



# Organisation of Eastern Caribbean States

## Building an Inclusive and Sustainable Tourism Future in the Eastern Caribbean



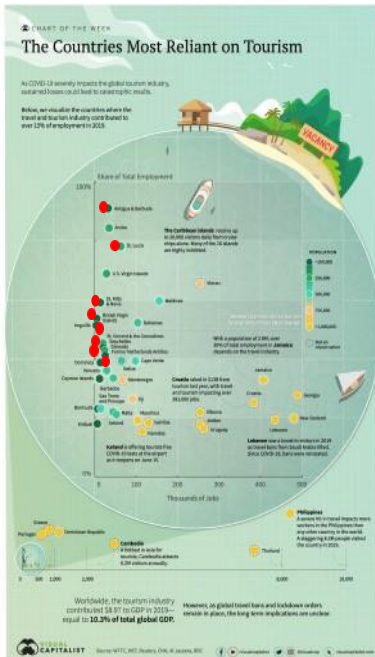
## Future Tourism – Regional Dialogue V

**Maria Fowell - Senior Technical Specialist Tourism**

**29<sup>th</sup> June 2021**



# TOURISM in the OECS

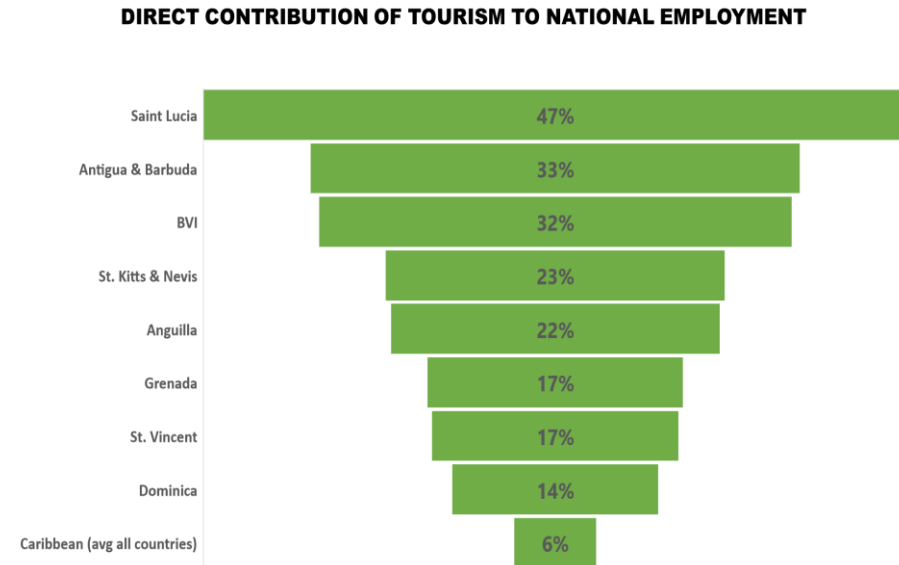


Rank	Country	T&T Share of Jobs (2019)	T&T Jobs (2019)	Population
1	Antigua & Barbuda	91%	33,800	97,900
2	Aruba	84%	35,000	106,800
3	St. Lucia	78%	62,900	183,600
4	US Virgin Islands	69%	28,800	104,400
5	Macau	66%	253,700	649,300
6	Maldives	60%	155,600	540,500
7	St. Kitts & Nevis	59%	14,100	53,200
8	British Virgin Islands	54%	5,500	30,200
9	Bahamas	52%	103,900	393,200
10	Anguilla	51%	3,800	15,000

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**5** of the **10 top countries** enjoying the largest % of jobs generated by tourism are OECS Member States



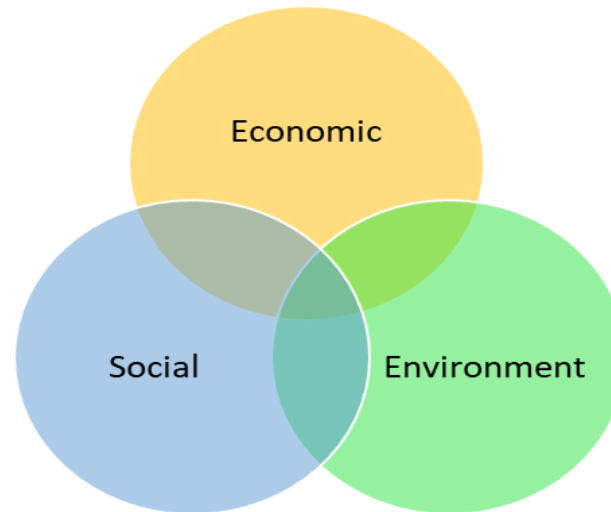
## OECS are among the most tourism dependent economies in the world



