



RESPONSIBLE TOURISM AND SDGs PEACE & PARTNERSHIP

COMMUNITY BASED TOURISM

Working in Partnership
The "People-to-People" Programme in The Bahamas



THE GLOBAL GOALS
For Sustainable Development



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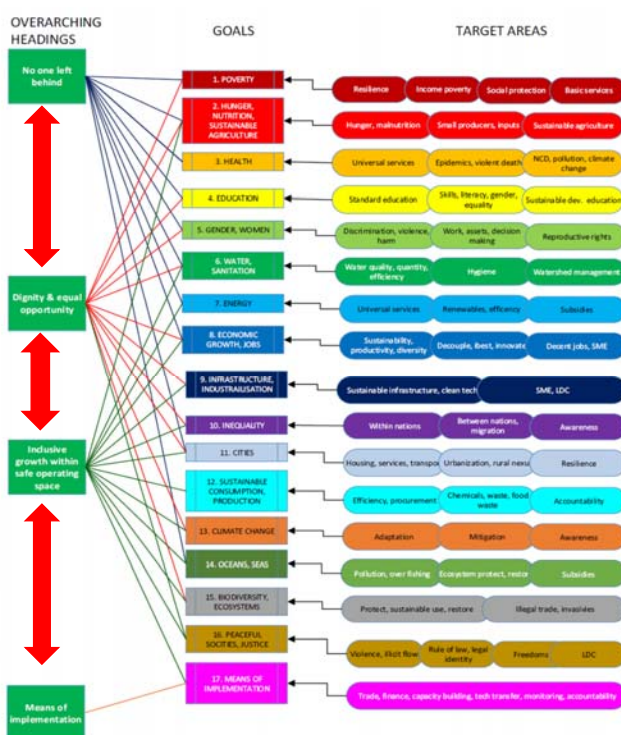


RESPONSIBLE TOURISM AND SDGs PEACE & PARTNERSHIP



Discussion outline

- ❖ SDG vs. NDP Bahamas
- ❖ Tourism Bahamas
- ❖ Caribbean Tourism Organisation Partnership
- ❖ Community-based Tourism
- ❖ Moving forward – Post COVID-19





A review of the National Development Plan (Vision 2040) using a the Rapid Integrated Assessment (RIA) conducted by UNDP revealed an alignment of **88%**

NDP Pillars

SDGs

GOVERNANCE

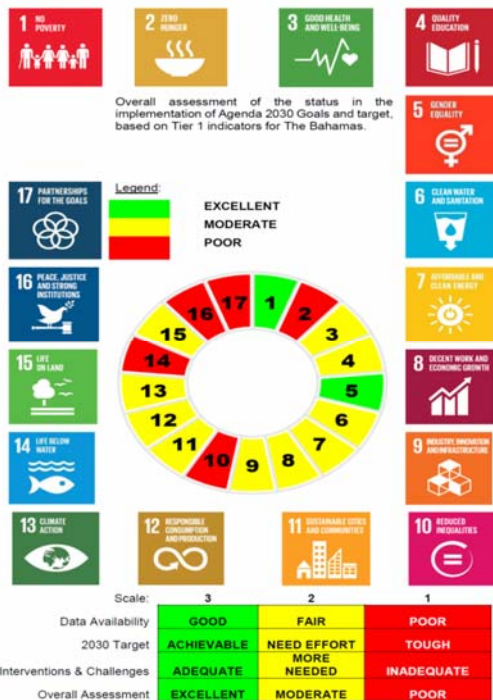
HUMAN CAPITAL

ENVIRONMENT

THE ECONOMY



VISUALISATION OF SDG SCORECARD FOR THE BAHAMAS



NDP has identified the following at risk, vulnerable and marginalised groups in The Bahamas:



