



# DOMINICA

The Nature Island Of The Caribbean

[www.dominica.dm](http://www.dominica.dm)



Community Tourism in Dominica

# COMMUNITY TOURISM IN DOMINICA

Presentation to  
OECS Council of Ministers Meeting

*San Juan, Puerto Rico  
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## Community Tourism in Dominica

### Introductions/Origins

Dominica's history of nature conservation and cultural preservation.

Tourism focusing on nature, culture and people.

Strong community spirit and system of local Government.

Future economic development threatened by decline of agricultural sector.

Need to diversify economy away from dependence on bananas.

Building a new economy with tourism as the driver



## Community Tourism in Dominica

### Main Challenges

Lack of service culture.

Absence of white sandy beaches, under-developed infrastructure and tourism facilities.

Access to resources, both physical and financial.

Need to bring in community into tourism development main stream.

Lack of capacity to develop and manage community tourism enterprises.

The absence of an entrepreneurial and business culture among community groups/organisations.



## Community Tourism in Dominica

### Policy Context

The “Dominica Tourism 2010 Policy is characterized among other things, by an orientation to sustainable tourism, with meaningful involvement of communities”.

### Vision

Dominica will pursue sustainable tourism that enriches the lives of all citizens by economic, social and cultural opportunities, protecting the natural resources and scenic, heritage and cultural features of the country, nurturing community involvement in tourism.



## Community Tourism in Dominica



### ECO-TOURISM DEVELOPMENT PROGRAMME



The Eco-Tourism Development Programme (ETDP) as a call to Action.

\$14 million dollar programme sponsored by the European Union and Government of the Commonwealth of Dominica.

Helping to re-fashion Dominica's Tourism.

To strengthen Government's national policy of economic diversification through.

*Product Development – site upgrading, marine sites development, Roseau Development Programme*

*Institutional Strengthening – private sector.*

*Human Resource Development*

*Destination Marketing*

*Community Tourism Development*



## Community Tourism in Dominica

### **Critical Elements of the Community Tourism Process**

Strong emphasis on community involvement and developing capacity for growth of community tourism.

Recognition of the nature and cultural assets in communities as the base for building community tourism enterprises, thereby enabling Dominica to achieving policy objective.

Empowering communities through capacity building and grant funding.

Mobilizing and working with CBO's & NGO's to develop their interest in tourism enterprise development.



## Community Tourism in Dominica

### **Critical Elements of the Community Tourism Process**

Facilitating the process of project development through to financing and implementation.

Providing technical input in the design and supervision of projects.

Fostering community and private sector partnerships in project implementation.

Fostering linkages with other critical sectors – water, power/energy, legal/regulatory frameworks, agriculture, performing arts/festivals.





## Community Tourism in Dominica

### SUCSESSES

Build an integrated and multi-faceted approach to Community Development

Project focusing on key niche markets:

*Trail development for hiking*

*Events and Festivals*

*Beach Enhancement*

*Agro Tourism*

*Heritage Restoration*

*Art & Craft Centres/Souvenir Shops and Information Centres*

Employment of local persons in construction work.



## Community Tourism in Dominica

### SUCSESSES

Developed more than twelve (12) community based projects and enterprises.





## Community Tourism in Dominica

### SUCSESSES





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## SUCSESSES





## Community Tourism in Dominica

### SUCSESSES

Stronger organizational capacity.

Employment opportunities through tours, events.

Partnership between community groups and private sector.

More aesthetically pleasing designs and construction of facilities.

Greater awareness of tourism and environmental issues.

Inter-sectoral committee to approve & monitor projects.



## Community Tourism in Dominica

### Lessons Learned

Participatory approach to management and implementation of projects is critical.

Co-management of resources is a critical element of the process of community tourism development.

Projects must be market driven and have the ability to generate revenue and create jobs or supplement local incomes.

Capacity building for project design, implementation and management critical to sustainability.



## Community Tourism in Dominica

### Lessons Learned

Communities are social entities, not economic entities – they need strong support, capacity building, access to funding and partnerships with private and public sector.

Community Tourism is both product and process oriented.

Process takes time.

There is the need to establish realistic time frames for design and implementation of community projects.





## Community Tourism in Dominica

### Lessons Learned

There is need for strong technical input from design through implementation – architects and engineers.

Stronger management of community organisations is critical to achieving success and developing sustainability



## Community Tourism in Dominica

### THE FUTURE

Recognise that Community Tourism is a part of Tourism Development Process.

Focus on joint marketing of products and services.

Continue the process of capacity building on cross-cutting tourism issues, product and service enhancement and leadership/management



## Community Tourism in Dominica

### **THE FUTURE**

Continue work on co-management of resources.

Access to micro-finance and grant funding to assist in further expansion and upgrade.

Focus on maintenance of infrastructure particularly trail development.

Projects must have a strong business focus-revenue generation and employment creation.

Continue work on partnerships with the private sector.



## Community Tourism in Dominica

**THE END**