

# ACTION PROJECTS

As a result of the SDAA's initial efforts, each destination is now equipped with a list of action projects as a way to develop best practices and work towards becoming a sustainable destination. The projects address top priority environmental, socio-cultural, and economic issues to help preserve the destination, improve the visitor experience, and increase benefits for local residents. The action projects and implementation highlights for each destination are included below.

## ANTIGUA & BARBUDA

- Map cultural heritage sites throughout the twin-island nation and develop a heritage map(s) for the tourism sector.
- Support development of a community-based, cultural tourism micro-enterprise that will provide new travel experiences to the cruise and hotel sectors.
- Develop a practical sustainable tourism blueprint that will outline a shared vision for destination growth.

**HIGHLIGHTS:** *Heritage data has been collected with the help of drones and maps will be completed by October 2016. Community-based tourism products are being developed and the tourism strategy is awaiting approval.*

## BARBADOS

- Create an inventory of cultural, natural and traditional knowledge.
- Work with the public and private sector to implement programs that encourage waste separation at Barbados' ports of entry and major tourist attractions.
- Edit the visitor satisfaction survey to include a broad array of questions that will advise the Destination Stewardship Council on areas that need immediate attention. Create a deployment schedule that is more inclusive of all ports of entry.
- Develop and execute a plan that encourages better community engagement, development of community-based enterprises, and investment in community businesses.

**HIGHLIGHTS:** *Projects have been signed off by the Permanent Secretary and a validation workshop is planned to refine the projects, if necessary, and start implementation.*

## THE BAHAMAS (NASSAU & PARADISE ISLAND)

- Develop an integrated database of cultural and natural heritage sites and attractions that will provide practical and user-friendly information for site managers as well as other key stakeholders in the tourism sector.
- Develop new community-based tourism products in historic townships that capture the 'true true' (authentic) Bahamian experience.
- Undertake climate vulnerability risk mapping and implement a public education campaign focused on forecasted risks and possible responses for the tourism sector.

**HIGHLIGHTS:** *A partnership has been established with National Geographic and 'The Bahamas Family of Islands Geotourism MapGuide' has been produced. There is potential to further develop and promote the map to scale its impact.*

## DOMINICA

- Develop a model waste management plan in the Kalinago Territory to make it a more attractive destination for community-based tourism.
- Implement a food waste composting initiative in Roseau and its surrounding environs to reduce the amount of waste in the landfill, lessen business costs, and improve island markets for compost.
- Create attractive, branded signage and place at key landmarks and villages to enhance the destination's image as "The Nature Island."

**HIGHLIGHTS:** *Design of the signage is underway and some progress has been made toward developing the solid waste management plan in Kalinago Territory with the support of an ongoing consultancy.*





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## HONDURAS (UTILA)

- Develop an interpretation program by capturing information about Utila's natural and cultural heritage and making it easily accessible to visitors.
- Work to improve recycling to foster healthier ecosystems and a more appealing tourist destination.
- Mitigate coastline erosion via coastal zones management and monitoring to protect coastal ecosystems.
- Increase rainwater harvesting by tourism businesses and residents to reduce overall extraction from other water sources on the island.

**HIGHLIGHTS:** *A Cultural Committee has been created and craftsmen and women tour guides have received training. A partnership has been established with Coral Reef Alliance and IDB to tackle the solid waste management project from a regional level. Mangroves have been reforested and a garden center is being built to aid the reforestation efforts.*

## MEXICO (RIVIERA MAYA)

- Develop and implement a sustainability data collection system to monitor destination sustainability performance.
- Design a destination sustainability strategy.
- Build alliances with the local producers and major tourism industry stakeholders to ensure sustainable development.
- Strengthen competences and increase awareness of sustainability issues among local communities, public and private sector through an integral training program.
- Conduct a heritage interpretation training and certification program for tour guides and the private sector.
- Develop a code of conduct for tour guides and operators to ensure responsible visits to natural and cultural sites.
- Create a civil entity that will participate in the control and compliance of environmental legislation.
- Develop a monitoring program to improve water quality.

