

ACS Celebrates World Tourism Day



STATEMENT BY THE ASSOCIATION OF CARIBBEAN STATES (ACS)

IN CELEBRATION OF WORLD TOURISM DAY

SEPTEMBER 27, 2021

Tourism for Inclusive Growth

The importance of tourism as a means of connecting people and nourishing the global human spirit cannot be understated. Tourism remains a vehicle by which precious traditions and values are shared by local communities, rooted in the generational preservation of heritage and culture. In the Greater Caribbean, the tourism ecosystem is vast and comprises varied societal groups that collaborate to deliver incomparable visitor experiences. The Association of Caribbean States (ACS)

continues to engender a cooperative ethos within the region, especially as pathways to renewed emphasis on sustainable tourism begin to come into focus.

Without question, the challenges presented by the continuing pandemic have thrust the region into uncertain times. In the face of this unpredictability, the region must leverage the resilience and innovation of its people as it rebuilds the tourism industry across strategic and operational dimensions. It is therefore of paramount importance that all stakeholders are represented in this rebuild, and that severely affected groups within the sector are bolstered through ongoing recovery. Our current climate represents an opportunity to ensure the pursuit of a sustainable tourism industry which demands the inclusion and equitable representation of rural communities, the differently abled, women and other vulnerable groups and a fair distribution of benefits emanating from a stronger, more resilient tourism industry.

The mandate of the ACS within the scope of Sustainable Tourism has plotted a course towards achieving inclusive growth driven by the tourism industry. Thus, the Association continues to develop and implement training and reinforcement courses for underrepresented groups, guides on the pursuit of a more sustainable model of tourism, and advocates for the harmonization of standards and practices regionally. On World Tourism Day 2021, the ACS celebrates Tourism for Inclusive Growth, within the context of a better future for the Greater Caribbean region.

In fact, in recognition of tourism's significance to the Greater Caribbean, the ACS is partnering with ten (10) other development agencies to implement regional celebrations through a one (1) day industry best-practice conference. All are invited to join us for focused discussion on redefining tourism's 3 S' of Sea, Sun and Sand to the more relevant and impactful Social Inclusion, Sustainability and Smart Destinations and Businesses.

As the region looks towards an uncharted future the ACS remains committed to creating regional connections that sustain and safeguard our industry, while responsibly sharing it with the global community. Further, cognizant of the efforts required for the creation of a more inclusive tourism industry, the Association understands that the exclusion of any group is contrary to our primary mandate. Through careful reflection, detailed analysis and concerted action, there is the hope that these goals will be achieved by leaning on our innate ability to thrive despite adversity.

We encourage our tourism stakeholders to continue to be a beacon of resilience and cooperation, as we continue to rebuild, and reemerge with a sustainable tourism industry that bonds and bolsters the Greater Caribbean community.

Happy World Tourism Day.