

ST. KITTS MINISTRY OF TOURISM INCREASES THE NATIONS SUSTAINABILITY BY TRAINING “DESTINATION GUARDIANS”

CULTURE BEAT SKN TV - NEWS [18/04/19]

St. Kitts Ministry of Tourism continues to lead the nation towards sustainable development by hosting a “Train the Trainer” program in collaboration with Sustainable Travel International. The main goal is to **“...equip people with the knowledge and skills to effectively deliver destination stewardship trainings for a range of St. Kitts professionals, including public sector employees, educators, and community group members.”**



On April 10th -11th 2019 a two days **“Destination Guardian Workshop”** taught by Paloma Zapata, Chief Executive Officer from Sustainable Travel International focused on developing trainers to with the following skills to protect St. Kitts beautiful environment for future generations. Dianille Taylor-Williams, Assistant Permanent Secretary – St. Kitts Ministry of Tourism organized this training session in collaboration with Sustainable Travel International <https://sustainabletravel.org/> to transfer information about destination sustainability and its four pillars: Destination Management, Community Involvement & Benefits, Culture and Heritage, and Environment.

The Trainees learned valuable skills, and techniques about: What it means to be a trainer, How to plan and prepare your training, How to engage diverse learners and meet audience needs, How to effectively deliver and facilitate trainings, and How to evaluate and improve training. Different methods to increase class participation while delivering training were shared with participants, and applied with role-play exercises; story telling to illustrate a concept, having small group discussions, and reviewing case studies.

Destination Sustainability is based on four pillars: Destination Management, Community Involvement & Benefits, Culture and Heritage, and Environment.

Destination Management demonstrates effective sustainable management focusing on sustainable destination strategies, destination organization management sustainability monitoring, tourism seasonality management, climate change adaptation, inventory of tourism assets/attractions, planning and zoning regulations, visitor satisfaction, safety and security.

Community Involvement & Benefits maximize social and economic benefits for host community and minimize negative impacts looking at local and equitable employment, community engagement and satisfaction, support for local business and entrepreneurs, tourism awareness and education, preventing exploitation, support for community development initiatives, and economic monitoring.

Culture and Heritage maximize conservation and minimize negative impacts promoting cultural site/attraction protection, visitor management for heritage sites and attractions, conservation and authenticity of tangible and intangible heritage, heritage interpretation, proper visitor behavior and protection of local intellectual property.

Environment minimize environmental damage and optimize use of natural resources initiates management of environmental risks, protection of sensitive environments, wildlife protection, energy conservation, water management, conservation, security, and quality, proper waste water treatment, solid waste management, and reduction, air quality, and GHG emissions, light, and noise pollution, and low-impact transportation.

St. Kitts Ministry of Tourism has also created St. Kitts Sustainable Destination Council, and the Heart of St. Kitts of Foundation to protect St. Kitts national treasures, and environment creating opportunities for nationals, and visitors to get involved in planned activities that ultimately benefit St. Kitts and Nevis people, and environment.



St. Kitts Sustainable Destination Council Mission

The SDC facilitates partnerships and functional relationships among public and private sectors and all people in St. Kitts, to ensure that development in our destination preserves and benefits our environment, culture, heritage and community livelihoods.

<https://www.facebook.com/stkittsSDC/>

Heart of St. Kitts Foundation Mission

To build awareness around sustainability priorities in St. Kitts and provide funding for local projects that make St. Kitts a better and more sustainable place to live in and experience.

<https://www.facebook.com/heartofstkitts/>

<http://www.heartofstkitts.org>



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