

SEAFOOD FRIDAY

ANSE LA RAYE



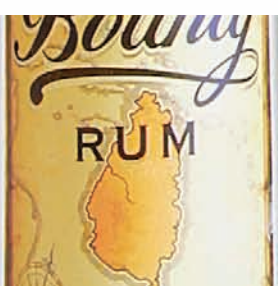
**BOOTH
NO. 30**

THE SPIRIT OF

ROBESIA
CONCH
FRY FISH



Saint Lucia



BOX FISH

CASE STUDY #7

Anse La Raye Seafood Friday (ALRSF), Saint Lucia



SUMMARY OF GOOD PRACTICES

- *Infrastructure development*
- *Funding mechanism*
- *Product development on traditional activity*
- *Multi-stakeholder design and planning*
- *Institutional support*
- *Use of common property resources*
- *Participatory planning*
- *Capacity building and skills development*
- *Community leadership*
- *Local economic linkages*
- *Tourism impact management*

BACKGROUND

Anse La Raye Seafood Friday was conceived from an idea to replicate the successful Oistins fish fry event, popular with tourists in Barbados. The rationale was to diversify the tourism product and spread the benefits of tourism. Anse La Raye was strategically located for such an event; rich in natural and cultural assets and a relatively poor community. At the request of the local government authority, the St. Lucia Heritage Tourism Programme (SLHTP) facilitated the development of Anse La Raye Seafood Friday. The event was launched in July 2000 and is widely regarded as a success. Grenada has since replicated the fish fry concept in the small coastal fishing village of Gouyave.

DESCRIPTION OF TOURISM ACTIVITY

International tourists join local patrons on the village waterfront on Friday evenings. The street is cordoned off from traffic and vendors sell seafood such as conch, reef and pelagic fish, crab, octopus and lobster cooked in a variety of ways, as well as beverages and crafts. Recorded and live music also feature.

IMPACTS

The socio-economic impacts on vendors of ALRSF have been documented. The event has had a major impact on the village economy. Most vendors were unemployed women and the business provides income for household needs and investment. Local economic linkages are strong and the event provides a market to fisherfolk along the south west coast. Other entrepreneurs who benefit include performers, restaurant owners, craft vendors and taxi drivers.



ALRSF Vendor Profile

- 72% Female
- 83% Primary education
- Average age 35 years
- Unskilled
- 61% single parents
- Average 2 children
- 61% children in school
- 77% Vending 2+ years
- 83% Primary income
- 94% Increased income
- 50% Sourced loans
- 25% Expanded into other businesses
- 93% Purchase local food and drink inputs

Source: Clauzel (2005)

CRITICAL FACTORS AND INSTRUMENTS

Market Access

Infrastructure development to enable a quality event was funded by the SLHTP and included the construction of toilet facilities and vending booths. Anse La Raye is easily accessible and in close proximity to major centres of tourism. The village is situated between the tourism-oriented towns of Gros Islet and Soufriere. It caters to cruise visitors who stop to purchase crafts, international stay over tourists, visiting nationals and villagers.

Commercial Viability

A regional micro-finance organisation, Microfin, provided a successful cycle of short-term loans to expand existing and new businesses of ALRSF vendors. This has worked through character-based lending, regular client interactions and strict collection practices (Clauzel 2005).

The product development idea for ALRSF was borrowed from Barbados but it is based on traditional livelihood activities and the occasion has become a unique event. The event resembles a street party held in the nearby town of Gros Islet but ALRSF has developed into a unique product as it attracts more discerning and higher spending markets. A safe and healthy environment has led to a growth in popularity of the event and ALRSF has become a lucrative business opportunity.

Policy Framework

The creation of ALRSF required multi-stakeholder design and planning, institutional support and the use of common property resources. St. Lucia developed a national heritage tourism programme, the SLHTP, which endeavoured to help develop CBT and deliver increased benefits for rural community development. The SLHTP provided important financial and technical assistance to the local government authority spearheading the development of the Anse La Raye fish fry event in collaboration with the Fisheries Division. Cabinet also supported the project through the declaration of a priority economic development area. The event is dependent on the use, development and management of common property resources, as it is held on public and private property in an urban coastal village (Renard 2004).

Implementation

Participatory planning was based on a visioning approach. Following a visit to Barbados in 1999 by 3 fisherfolk and the District Representative, the Anse La Raye Village Council sought assistance from the SLHTP to develop the seafood event. A participatory process with the Village Council and wider community members developed a vision for tourism based on the event.

Skills training successfully established the quality and sustainability of ALRSF and local capacity to manage the event. Initially the Village Council and Vendors' Association were given the responsibility of managing the ALRSF. Concerns over organisational weaknesses and political divisions were overcome by strong community leadership and a new entity, the Anse La Raye Seafood Friday Committee, comprising of Council and Association members plus 5 other community representatives manages the weekly event. The Committee receives a fixed sum from each vendor for administration and musical entertainment and oversees lighting, solid waste management and security.

The ALRSF has created local economic linkages between seafood vendors and other local micro-entrepreneurs. Most vendors purchase food ingredients and drinks locally and the event provides business to fisherfolk, farmers, shop owners, craft vendors and taxi drivers.

Sensitisation to and implementation of mitigation measures to address the environmental impacts of tourism have been undertaken. Concerns about the sustainability of the harvesting of certain marine species to supply the ALRSF have been addressed through sensitisation of fisherfolk and vendors by the Fisheries Division and this has helped implement a closed lobster season. Food safety and waste disposal measures have also been introduced through training, protective clothing, garbage bins and improved storage.