POVERTY IS THE WORST FORM OF VIOLENCE

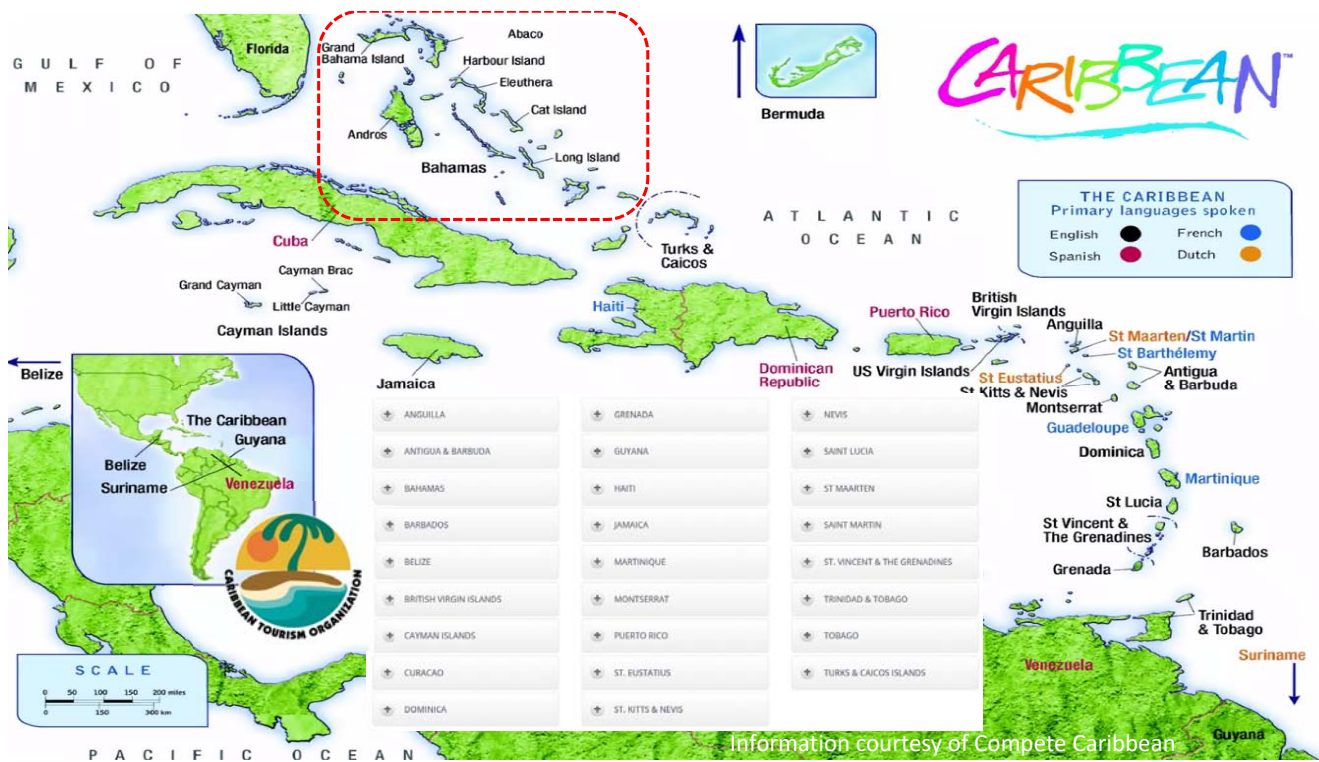
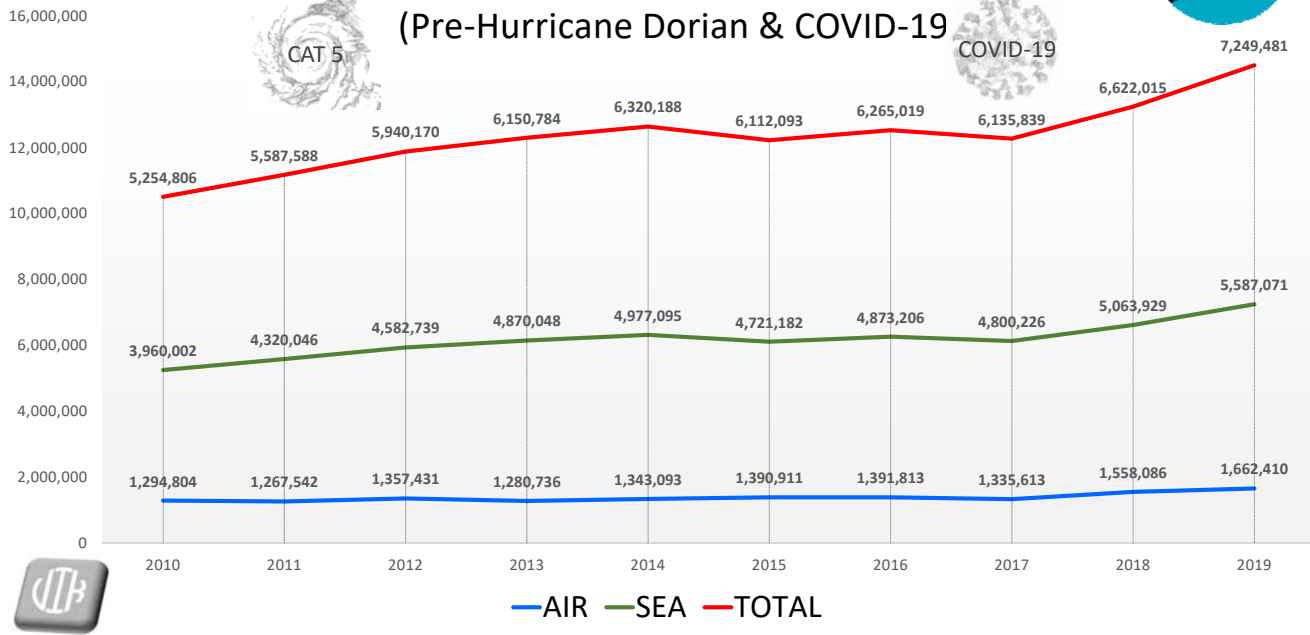
1 NO POVERTY

