

Voluntary Industry Initiatives in Jamaica:

Environmental Audits for Sustainable Tourism

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USAID/Jamaica Environment Program: *From Ridge to Reef*

Goal:

- ◆ To improve natural resource quality in select areas across Jamaica

3 major project activities focused on:

- ◆ Improving wastewater management
- ◆ Assisting the government to develop environmental policies
- ◆ Promoting Environmental Best Practices in:
 - Coastal Zone Management
 - Watershed Management
 - Sustainable Tourism



The Phases of The EAST Project:

Phase 1



- ◆ Demonstration of effectiveness of EMS as savings tool
- ◆ Green Globe Certification
- ◆ Training and testing environmental technologies
- ◆ Identifying the total product

Phase 2



- ◆ Demonstration of EMS in tourism facilities and attractions
- ◆ Continued EMS work and certification
- ◆ Working with educational institutions and developing “green” curriculum for Hotel Training Facility
- ◆ EMS work with manufacturing sector

Phase 3



- ◆ Promoting an integrated tourism development approach for a single destination (Portland)
- ◆ The Destination Management Program (DMP)



EAST Background



- ◆ Began in 1997 as a demonstration of the benefits of improved environmental management in the hotel and manufacturing sectors
- ◆ Focused on impacts to the bottom line to ensure buy-in:
 - Energy use
 - Water use
 - Wastewater generation
 - Solid waste generation
 - Use of chemicals

◆Major Partners:

- Government of Jamaica
- Jamaica Hotel and Tourism Assn
- Jamaica Manufacturers Assn



Objectives of EAST Project

- ◆ Promote sound environmental management in the hotel/tourist industry and manufacturing sector and forge linkages between both industries
- ◆ Identify environmental champions
- ◆ Include best environmental management practices in hospitality and tourism curricula
- ◆ Transfer the lessons learned to the wider Caribbean



Implementation Strategies

- ◆ Target four groups for capacity building in relevant government and non-government tourism organizations:
 - 1) Hotels and attractions
 - 2) Tourism and other government agencies
 - 3) Educational institutions
 - 4) Communities
- ◆ Provide technical and institutional strengthening assistance for long term strategies
- ◆ Inclusion of lessons learned and best practices initiatives into standard operating requirements for licenses issued by the Tourism Product Development Company (TPDCo)



