

**PUBLIC HEARING INSULEUR/EUROPEAN ECONOMIC AND SOCIAL COUNCIL**  
**14/12/2018**  
**BRUSSELS**

**DATA ON SUSTAINABLE TOURISM IN GUADELOUPE**

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**SUSTAINABLE TOURISM PLANNING IN GUADELOUPE**

The Region of Guadeloupe is responsible for the planning of sustainable tourism. By contracted, she delegates part of the management and animation to some partners. (Tourism committee, Chamber of Commerce, National Park...)

**7 GEO-TOURISM TERRITORIES WITH SPECIFIC IDENTITY**

- Develop accommodation and quality services for high-end tourism
- Developing the nautical infrastructure
- Diversifying the clientele
- Valuing the natural and cultural heritage, promoting the identity

**OBJECTIVE AGREEMENTS WITH 6 TERRITORIES**

- Ecotourism National Park Accommodation/activities/parks/gardens and Sites
- Partnership Region/CCI Guadeloupe/CCI Var: Promoting the Label itinerary Eco 3 (Sustainable and eco-responsible tourism)
- Meetings of tourism (advice to project holders for sustainable tourism development)
- CCI Convention/National Park/CTIG: valorisation and promotion of the Spirit brand by and environmental labels.

**PRIVATE OPERATORS INITIATIVES**

- Creation of the brand "Road of Memory"
- Digital Application « rando-Guadeloupe"
- Pedagogical Suitcase
- Aqualodges (floating bungalows, 100% ecological NRJ clean, water produced by desalination, dry toilets to compost)
- Duty-free Zone in Pointe-A-Pitre

**CHALLENGES TO FACE**

- Water problem
- Waste
- The invasion of Sargasso
- The development of additional accommodation offer in view of the strong growth in tourism demand