



Case Study

# SUSTAINABLE TOURISM CERTIFICATION IN THE BAHAMAS

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# CONTEXT



As a part of a Joint Venture between GreenCase Consulting, Oceanic Global and JF Clarke Consulting, Sea Going Green was awarded the project titled, "*Recommendations for the Implementation of Sustainable and Climate Resilient Tourism Certifications in The Bahamas*".

The consultancy assignment led to the selection of a best-fit certification scheme for The Bahamas using the lens of climate change mitigation and resilience to choose a scheme/series of schemes that enhance the ability of the Bahamian tourism industry to support national climate ambitions, combat climate change in their operations and improve their overall sustainability efforts.



# THE CHALLENGE

As a small island developing state heavily reliant on tourism and particularly prone to climate impacts, The Bahamas faces the existential challenge of combating climate change, while maintaining tourism competitiveness. While many stakeholders and businesses are aware of the direct threats to the tourism industry emanating from hurricanes, rising sea levels, erosion, and other environmental and socio-economic factors, the difficulty lies in knowing how to move forward.

Tourism certification, as a tool, can provide a standardized, transparent and robust set of steps that set forth a pathway for destinations and tourism businesses to follow to reduce their environmental impact and importantly, their carbon footprint. However, certification often comes with a unique set of challenges, including prohibitive entry-level costs and extensive time commitments. This is only compounded by the vast number of schemes in existence.

By supporting the selection of a best-fit certification scheme and series of verification schemes, the project scope provided a tailored recommendation to inform a future implementation of a scheme on the destination level, while informing the rollout to tourism businesses in view of generating a wider cross-sectoral impact.







## OUR SOLUTION

The Joint Venture delivered the following outputs for the selection of certification and verification schemes for the formal sector primarily, with a separate secondary focus on schemes applicable to the informal sector.

- Conducted research on current certification landscape in The Bahamas
- Led semi-structured interviews with: Representatives from: Tourism Development Corporation (TDC), The Bahamas Ministry of Tourism & Aviation, Hotel Licensing Department, Bahamas Outer Islands Promotion Board, Bahamas National Trust, Family Islands, Rentals, Tourism Services, Long Island, Boat Rentals, Tourism Services, Airbnb Hosts.
- Analyzed certification and verification schemes using an Multi Criteria Decision Analysis to determine a best-fit scheme or combination of schemes under the lens of criteria related to the Feasibility, Technical, Economic, Environmental, Social and Cultural contexts covered by each scheme; The study determined how schemes comparatively ranked based on their inclusion of climate mitigation and resilience.



## OUR SOLUTION

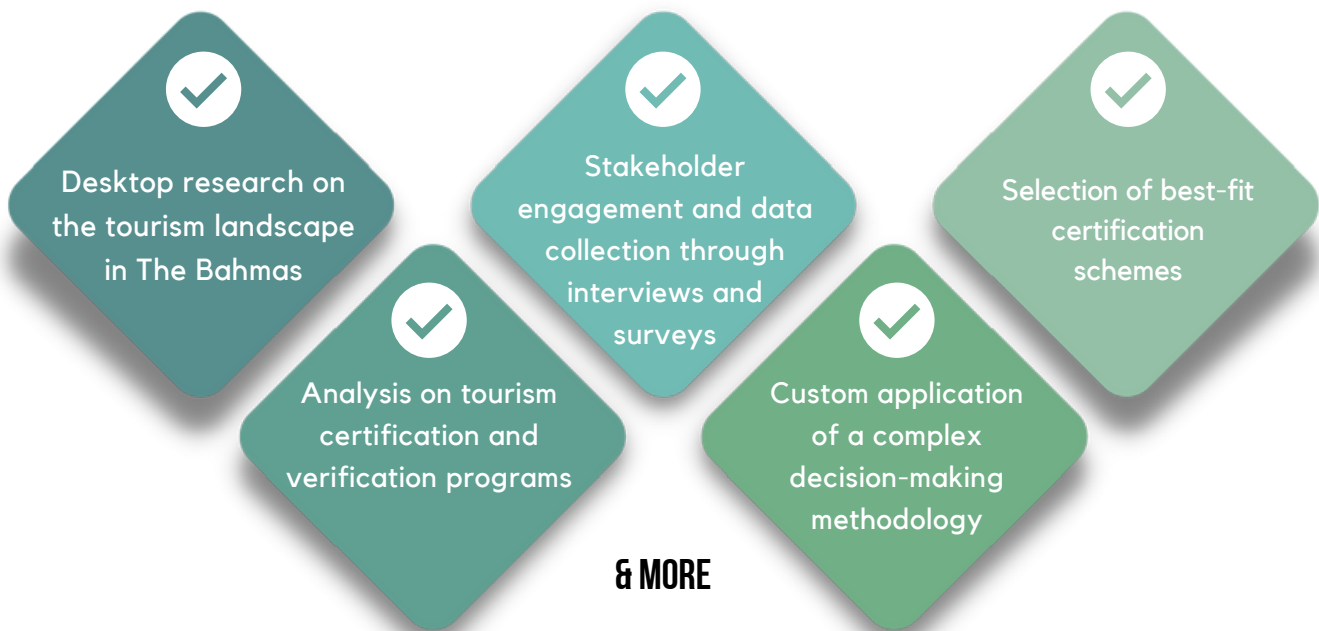
- Recommended a certification scheme for the destination-level, tourism operators, hotels and accommodations and food and beverage sectors. A combination of phased schemes were suggested for the informal sector with a focus placed on simpler, less capacity intensive and low-cost verification schemes.
- Developed a short, medium, long term strategy for implementation and ongoing support for the destination-level, accommodations, tourism providers and the food and beverage industries.







## OBJECTIVES MET



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you'd like to discuss with us? -  
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## **Sea Going Green**

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