netherlands commits itself to prioritize **certified products** above non-certified products

The Florida Department of Environmental Protection (FDEP)

Florida Green Lodging Program which works with hospitality industry to adopt innovative and sustainable practices

The Government of Canada

Green travel policy that encourages government employees and business travelers to stay at green accommodations

SUSTAINABLE TOURISM IS ABOUT

PEOPLE CARING FOR PEOPLE



MISION

PROVIDE EXPERIENCES



OUTCOME

POSITIVE CHANGES OF ATTITUDE

LESSONS LEARNED

- ✓ **SUSTAINABLE TOURISM BENEFITS FROM COUNTRY 'S HERITAGE**
- ✓ **AS AN INDUSTRY WE MUST TAKE CARE OF OUR IMPACTS**
- ✓ **TO ENCOURAGE INDUSTRY TO IMPLEMENT 'GREEN' TECHNOLOGY WE SHOULD PROVIDE TAX FREE OR MAKE IT MORE ACCESSIBLE TO EVERYONE**
- ✓ **LEGAL INCENTIVES MAY HELP MORE PRIVATE INITIATIVES TO BE PART OF SUSTAINABLE TOURISM**
- ✓ **WE ALSO BENEFIT FROM ANY SUSTAINABLE IMPROVEMENT AND INCENTIVES GIVEN TO OTHERS SECTORS LIKE: TRANSPORT, INFRASTRUCTURE, GARBAGE MANAGEMENT, EDUCATION, PROTECTION OF THE BIODIVERSITY, ETC.**

VIDEO

SUSTAINABLE TOURISM: FOR HOW LONG?

**NO INDUSTRY CAN BET ON ITS OWN
DEVELOPMENT IF IT DOES NOT
INSURE ITS RAW MATERIAL
AND INVESTS IN IT.**

**HOW MUCH IS TOURISM INVESTING IN
THE CONSERVATION AND
MANAGEMENT OF THE RESOURCES
IT RELIES ON?**



**“The best way to conserve the biodiversity
is to use it as an instrument for
sustainable human development”**



GRACIAS POR SU ATENCIÓN

“Nos interesa el éxito de su empresa
y la salud del Planeta”

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