Linking Local Production with the Tourism Industry in the Caribbean

Gail Henry
Sustainable Tourism Product Specialist

Women’s Forum, Caribbean Week of Agriculture (CWA) 2013
Tuesday October 8th, 2013
Presentation Outline

• Tourism linkages with local production
• Agriculture-tourism potential
• Success stories
• Key Recommendations
Linkages Policy

- Caribbean Sustainable Tourism Policy Framework:
  - Policy on Linkages to Other Economic Sectors
  - **Goal 5:** Develop and strengthen the links between tourism and other economic sectors nationally, and regionally to maximise the multiplier effect on the economy and reduce leakages (food import bill).
    - “Aspects of the enabling framework include integrating the issue of linkages into skills development in tourism-related trades, for example; training chefs to design menus that incorporate local agricultural products and foodstuffs.”
Forms of Agriculture-Tourism (Linkages)

• The farm-resort-hotel supply relationship e.g. Adopt A Farmer programmes (Hilton, Tobago) etc.

• Farm stays

• Creating demand for local/indigenous cuisine via restaurants with local menus, farmers’ markets, food festivals, culinary websites (Belize) etc.

• Supplying cruise ships through home port arrangements and provisioning yachts
Agro-Tourism

“any activity, enterprise or business that links agriculture with products, services and experiences in tourism”

Source: Roxanne Waithe, IICA’s Agro-Tourism Specialist
Community-based tourism (CBT) is an approach that strives for community participation in the tourism industry.

Experiential tourism is an outgrowth of a global movement toward experiential learning, whereby people create meaning through direct experience.
Potential of Agro-Tourism to reduce Food Import Bill

“After Accommodation, Food and Beverage represents the second highest area of expenditure in the tourism sector. With a reported leakage of 60 – 80 cents of every tourism dollar spent in some Caribbean countries, some analysts estimate that an effective linkage between agriculture and tourism would dramatically reduce the Caribbean’s import bill by hundreds of millions of dollars, while giving agriculture a greater economic stake at a time when the banana and sugar industries seem to be on their last legs.”

Source: IICA, Agro –Tourism Linkages Centre, Barbados
Building Links with Local Farmers - Hotels

✔ Help farmers to improve their production & delivery standards by advising them on quality, packaging, health and safety etc.

✔ Encourage chefs and F&B managers to try local foods & adapt procurement practices & recipes

✔ Plan for produce seasonality & offer seasonal recipes in hotels & restaurants
Building Links with Local Farmers – Agencies

- Support market development – producers’ associations, commercial intermediary services, physical markets
- Ensure that food supply, demand and market linkages between farms and hotels are addressed
- Advise and provide training workshops on the issues including standards
Building Links with Local Farmers – Agencies

✓ Discuss with farmers how to further develop agricultural-based products, attractions and new ways to add value

✓ Promote development of small-scale local co-operatives to provide the necessary volume & consistency of supply.

✓ Work with tour operators & farmers to develop new rural tours & services
Agro-Tourism Successes & Potential
The Hilton Tobago
Adopt a Farmer’s Group Project

• Initiated by the Travel Foundation (Tobago) in 2004
• **Goal** - to forge greater links between the Agricultural and Tourism sectors and to decrease the dependency on imported produce
• Market linkages created between 25 farmers & hotels
• **Organic School Garden Programme**
  – three primary schools supplied the Tobago Hilton with fresh herbs on a regular basis
  – Over 100 young children about the benefits of growing produce.

*Source: Caribbean Sustainable Tourism Policy Framework*
Sandals Resort Farmers Programme

- Over 3,000 farmers in its communities, planting vegetables and fruits.
- Sandals/Beaches provides them with seeds and technical support and also guarantees them a market for their produce.
- At the start of each crop, the farmers are guaranteed a price which holds until the crop is completely reaped and sold to the resorts.
- In the event of over production, Sandals ensures that other resorts sign on to purchase produce from these farmers.
- Assisted in getting the farmers signed up as Co-operatives where they can access loans and other benefits from the Government and financial institutions.
St. Kitts’ Kittitian Hill Targets Community Development

• Envisioned by Trinidad-born developer Val Kempadoo who views the project as “a catalyst for change, bringing lasting benefits to the local people and economy.” Kempadoo’s philosophy is anchored in a broader view of authenticity and sustainability, going beyond the environment to encompass arts and culture, social accountability, economic development and environmental conservation.

• Successfully bringing new jobs and economic impact to the local St. Kitts community.
  – Pre-opening construction phase: employs approximately 400 individuals on the construction site, most of whom live in surrounding communities (plans to involve more persons from the community)

Source: Travel Agent Central
St. Kitts’ Kittitian Hill Promotes Community Interaction

- Central to the Kittitian Hill philosophy is a commitment to agro-tourism and farming on the island, with its 400-acre fertile farmland to allow for integration between tourism and food production. In addition to employment opportunities on the farm, Kittitians can look forward to increased local production, which will positively impact the overall food supply on St Kitts.

To provide an authentic Kittitian experience for guests, the team at Kittitian Hill will promote community interaction via a weekly farmers market on site, fishing with local fisherman or teaching in a local school. Furthermore, Kittitian Hill continues to be actively involved in a number of charitable community projects, such as the Help a Child Program and the Global Environment Foundation.

Source: Travel Agent Central
Haiti’s Tourism Plans for Ile a Vache

• Ile a Vache - 52-square-kilometre island off the southeast coast of Les Cayes, Haiti with more than 20, mostly deserted beaches

• “Tourism is progressing slowly in a sustainable manner, building places of peace and well-being while helping local communities.”

• Laid-back, low-density eco-tourism-style development with 1,500 units, highlighting areas like cultural heritage, agro-tourism and history, on an island

• Will focus on sustainable tourism development, from solar power to the use of electric shuttles instead of cars.

Source: Caribbean Journal
Haiti’s Tourism Plans for Ile a Vache

• Phase I - Anse Dufour near the village of Madame Bernard - bungalows and villas.
  – The plan would create the “Village of Mary Anne,” a touristic village with restaurants, cafes, galleries and markets
  – Agro-tourism component, proposing the creation of a community farm managed by locals that would allow visitors to take part in agricultural activities.
  – The government will develop standards of environmental protection and planning for the island to protect sensitive areas like coastal mangroves and fish habitats.

• **Target market** - explorers and adventure travelers, romance travelers, members of the Haitian Diaspora and wellness travelers
Key Recommendations

• Conduct analysis of the demand and supply potential of goods/services to tourism sector
• Create enabling environment for investment in and supply of high quality goods and services to tourism sector for youth, women
• Monitor changing demand for goods and services e.g. “slow” or “super-foods”, organic food, herbal medicine, food, health & wellness tourism, made in the Caribbean brands
• Take advantage of opportunities for financial, technical, marketing & capacity building support such as via the EPA, Carib Export, CARDI, IICA, CTO, CDB, OAS
CTO TravelMole Sustainable Tourism Awards (2012)

2012: Mangrove Restoration Women Producers (Guyana)
Thank you for your attention...

Any questions?

Gail N. Henry
Sustainable Tourism Product Specialist

Caribbean Tourism Organization
Baobab Tower, Warrens, Barbados
Tel: 246-427-5242

Email: ghenry@caribbtourism.com