- 12.5% population living below the national poverty line.
- 3.2% Poverty Gap is 3.2%.
- 12.4% female poverty rate is 12.4%.
- 13.2% male poverty rate is 13.2%.
- 39% youth still unemployment
- Increasing violent crime due to poverty.
- Poor educational outcomes and skills training that do not reach the people who need it most.

OUR GOAL IS TO

Eliminate extreme poverty
Implement social protection systems
Ensure that everyone has equal rights to resources
Build the resilience of all to vulnerability due to climate-related extreme events
Inhibit all economic and poverty to all its dimensions
Support accelerated investment in poverty eradication actions

TOTAL FOREIGN ARRIVALS TO THE BAHAMAS BY AIR & SEA (Pre-Hurricane Dorian & COVID-19)



Information courtesy of Compete Caribbean



Canada

CTO Partnership with Compete Caribbean Community-Based Tourism Development

We work in 13 countries across the Caribbean region.



1. Kalinago Territory (Dominica)
2. Dangriga (Belize)
3. Hopkins (Belize)
4. Garifuna Trail (Belize)
5. Lopinot (Trinidad)
6. Punta Gorda (Belize)
7. Rewa (Guyana)
8. Surama (Guyana)
9. Andros (The Bahamas)
10. Rastafari Indigenous Village (Jamaica)
11. Treasure Beach (Jamaica)
12. St. Thomas in the East (Jamaica)

Information courtesy of Compete Caribbean

CTO's CBT Criteria

Caribbean Businesses and Activities shall be classified as Community-Based Tourism by meeting criteria (a), (b) and (c) and at least one (1) of the three (3) criteria named in (d) – (f).

