



Green Globe 21 Certification: The Caribbean Experience

*SME Business Development
& Competitiveness*

**World Tourism Organization
Tourism Planning Forum**

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• Green Globe 21 - Caribbean Program Evolution:

1990/1	WTTC develops environmental guidelines for use by global travel & tourism industry and creates dedicated Environmental Research Centre
1992	UNCED Earth Summit in Rio de Janeiro, Brazil: development of the Agenda 21 program of action
1994	<p>WTTC creates Green Globe as membership org in UK. Its purpose:</p> <ul style="list-style-type: none"> • international environmental awareness and establishment of management programs • commitment to continuous environmental improvement
1995-1997	Partnership with Green Globe and CHA's – Environment Committee to develop Caribbean Program
1997	CAST formed with Green Globe as founding Governing Council Member – Caribbean Green Globe 21 program begun
1998	First hotel certified to Green Globe 21 Company standard in Caribbean and in the world – Negril Cabins, Jamaica (courtesy USAID's EAST Project)
2003	<ul style="list-style-type: none"> • Benchmarking requirement added • CAST and Green Globe Asia Pacific sign new Regional Partnership Agreement





- **Caribbean Hotel Industry Context:**

- **Pre-Certification Era:**

- Individual hotel environmental initiatives covered select environmental issues
 - Technology focus – e.g. energy, water saving devices
 - Awards e.g. Conservation Awards, CHA/AMEX Green Hotels of the Year Awards
 - Individual promotion of achievements

- **Certification Era:**

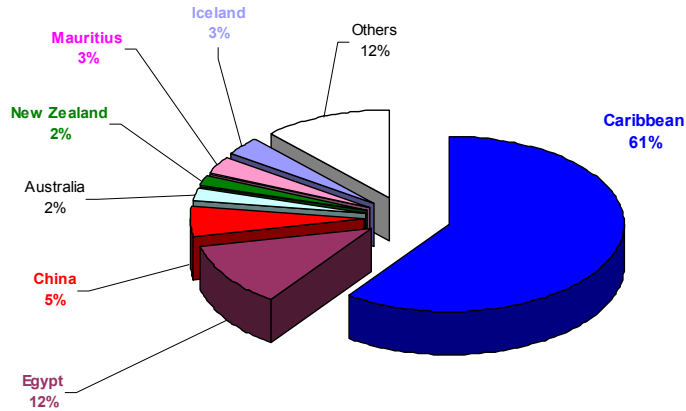
- Systematic approach to environmental issues
 - Management focus (EMS) with performance reporting
 - Evolution of support industry: consultants, certified/trained staff

- **Typical Profile – SMEs (hotel sector)**

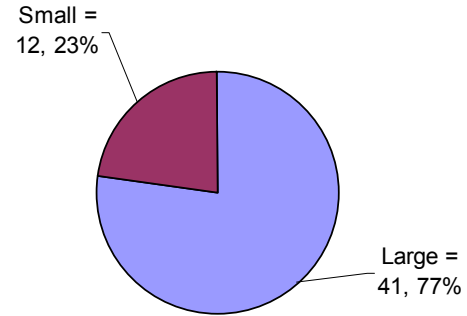
- <75 rooms; approx. 60% of sector
 - Locally owned/managed, small staff
 - Weak business/management structure
 - Small operational margins
 - No in-house engineering capability
 - Limited access to technology, credit, other specialized services etc.



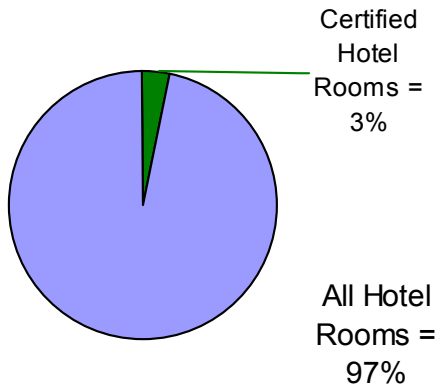
Global Distribution of Green Globe 21 Certified Properties (2004)