**HIGHLIGHTS:** *Riviera Maya - Playa del Carmen is undergoing a Destination Certification Process with Earthcheck standards, with the full support of the State, Municipality and Federal Authorities. This process has been led by Riviera Maya Sostenible with the leadership of Beatriz Barreal.*

## JAMAICA (FALMOUTH)

- Enhance awareness and appreciation of Falmouth's heritage. Organize a first-ever Cultural Heritage Preservation Expo and Festival to promote the preservation of the built environment and local history as part of the destination's tourism product.
- Improve the visitor experience and help visitors understand the town's history by improving interpretive and directional signage (especially in regards to cultural heritage).
- Improve solid waste management to reduce the volume of unprocessed waste and foster a clean, healthy destination.
- Develop Falmouth as a tourism destination where visitors are satisfied/safe and the local community is engaged and reaping the economic benefits through the support of micro, small and medium tourism enterprises.

**HIGHLIGHTS:** *Falmouth will host their inaugural Heritage Expo in December 2016. Progress has been made toward improving solid waste management through more frequent waste collection and the development of a potential partnership with the 'Trash Free Waters in the Caribbean Initiative'. Interpretative signage will be completed by the end of the year and businesses are receiving skills-based training.*



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## NICARAGUA (OMETEPE)

- Work to rescue the intangible cultural heritage of Ometepe by compiling information about culture and traditions, promoting local cultural events, and fostering a love of the arts in youth.
- Reduce levels of contamination of hydrological sources by identifying sewage treatment systems and implementing a public awareness campaign about water conservation, treatment and its benefits.
- Strengthen integrative administration of Ometepe as a sustainable tourism destination by linking local and national actors to organize, execute, and monitor the island's strategic plan.

**HIGHLIGHTS:** *The Cultural Commission has been strengthened and a Cultural Policy is in place to enhance national identity. A campaign was implemented that engaged community members in various sustainability activities including recycling talks, planting trees, and collecting trash. The tourism strategic plan has been updated with participation from destination stakeholders.*

## ST. KITTS AND NEVIS

- Create an Inter-Agency Sustainable Destination Management Council (IASDMC) as a cross-sector body of destination leaders focused on advancing the tourism sustainable development.
- Train destination managers via the Sustainable Tourism Professionals (STP) online certificate program.
- Create the Heart of St. Kitts Foundation, a travel philanthropy fund to build awareness around sustainability priorities in St. Kitts and provide funding to local projects.

**HIGHLIGHTS:** *The Inter-Agency Sustainable Destination Management Council has been successfully running for over two years and has conducted several environmental awareness activities. In 2016, the Heart of St. Kitts Sustainability Charter and Foundation was launched with a focus on developing community-driven tourism products. The foundation has identified three action projects and is working to raise awareness and funding via [heartofstkitts.org](http://heartofstkitts.org).*

## PANAMA

- Create an interagency coordination entity between the public sector, private sector and local communities to ensure sustainable management of protected areas.
- Establish infrastructure that uses renewable technologies and sustainable methods in protected areas and buffer zones.
- Create sustainable tourism standards to ensure minimum standards of quality, sustainability and security of tourism operations.
- Refine destination branding to reposition Panama as an ecotourism destination and raise awareness of tourism opportunities in Panama's protected areas and buffer zones.
- Implement campaigns to raise local community awareness of the importance of preserving the natural heritage and socio-cultural protected areas.
- Conduct trainings on sustainability best practices and general skills for people at the public, private and local community levels who operate in Panama's protected areas and buffer zones.

**HIGHLIGHTS:** *Sustainable tourism standards have been developed and tested with pilot companies in six sectors. The establishment of the public-private entity to ensure sustainable tourism management in Panama is under development.*