- A. Operates in one of the eight (8) sectors of the tourism industry.** These include Accommodations, Attractions, Food and Beverage, Transportation, Tourism Services, Travel Trade, Adventure Tourism (Tours and Activities), Events and Conferences.
- B. Is owned AND OR operated by a community member** – whether it be an individual, family, group, organisation or any combination of these;
- C. Generates benefits for the community** – either directly to community members (e.g. employment, or the purchase of goods and services from community members) or indirectly through contributions/assistance that helps to address broad community needs (e.g. volunteer activities, donations to maintain natural sites or sponsorships);

Optional

- D.** Involves direct participation/interaction between locals and visitors, providing an opportunity for meaningful engagement and mutual value;
- E.** Shares and helps preserve local/indigenous culture and heritage (e.g. allows for visitor participation in or learning about community customs, traditions).
- F.** Provides positive economic, social, environmental and cultural benefits and is conducive to conservation and responsible management of the community's assets.



Information courtesy of Compete Caribbean

Types of Activities

- ✓ Local Tourism - Home visits for story telling / Home stays
- ✓ Food Tourism / Culinary Experiences
- ✓ Diaspora Tourism
- ✓ MICE - Festivals and Events
- ✓ Experiential Tourism - Excursions, Edutainment, Immersions
- ✓ Eco-Tourism
- ✓ Wellness Tourism



CBT Experiences and Opportunities

	Water-Based Activities		Indigenous Tourism
	Local Accommodation Eco-Lodge		Local Tourism
	Farm to Table		School Exchanges and Cultural Immersion
	Farm Tour		Traditional Cuisine
	Festival		Staycations and Get-Away's
	Food and Beverage Tour		Voluntourism with Local Experience
	Heritage Site		Health, Wellness and holistic therapies
	Homestay		Wildlife Tourism and Nature-Based



Information courtesy of Compete Caribbean

Step-by-step Approach



Guided step-by-step → win-win for the communities and visitors.

1. Communities are prepared by giving them the exposure, training and education, with a target outcome of determining the level of community readiness
2. Develop the community's organization, planning, and management skills
3. Develop a good business plan to ensure it is sustainable and able to be upscale



9 Steps in Preparing, Developing & Sustaining CBT



CBT Toolkit by Compete Caribbean



Purpose	Tool	Description	Use	Files
COMMUNITY TOURISM DEVELOPMENT	1 Tourism Assets Inventory	Template to prepare an inventory of tourism assets found in the community (businesses, experts, infrastructure, natural sites, etc.)	Document and assess the number, range & quality of tourism assets that can be used to increase tourism revenues.	<ul style="list-style-type: none"> Tourism Asset Inventory.xls
	2 CBT Diagnostic	A frame of reference to assess the community's capacity/needs for CBT based on key success factors (KSFs).	Assess market readiness and gaps to identify priorities that can be included in a project plan and/or funding proposal	<ul style="list-style-type: none"> Diagnostic tool: Questionnaire and CBT framework.xls
ENTERPRISE DEVELOPMENT	3 CBT Enterprise handbook	User-friendly business guide to develop profitable CBT enterprises that return benefits to communities as well.	Start, improve, formalize and expand CBT business operations	<ul style="list-style-type: none"> CBT Enterprise Handbook.pdf Business Support Services.pdf (by country) Facilitator's guide.pdf 3 handouts for learning.doc
PRODUCT DEVELOPMENT	4 Consumer research in American market by Euromonitor	Assessment of willingness-to-pay of American visitors for experiences that can be offered by Caribbean MSMEs.	Refine, expand and price the product offerings to increase tourism spending	<ul style="list-style-type: none"> Consumer research.pdf Training manual.pdf Power presentation.ppt
MARKET DEVELOPMENT	5 CBT Profiles Database of CBT profiles in the Caribbean?	+/-2-page template to collect information about the types of experiences found in the community to attract visitors.	Promote the diversity of CBT opportunities in the Caribbean	<ul style="list-style-type: none"> Destination profile template.doc 10 destination profiles already created



Coming out of the COVID-19 pandemic



- Transforming the tourism industry.
- Seizing the crisis as an opportunity
 - enable the inclusive, sustainable and responsible growth
 - enhance the seamless travel experience
 - integration of new technologies
 - enact global travel protocols for health and hygiene to rebuild the confidence of travellers



<https://www.bahamas.com/travelupdates>



KNOW BEFORE YOU GO

The health and wellbeing of all who enter or reside in the Bahamas remains the number one priority. Use our interactive map to learn about what regulations are currently in place for your desired island.