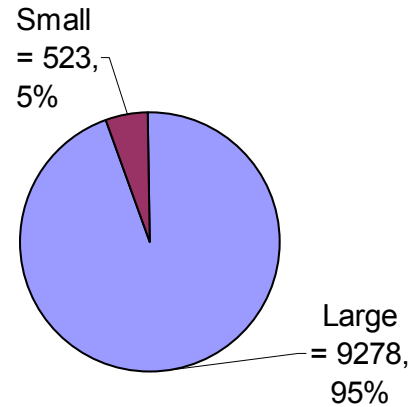
No. of Certified Hotels Large vs Small



Total Caribbean Hotel Rooms vs Total Certified Rooms



Certified Hotels by Rooms Large vs Small



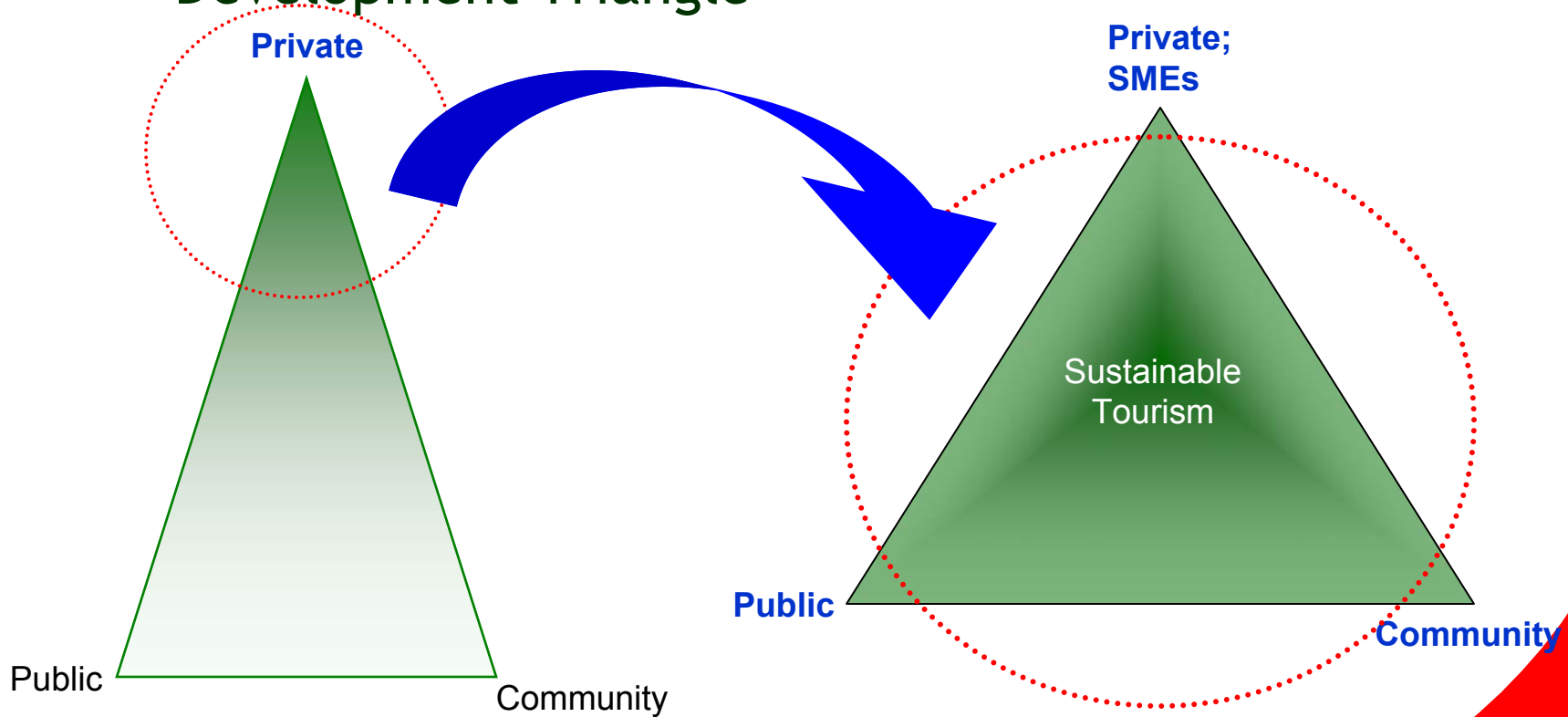


- Donor Strategies - focus on SMEs
 - USAID : Bilateral/Regional
 - Environmental Audits for Sustainable Tourism or EAST (Phases 1-4) in Jamaica (1997- 2005)
 - Caribbean Sustainable Tourism Project (1998-2000)
 - Caribbean Hotel Environmental Management Initiative (CHEMI) in Eastern Caribbean (2002-2004)
 - Other Donors: Regional
 - EU/CARIFORUM: 8th EDF Caribbean Tourism Program
 - CIDA/CPEC : Tourism Competitiveness/HR development
 - GTZ: Energy Management & Efficiency (proposed)



- Major Challenges to SMEs:
 - Program Costs:
 - Assessment
 - Benchmarking
 - Certification
 - Internal Maintenance Costs:
 - Training
 - Systems
 - Plant & Technology
 - Weak business/operations framework

- Sustainable Development Models:
 - Development Triangle





- Lessons Learned/Outlook
 - Sustainable Tourism requires a holistic development approach i.e. destination focus
 - Evolution of Private/Public partnerships:
 - Elevate to policy, planning levels (vs. project)
 - Deeper involvement of communities, SMEs
 - Self-Sustaining:
 - Improve business planning
 - Strengthen implementation
 - Focus on achieving quality objectives