

Extract from research paper:

“Effective Public-Private-Community Partnerships (PPCP) in tourism for the sustainable development of Small Island Developing States (SIDS)”

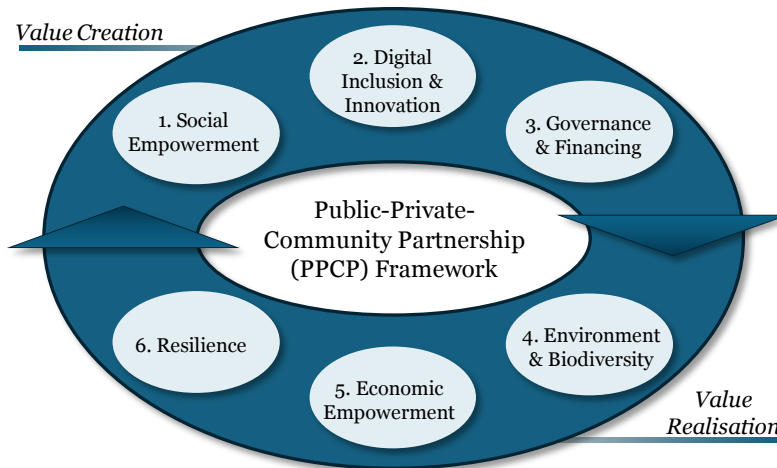
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“Charting the Course Toward Resilient Prosperity.”
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The Public-Private-Community Partnership (PPCP) Framework

A frame of reference that helps stakeholders optimise value for communities in SIDS destinations. The 16 drivers of success along six core dimensions of impact can be used to develop partnerships that leverage tourism as a force to achieve the UN sustainable development goals in SIDS and other emerging markets.

Value creation: The process of generating value through various activities, strategies, and innovations. This can include developing new products or services, improving existing ones, enhancing operational efficiencies, increasing access to markets and finance, or creating better experiences for host communities and visitors.



Value realisation: The process of capturing and recognising the benefits of the value created for host communities. This involves monetising the value through sales, higher profitability, cash flows, and other metrics that take into account access to resources for future generations.

1. Social Empowerment

- Diversification and supply chain
- Heritage, culture & connections
- Women, youth & vulnerable groups

PPCPs in tourism are used to improve the well-being of women, youth and other vulnerable groups. This can be achieved by empowering communities to develop new tourism-related products and services that optimise alignment between authenticity, resources-availability, and the interests of multiple market segments.

4. Environment & Biodiversity

- Protection, conservation, regeneration
- Resources management (energy, plastic, water, waste)

Because communities are critical to protect, conserve and regenerate the environment and biodiversity, PPCPs are used to engage them effectively in the process. PPCPs are also effective platforms to influence government policies that improve natural resource management.

2. Digital Inclusion & Innovation

- Online booking and marketing
- Mobile wallets: digital payment and financial services
- Productivity & innovation

PPCPs are used to enable MSMEs, street vendors and community-based tourism entrepreneurs to participate in and benefit from tourism activities through improved access to digital financial services and emerging innovations. This includes increasing the use of digital payments online and face-to-face, as well as enabling access to other digital financial services such as credit, savings, and insurance products.

5. Economic Empowerment

- Revenues & employment
- Infrastructure (Transport, telecom, electricity, water & sanitation, etc.)

Effective PPCPs in tourism must lead to economic empowerment of local communities through equitable increases in revenues and employments. Economic empowerment can also be achieved when PPCPs generate valuable tourism infrastructure that improves access to critical resources for local communities.

3. Governance & Financing

- Policies and regulations
- Funding sources: Loan/Equity/Grant/Donation
- Technical assistance and coordination

PPCPs are used to attract funds, coordinate technical assistance, and advocate for better policies and regulations. A formal governance structure with a good mix of expertise and representation is necessary to maintain credibility and trust among diverse stakeholders.

6. Resilience

- Adaptation to change
- Business continuity
- Zone management

PPCPs are used to ensure that local tourism businesses, employees and communities can withstand and recover from adverse events and disruptions. Enhanced zone planning leads to improved protection and optimization of community assets.

Extract from research paper: [“Effective Public-Private-Community Partnerships \(PPCP\) in tourism for the sustainable development of Small Island Developing States \(SIDS\)”](#), Bertrand and Hamilton, 2024

B. Case studies and Success Stories

The success stories listed below are presented in the report along the six dimensions of effective Public-Private Community Partnership (PPCP). The three case studies that follow provide a more detailed description of how PPCPs were used to address local challenges and optimise value for communities.

Dimensions	Drivers of success	Success stories of PPCPs
1. Social Empowerment	1.1. Product Diversification and Supply Chain Improvements 1.2. Heritage, Culture and Meaningful Connections 1.3. Women, Youth, and Vulnerable Groups Engaged	Jamaica: CBT in Treasure Beach Pacific: Eco-tourism in Fiji, Palau and Samoa Guyana: Community-led and owned tourism
2. Digital Inclusion and Innovation	2.1. Online Booking and Marketing 2.2. Digital Wallets: Mobile Payments and Financial Services 2.3. Productivity and Innovation	Pacific Trade Invest (PTI) Australia digital tourism program Fiji and Vanuatu: mPOS for merchant access to cruise passenger Solomon Islands: 25,000 mobile wallets activated for P2P transfers St. Lucia: Virtual Agricultural Clearing House for restaurants
3. Governance and Financing	3.1. Policies and Regulations 3.2. Funding Sources (Loans/ Equity/ Grants/ Donations) 3.3. Technical Assistance and Coordination	Harmonisation of regulations: OECD Model Rules to attract International digital platforms and regional harmonisation Barbados: Tourism Development Corporation (TDC) Grenada: Pure Grenada
4. Environment and Biodiversity	4.1. Protection, Conservation, Regeneration 4.2. Resources Management (energy, plastic, water, waste)	SVG: Union Island Environmental Alliance (UIEA) Grenada: Underwater museums Belize: MPAs Bahamas: Regenerative tourism with the Coral Reef Rescue Network Grenada: True Blue Bay Resort
5. Economic Empowerment	5.1. Revenues and Employment 5.2. Infrastructure (Transport, telecommunications, electricity, water & sanitation, etc.)	Palau: Sasakawa Peace Foundation Fiji: Muanivatu Trails Samoa: Lalotalie River Retreat - Eco Cultural Adventure Tourism (ECAT) Jamaica: CBT through 'St. Thomas in the East tourism cluster'
6. Resilience	6.1. Adaptation to Change (climate, market, etc.) 6.2. Business Continuity 6.3. Zone Management	Aruba: Bucuti & Tara Beach Resort Dominica: Insurance Barbados: "Away Together" Sport Tourism in the Indian Ocean