KEY LESSONS LEARNT

1. *Local government can play a central role in facilitating CBT initiatives.*
2. *Political support can be critical to the early success of an initiative and the speed at which it develops.*
3. *Inclusive consultation, a shared vision of tourism, a holistic approach to product development and building local management capacity are important.*
4. *Skill training is important in establishing a quality tourism product and building the management capacity to sustain it.*
5. *Technical and financial assistance and ongoing support from other stakeholders can make or break a project.*
6. *The combination of market intelligence, consistent product concept and standards, and business entrepreneurship are crucial to success.*
7. *A regular review process to maintain product concept and quality is important.*
8. *There may be trade-offs between authenticity and income-generating activity, particularly where there is a lack of local craft tradition and imported crafts are retailed.*
9. *Tourism development does not have to be based on a natural attraction. Well-organised events can create new economic opportunities for a wide cross-section of the community.*
10. *Environmental impacts need to be managed.*

CONTACT DETAILS

Saint Lucia Heritage Tourism Programme (SLHTP)

Sir Stanislaus James Building, The Waterfront, Castries, St. Lucia.

Tel: +758 451 6220/ 6967 Fax: +758 451 6940

Email: Nigel@stluciaheritage.com

INFORMATION SOURCES

Saint Lucia Heritage Tourism Programme.

CANARI (2004) Community-based Tourism Initiatives in the Windward Islands: A Review of their Impacts. Caribbean Natural Resources Institute.

Clauzel, S. (2005) Community Development through Tourism: Feasibility and Demonstrativeness - Lessons Learned from the Saint Lucia Heritage Tourism Programme.

Renard, Y. (2004) Optimising Community Benefits from Tourism Uses of Common Property Resources: A Study of Policy Requirements. St. Lucia Heritage Tourism Programme.

CASE STUDY #8

Plas Kassav, Saint Lucia



SUMMARY OF GOOD PRACTICES

- *Product development on traditional activity*
- *Institutional support*
- *Capacity-building*
- *Local economic linkages*

BACKGROUND

Cassava farine and bread are traditional foods in St. Lucia but the cultivation of cassava and its consumption were in decline. Plas Kassav (Creole for Cassava Place) is located in Anse La Verdure on the west coast, between the villages of Anse La Raye and Canaries. It is a family business founded in 1998 that has expanded rapidly and significantly boosted the cultivation and consumption of cassava. Demand for the cassava bread from residents and tourists have been increasing through word-of-mouth.

DESCRIPTION OF TOURISM ACTIVITY

Taxi drivers and tour operators stop at Plas Kassav and tourists purchase the novel coconut, peanut butter, cherry and raisin, and cinnamon flavoured cassava bread. A guided tour of the premises demonstrates traditional preparation methods. Other food, drink and condiments made by members of the wider community are sold including dried bananas, honey, pepper sauces and flour.





IMPACTS

The business has 7 employees with plans to employ a tour guide. The enterprise is the largest purchaser of cassava from local farmers on the island and buys other food products from local people to sell in its shop.

CRITICAL FACTORS AND INSTRUMENTS

Market Access

Plas Kassav does good trade from tourists as it has a well-signed roadside shop on a main tourism route between the capital city, Castries, and the town of Soufriere.

Commercial Viability

Product development is unique, supports the evolution of creole cuisine and has a strong customer base. Plas Kassav has developed 13 flavours of cassava bread and maintains traditional non-mechanised methods of food preparation. The business has a mixed customer base - most clients are local but approximately 25 percent of customers are tourists.

Policy Framework

The St. Lucia Tourism Policy sets out broad national tourism policy goals that include (1) to expand local participation directly or indirectly in the tourism sector and (2) to strengthen the backward and forward linkages between tourism and agriculture and other sectors of the economy. The St. Lucia Heritage Tourism Programme (SLHTP) is providing technical advice to Plas Kassav in line with the policy and the St. Lucia Tourism Strategy and Action Plan (2005) that encourages CBT business advisory services and further development of linkages.

Implementation

Capacity building by SLHTP centres on further development of the business, tourism attraction and the strengthening of agro-tourism linkages including research into different types of cassava and their uses in the region.

KEY LESSONS LEARNT

1. *Authentic demonstration of an indigenous production process is an attraction and enriches visitor experience.*
2. *Processing of primary agricultural products increases value added and returns from agro-tourism linkages.*
3. *A strong customer base can result from domestic clients and international visitors.*
4. *Record keeping of agriculture products processed is important to inform policy decisions.*
5. *Adaption of an indigenous product does not necessarily weaken its appeal.*
6. *Free tours where the visitor can purchase goods can be a valid business strategy in the right circumstances.*

CONTACT DETAILS

Plas Kassav

Anse La Verdure, Saint Lucia.

Tel: +758 459 4050

Email: daniyl_237@hotmail.com

Saint Lucia Heritage Tourism Programme (SLHTP)

Sir Stanislaus James Building, The Waterfront, Castries, St. Lucia.

Tel: +758 451 6220/ 6967 Fax: +758 451 6940

Email: Nigel@stluciaheritage.com

INFORMATION SOURCES

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Saint Lucia Heritage Tourism Programme.

Government of St. Lucia (2005) Tourism Strategy and Action Plan. Ministry of Tourism.