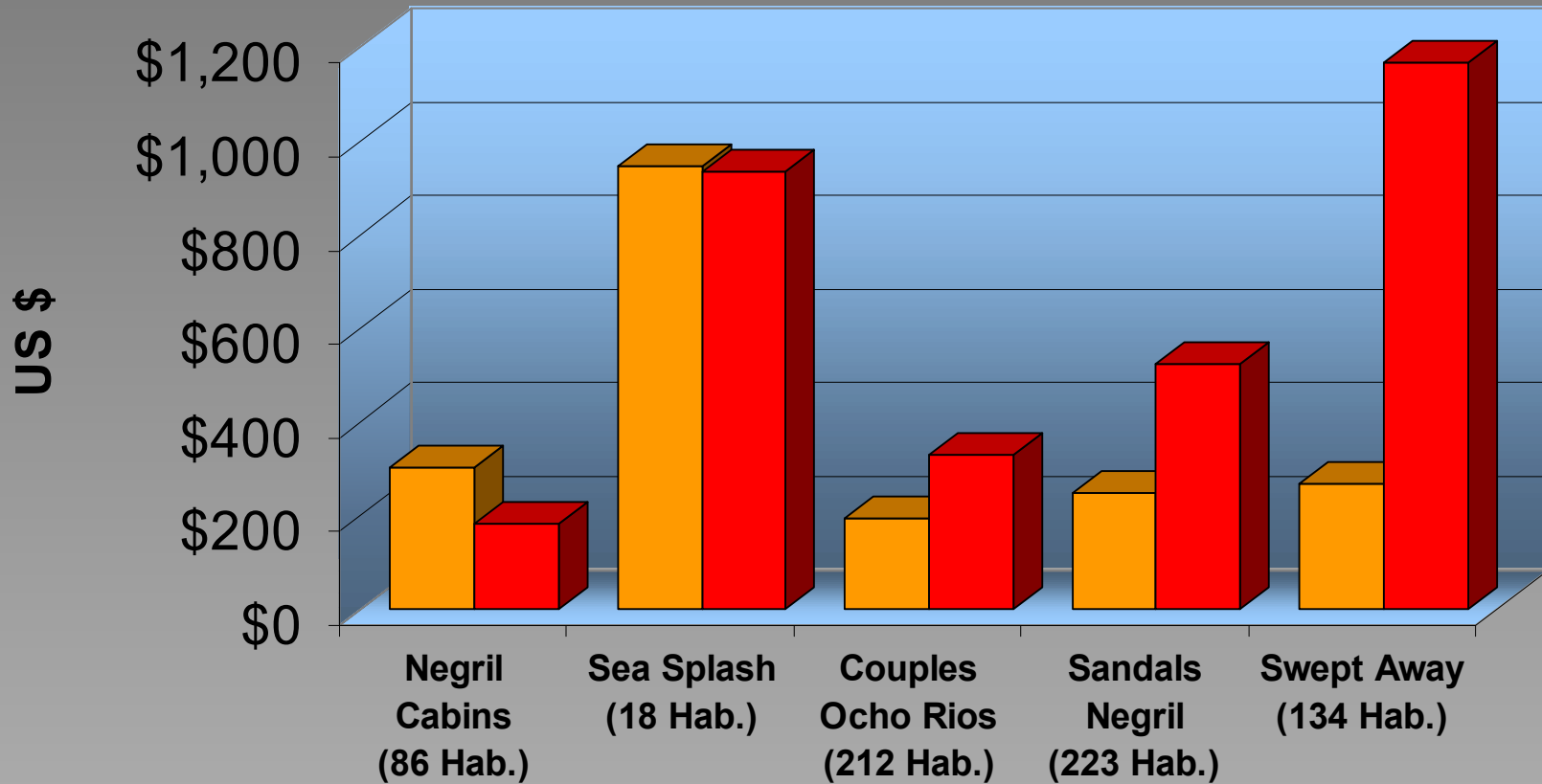
Challenges Encountered

- ◆ Limited management and technical capabilities of small hotels
- ◆ Identification of leaders and champions within the tourism industry
- ◆ Changing the mind-set from “standard practices” to “best practices” in business operations
- ◆ Sourcing capital for environmental retrofitting
- ◆ Need for increased government support for licensing standards, promotion and marketing, and incentives for “going green”



RESULTS: Case Studies

Hotels in Jamaica: Environmental Management



Investment per room

Annual savings per room

Major Accomplishments

- ◆ Introduction of Green Globe 21 Certification
- ◆ Greening of curricula at the Runaway Bay HEART Hotel and Training Institute
- ◆ Introduction of Certified Hotel Environmental Manager program
- ◆ Audit protocol for hotels, attractions and manufacturing enterprises
- ◆ Development of a Destination Management Program



Destination Management Promoting Collective Actions

- ◆ Repositioning Portland as a prime tourism destination
- ◆ Encouraging sound and coordinated environmental planning by government and private sector
- ◆ Identifying new and innovative economic development opportunities for local communities
- ◆ Meeting international sustainable tourism benchmarks
- ◆ Achieving Green Globe 21 Benchmarking and Certification for Portland



Indirect Achievements



- ◆ Improved awareness of environment issues within tourism industry
 - ◆ Public/private partnerships in destination management
 - ◆ Industry support to local communities and environmental NGOs
 - ◆ Transfer of experience to Eastern Caribbean
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- ◆ Government of Jamaica has endorsed the GG 21 Certification and encouraging all hotels to become certified
 - ◆ Large hotels and hotel groups have come on board and are getting certified



Lessons Learned

- ◆ EMS is an effective management tool, while certification provides necessary incentive
- ◆ Promotion of achievements results in “follow the leader”
- ◆ Voluntary approach extends “outside the fence” of hotel properties
- ◆ Continuous improvement creates incentive for innovation
- ◆ Environmental issues must be incorporated into mainstream planning and investment decision



Conclusion

Voluntary approach demonstrated

- ◆ Industry commitment to improved environmental performance
- ◆ How tourism benefits local communities
- ◆ How the private and public sector can work together in destination planning and management



Thank you!

This project was implemented by PA Government Services