- GOOD TO GO**
There are currently no regulations in place for these activities and travellers can proceed.
- PROCEED WITH CAUTION**
There are some regulations in place that might interfere with these activities.
- UNAVAILABLE**
Due to current regulations, these activities are currently unavailable.

[Get Started](#)

Sun, sand and sea... and much more !

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Photo courtesy of The Bahamas Ministry of Tourism and Aviation

- Main pull factor - “sun, sand and sea” product
- Post pandemic - domestic and regional vacations with more remote, rural and outdoor activities
- An archipelago of around 700 islands and islets, and more than 2,000 cays.
- Remote islands - rich with unique culture and heritage



“People-to-People” programme

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Photo courtesy of The Bahamas Ministry of Tourism and Aviation

- CBT programme - extension of the “People-to-People” programme
- Brings the tourist and visitors into the homes of the local community
- Showcase - culture, festivals, traditions, gastronomy, music and dance
- Alternative livelihood
- Tool to justify conservation
- Preservation of their environment and heritage
- Training ground for other economic sectors
- Supports SDG targets

Transforming the community



- Elevate the communities in the remote Family Islands
- Empowering the communities - ownership, transparent management and establishing successful public-private partnerships
- Financial self-sufficiency and be well coordinated
- Not an alternative income but the main income
- Good model to develop local entrepreneurship
- Key for the long term success of the tourism industry in The Bahamas



Positive benefits



- Culture and traditions of the communities are preserved
- Less migration of youth, to the main cities
- Visitors to get a truly rich cultural experience
- Improve the quality of visitor experiences
- Meaningful host and guest interaction



Photo courtesy of The Bahamas Ministry of Tourism and Aviation

Natural and cultural resources



- Natural resource conservation.
- The Bahamas - rich with natural resources
 - pine forest, the Blue Holes, high number of flats with stretches of low levels of water, with sandy beds and sea grass; Aragonite or the limestone sand, salt ponds, corals and sponges
- Rich assets and the culture - well communicated and promoted using the CBT programme



Photo courtesy of The Bahamas Ministry of Tourism and Aviation



Photo courtesy of Bahamas Divers (2020)c





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THE BAHAMAS *JUNKANOO*



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Photo courtesy of Southern Boating Media

Post-COVID 19



- Longer stay in one location that are safer than shorter stay in many locations that may not be safe.
- Domestic tourism & family cluster activities
- Remote (rural) off-the-beaten track
- Virtual tourism



Photo courtesy of <https://yachtsweetescape.com/blog/category/Caribbean>

CBT – The future of The Bahamas



- Communities to work together with minimal leakages economically
- Able to maximise the benefits and limit the negative impacts
- Good pro-poor development tool - perfect tool in poverty reduction
- CBT programme is able to be scaled - in terms of its sustainable and responsible business model
- Connect the communities in The Bahamas to the world
- Responsible tourism and SDGs Peace and Partnership



Photo courtesy of The Bahamas Ministry of Tourism and Aviation

Thank you ...

Changes in Bahamas Travel

Effective May 1, those traveling to The Bahamas (by air or sea) will be exempt from taking a COVID 19 test once they are fully vaccinated and have passed the 2 week immunity period.

Those within The Bahamas that have been fully vaccinated will be immediately exempt from COVID 19 test requirements when traveling throughout the Islands. All residents and travelers must still adhere to the social distancing and mask wearing protocols, but once fully vaccinated, they can resume Indoor dining.

Travel Visas are still required, the only change is uploading proof of vaccination instead of negative test results at travel.gov.bs.

For full Bahamas Covid Protocols & Requirements for Boaters:
www.bahamasmarinas.com/procedures-and-protocols.

More information on Bahamas travel and entry protocols can be found at <https://www.bahamas.com/tourism-reopening>.

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Photo courtesy of Magma Global (2019)