

Sub-regional Capacity Building workshop on Sustainable Tourism for the Caribbean

Concept note

Rationale and overall purpose

Travel and tourism are among the largest industries, and cultural tourism has been the most rapidly growing international sector. In the Caribbean, travel & tourism's total contribution to GDP is 15.2% share (2017) and at the highest percentage in the World. For example, Tourism is Saint Lucia's main source of jobs and income - accounting for 65% of GDP. However, SIDS are vulnerable to various external shocks, including volatile tourism receipts and natural disasters.



With millions of tourists visiting World Heritage sites each year, tourism has become an important cross-cutting issue and management concern at most World Heritage sites. Sustainable planning and management of tourism are among the most pressing challenges concerning the future of the World Heritage Convention. Site managers, in particular, often lack the tools and know-how to effectively manage tourism to maximize its benefits and minimize its negative impacts.

Strengthen the capacities for management and monitoring for the World Heritage sites are further required, in line with the World Heritage Action Plan in the Caribbean (2015-2019) – for which “Sustainable tourism in World Heritage sites” in a sustainable manner are priorities – as well as with UNESCO's SIDS Action Plan (2016-2020). Therefore, enhancing the skills of professionals, site managers and local communities in managing tourism in natural and cultural sites is critical; it is also the focus of the UNESCO World Heritage and Sustainable Tourism Programme.

This activity will be carried out within the framework of the World Heritage Programme for SIDS and the World Heritage and Sustainable Tourism (ST) programme and through the generous financial contribution from the Japanese Funds-in-Trust at UNESCO.

Implementation Strategy

The workshop is a 2-part sustainable tourism capacity building and networking programme that brings together World Heritage and tourism stakeholders from the targeted countries in the Caribbean for an interactive online learning discussion centred around the [UNESCO World Heritage Sustainable Tourism Toolkit](#). Between sessions, the participants will be asked to complete an assignment designed to put their learning into practice and collect the necessary information to develop a situation analysis for tourism around their respective World Heritage sites.

These learning sessions will include the first two topics found in the UNESCO World Heritage Sustainable Tourism Toolkit:

1. Understanding Tourism at your Destination
2. Developing a strategy for progressive change

Objectives

The main aim of the Sub-regional Capacity Building workshop is to strengthen the capacities of the World Heritage site managers and other key stakeholders in the Caribbean SIDS, such as tourism management authorities, for planning and managing sustainable tourism at World Heritage properties in the Caribbean. In particular;

- Improve the capacity of key stakeholders to implement sustainable tourism planning and visitor management solutions and create and promote authentic tourism products and services.
- Foster regional integration and transboundary tourism development and promotion through increased networking.

Beneficiaries

English-speaking Caribbean SIDS State Parties to the World Heritage Convention (Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Jamaica, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Suriname, Trinidad and Tobago) will be the direct beneficiaries of the workshop, in particular site managers, government agencies staff, heritage professionals, responsible staff leading the tourism promotion efforts of the World Heritage properties, and those who are working on the Tentative List sites. In addition, academic institutions, universities, Caribbean Tourism Organization, and the Caribbean Development Bank are also seen as essential partners to implement the project and benefit from it.

Links with 2030 Agenda



UNESCO's Culture Programme supports the achievement of SDG 11 on sustainable cities and its Target 4 on the protection of the worlds' cultural and natural heritage.

Sustainable tourism is a focus within the 2030 Agenda. The UNWTO highlighted that tourism can contribute directly or indirectly to all of the goals. In particular, it has been included as the tourism targets in Goals 8, 12 and 14, which address inclusive and sustainable economic growth, sustainable consumption and production (SCP), and the sustainable use of oceans and marine resources, respectively. For example, Goal 14 on oceans stipulates increasing the economic benefits to Small Island Developing States (SIDS) and Least Developed Countries (LDCs) from the sustainable use of marine resources, including through the sustainable management of fisheries, aquaculture and tourism.

(as at July 2021)

| | World Heritage properties | Tentative List sites |
|---|---|---|
| Antigua and Barbuda | Antigua Naval Dockyard and Related Archaeological Sites (ii)(iv) 2016 | |
| Bahamas | | Historic Lighthouses of The Bahamas (2015) (C) The Inagua National Park (2015) (M) |
| Barbados | Historic Bridgetown and its Garrison (ii)(iii)(iv) 2011 | The Industrial Heritage of Barbados: The Story of Sugar and Rum (2014) (C) The Scotland District of Barbados (2005) (N) |
| Belize | Belize Barrier Reef Reserve System (vii)(ix)(x) 1996 | |
| Dominica | Morne Trois Pitons National Park (viii)(x) 1997 | Fort Shirley (2015) (C) Morne Diablotin National Park (2015) (N) Soufriere-Scott's Head Marine Reserve (2015) (N) |
| Grenada | | Grenadines Island Group (2013)(M) St. George Fortified System (2004) (C) St. George Historic District (2004) (C) |
| Guyana | | Georgetown's Plantation Structure and Historic Buildings (2005) (C) City Hall, Georgetown (1995) (C) Fort Zeelandia (including Court of Policy Building) (1995) (C) Shell Beach (Almond Beach) Essequibo Coast (1995) (N) St. Georges Anglican Cathedral (1995) (C) |
| Jamaica | Blue and John Crow Mountains (iii)(vi)(x) 2015 | Seville Heritage Park (2009) (C) The Underwater City of Port Royal (2009) (C) |
| Saint Lucia | Pitons Management Area (vii)(viii) 2004 | |
| St. Kitts and Nevis | Brimstone Hill Fortress National Park (iii)(iv) 1999 | City of Charlestown (1998) (C) Historic zone of Basseterre (1998) (C) |
| St. Vincent & the Grenadines | | Rock Art of St. Vincent and the Grenadines (2012) (C) The La Soufrière National Park (2012) (M) Grenadines Island Group (2012) (M) |
| Suriname | Central Suriname Nature Reserve (ix)(x) 2000 Historic Inner City of Paramaribo (ii)(iv) 2002 | The settlement of Joden Savanne and Cassipora cemetery (1998) (C) |
| Trinidad & Tobago | | Banwari Trace Archaeological Site (2011) (C) La Brea Pitch Lake (2011) (N) Tobago Main Ridge Forest Reserve (2011) (M) |