# 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**



# Traditional vs Sustainable Tourism

## Traditional Tourism

- Targets large numbers (mass market)
- Lack of stakeholder involvement
- Absence of long-term planning
- No enforced regulatory framework

## Sustainable Tourism

- Products tailored to markets
- Viable long-term strategy for success
- Uses regulatory frameworks
- Creates linkages to other economic sectors
- Sense of ownership, culture and pride



# 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

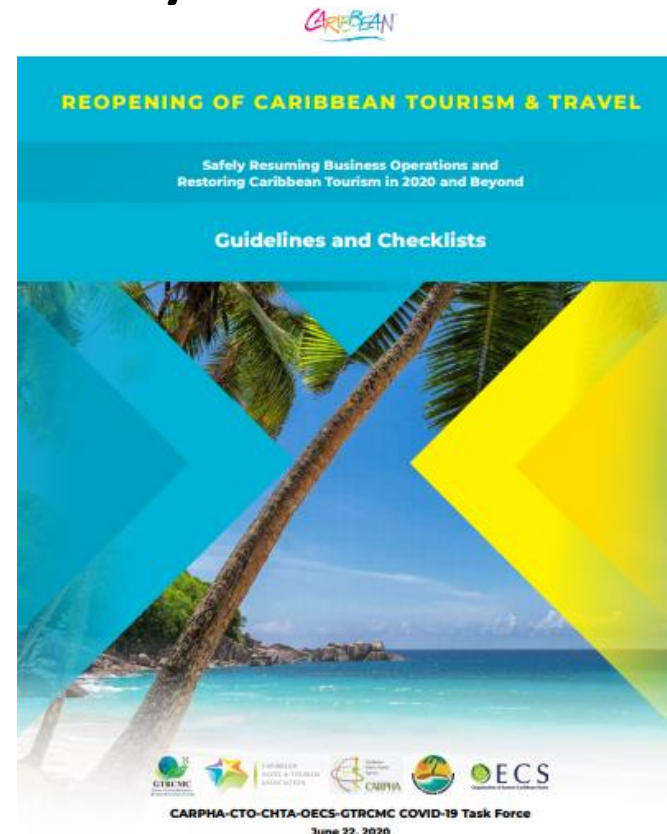
- a tourism industry that is **viable, internationally competitive, resilient and sustainable** via **collaboration and synergies** whilst **improving the quality of life of its citizens**

**Alignment to today's discussion – a more inclusive, sustainable & resilient tourism industry and brand that will improve the quality of life of the OECS citizens**



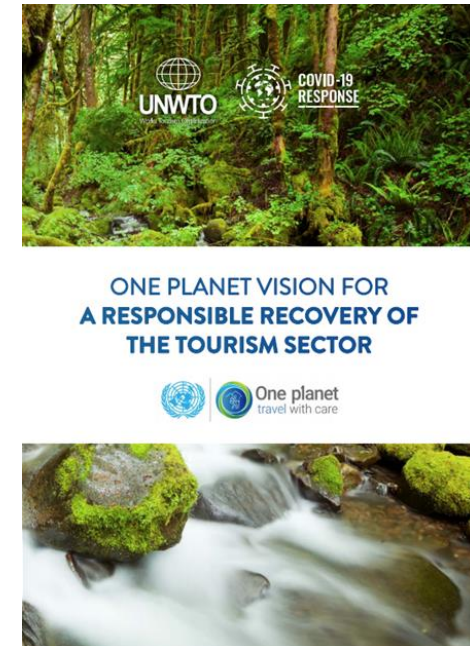
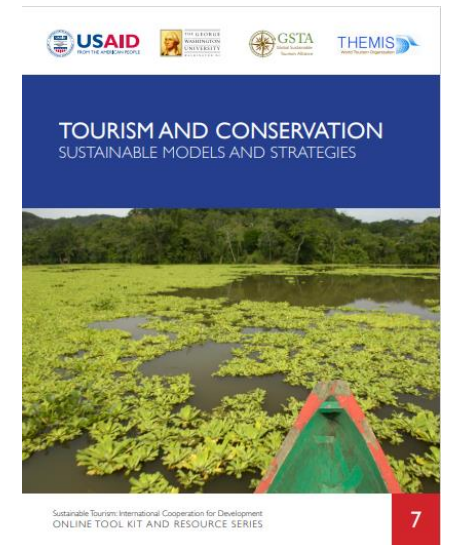
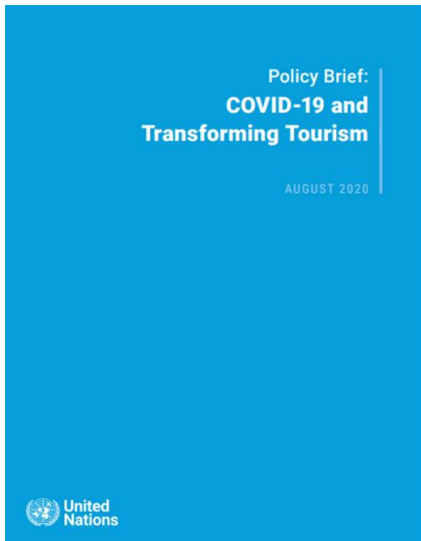
# RE-STARTING TOURISM AFTER COVID

