



## Program schedule for peer to peer exchanges on sustainable tourism

### St Martin from the 12th to 14th of June 2013

Date	Time	Duration
12/06/13	08:00 AM	00:30:00
	<b>Introduction and organization</b>	
	<b>Overview of tourism in the Carriibbean</b>	
	<b>Dr. Jay Haviser presentation on links between natural, historical heritage and tourism on little islands (to be confirmed)</b>	
	09:05 AM	00:20:00
	Outline of tourism activities in the attending MPAs	
	Each MPA makes a 5 min- presentation (Saba, St Maarten, St Martin, St Eustatius, Anguilla, Petite Terre, Nat. Park Guadeloupe, Martinique, La Ré	
	+ 5 minute Q&A for each	
	10:45 AM	00:20:00
	<b>BREAK</b>	
	11:05 AM	00:20:00
	<b>1. Regulations and management tools</b>	
	<b>1.a Visitors management tools (What zoning ? What are the issues ? What solutions and why ?)</b>	
	<b>1.b Regulations (What is initially specified ? authorised ? How is it enforced ? Who ensures it is respected ? How is it perceived ?)</b>	
10 min Presentation of St Martin (visitors management tools) +10 min Q&A		
10 min Presentation of Guadeloupe National Park (visitors management tools) +10 min Q&A		
10 min Presentation of Conservatoire du Littoral de Martinique (visitors management tools) +10 min Q&A		
12:05 PM	00:15:00	
Expert Witness - Dr Jay Haviser ( to be confirmed)		
12:30 PM	01:30:00	
<b>LUNCH at hotel</b>		
02:00 PM	00:20:00	
10 min Presentation of St Maarten (visitors management tools) +10 min Q&A		
10 min Presentation of Petite Terre (visitors management tools+ regulation) +10 min Q&A		
10 min Presentation of La Réunion (visitors management tools+ regulation) +10 min Q&A		
10 min Presentation of St Eustatius (visitors management tools+ regulation) +10 min Q&A		
03:20 PM	00:20:00	
<b>BREAK</b>		
03:40 PM	00:20:00	
10 min Presentation of Saba (regulation) +10 min Q&A		
What are the lessons learnt on regulation, what does each participant wish to develop ?		
What are the lessons learnt on visitors management, what does each participant wish to develop ?		
04:30 PM	00:15:00	
End of day 1		
13/06/13	08:30 AM	04:00:00
	Case study of St Martin with visit of a resort on îlet pinel – boat departure at Anse Marcel	
	Field trip aiming at understanding managers, tourists and tourist operators stakes on the natural reserve	
	12:00 PM	01:00:00
	<b>LUNCH / Picnic on Nationale Natural Reserve of St Martin prepared by the hotel</b>	
02:00 PM	00:20:00	
Room session : Debriefing with the Reserve conservator		
03:00 PM	00:20:00	
<b>BREAK</b>		



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Date	Time	Duration	
13/06/13	03:20 PM	<b>2. Marketing and revenue generation</b>	
		<b>2.a Marketing (What to sell ? To whom ?How ?)</b>	
		<b>2b. Touristic fee (How as it been set up ? How does it work ? How is it used ?)</b>	
		10 min Presentation St Maarten (marketing+ touristic tax) +10 min Q&A	00:20:00
		10 min Presentation St Martin by the Federation of water activity operators (touristic tax) +10 min Q&A	00:20:00
		10 min Presentation Saba (touristic tax) +10 min Q&A	00:20:00
		10 min Presentation Petit Terre (touristic tax) +10 min Q&A	00:20:00
		10 min Presentation St Eustatius (touristic tax) +10 min Q&A	00:20:00
		What are the lessons learnt on marketing, what does each participant wish to develop ?	00:15:00
		What are the lessons learnt on taxes and fees, what does each participant wish to develop ?	00:15:00
	05:30 PM End of day 2		
14/06/13	08:00 AM	<b>3. Codes of conduct and eco-labels</b>	
		<b>3.a Codes of conduct (What provisions should be respected ? How are they established ? Who ensures they are respected?)</b>	
		<b>3.b Ecolabel (Why use an eco-label ? How ? Which criteria?)</b>	
		10 min Presentation Petit Terre (code of conduct) +10 min Q&A	00:20:00
		10 min Presentation PN Guadeloupe (code of conduct) +10 min Q&A	00:20:00
		10 min Presentation DEAL Martinique (code of conduct) +10 min Q&A	00:20:00
		10 min Presentation St Maarten (code of conduct and eco label) +10 min question time	00:20:00
		10 min Presentation St Eustatius (eco label) +10 min Q&A	00:20:00
		10 min Presentation St Martin- <a href="#">the St Martin hoteliers approach</a> (eco label) +10 minQ&A	00:20:00
	10:00 AM	<b>BREAK</b>	00:20:00
		What are the lessons learnt on codes of conduct, what does each participant wish to develop ?	00:15:00
		What are the lessons learnt on eco-labels, what does each participant wish to develop ?	00:15:00
	10:50 AM	<b>Communication actions / partnerships with operators/ other actions in favour of sustainable tourism</b>	
		Each MPA makes a 5 min presentation (Saba, St Maarten, St Martin, St Eustatius, Anguilla, Petite Terre, PNGuadeloupe, CdL Martinique, La Réunion) + 5 minute Q&A for each	01:40:00
	What are the lessons learnt on codes of communication/ partnerships, what does each participant wish to develop ?	00:15:00	
12:45 PM	<b>LUNCH at the hotel</b>	01:15:00	
02:00 PM	Wrap-up and assessment of the workshop	00:45:00	
02:45 PM	Closure with <a href="#">St Martin</a> tourism bureau – what strategy in order to develop a sustainable touristic offer on the basis of natural heritage ?	00:30:00	
03:15 PM	End of day 3		