- Health Priority - open safely
- Establish Protocols





# Recovery & Transforming Tourism



....Tourism must be:

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





# Pillar 1 – Environment

- **Tourism Product Enhancement & Diversification** - niche markets; protect natural resources and heritage
- **OECS Tourism Green Programme** - design and implement
- **Tourism Energy programme** - lower consumption and cost
- **Blue-Green economy plans** - develop and implement
- **Marine and Coastal Plans** - implement
- **Tourism Standards/Certification** - destination capacity building

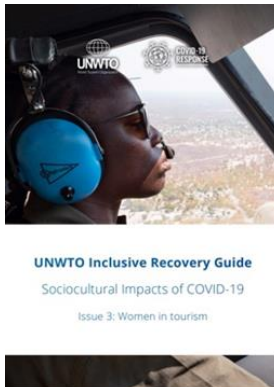
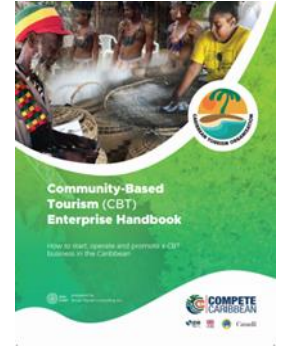






## Pillar 2 – Social

- **Community Based Tourism** – women, local community groups
- **Youth involvement in tourism** - through innovation and digital services
- **Women in Tourism** – Empowerment
- **Unemployment benefit programme** - for tourism sector including informal sector
- **CARPHA Health & Tourism Programme** – health & safety of visitors and residents





## Pillar 3 – Economic

### Support for MSMEs:

- Mechanism to give MSMEs a voice in tourism (value of the whole) – encourage MSME registration
- Improved Research & Market Intelligence - MSMEs Survey and needs assessment
- Develop a Tourism MSME Mentorship programme
- Digital transformation – operations, financial and marketing
- Boost Tourism Investment - mechanisms for pooled equity investments
- Advocate for Business interruption Insurance

### Other Actions:

- **Framework for Tourism Development** – master plans, national and regional tourism policies
- **Establish a Sustainable Tourism/Product Enhancement Fund**
- **Support measurement & data** – Tourism Satellite Accounts & a statistical framework for measurement of sustainable tourism
- **Capacity Building for innovation & sustainability** – new products, new markets
- **Joint Digital Marketing** Regional Brand and Niche Market Campaigns



# Building an Inclusive and Sustainable Tourism Future in the Eastern Caribbean ...together

“If – whenever this is deemed to be ‘over’ – we seek to rebuild our shattered livelihoods using the old templates, we would have wasted a good crisis. The world has never had such an opportunity to re-create a thriving global industry with the rust removed – strip away cheap commercialism, restore authenticity of experience and exposure, build inclusion and share our stories...”

**Didacus Jules (PhD), Director General OECS**

 **Organisation of  
Eastern Caribbean States**



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



**Maria Fowell**

Senior Technical Specialist Tourism, OECS Commission

[Maria.Fowell@oecs.int](mailto:Maria.Fowell@oecs.int)

[www.oecs.org](http://www.oecs.org)

