



# **Good Practices in Community-Based Tourism in the Caribbean**

**UWI/EBCCI Heritage Tourism  
Workshop**

**March 30-31, 2009**

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# Presentation Overview

- Key Elements of Community-based tourism (CBT) & link with heritage tourism
- Policy on CBT
- CBT benefits & opportunities
- CBT critical success factors
- CBT Caribbean good practice case studies - key lessons learnt
- Practical Session

# CBT Link with Heritage Tourism

- **Tangible** or built heritage e.g. historic sites, public arts, monuments, museums, natural attractions, archaeological sites
- **Intangible** heritage e.g. performing arts, festivals and popular culture forms
- Heritage tourism is often a feature of a CBT approach which is central to attaining sustainable tourism & they share some common goals

# Key Elements of Community-Based Tourism

- Collaborative approach to tourism
- Community members exercise control through active participation in appraisal, development, management and/or ownership (whole or in part) of enterprises
- Enterprises deliver net socio-economic benefits to community members, conserve natural and cultural resources & add value to the experiences of local and foreign visitors

# Key Elements of Community-Based Tourism

- Encompasses both tourism activities in a community and goods and services supplied to the tourism industry by one or more community members

***The importance of community-based tourism is its emphasis on active participation & empowerment of local people in the tourism opportunity.***

# Extent of CBT

- Enabling national policy framework
- Destination positioning and branding as environmentally & socially responsible
- Technical & financial assistance
- Local entrepreneurship and/or leadership in communities

# CTO Regional Sustainable Tourism Policy

## □ **Development Goal #5**

- **Develop & strengthen the links between tourism & other economic sectors nationally & regionally to maximise the multiplier effect on the economy & reduce leakages.**



# **CTO Regional Sustainable Tourism Policy Objectives**

- Provide an enabling framework to realise national & regional inter-sectoral linkages
- Ensure that communities are able to benefit meaningfully from linkages with tourism

# Some CBT Benefits

- ✓ Community engagement and control
- ✓ Poverty alleviation and more equitable benefit distribution
- ✓ Natural and cultural heritage resource conservation
- ✓ Regional and rural development
- ✓ Product diversification

# CBT Good Practice Case Studies

- ❑ **Dominica**
  - ✓ Portsmouth Indian River Tour Guides Association
  - ✓ Giraudel/Eggleston Flower Group Inc.
  - ✓ 3 Rivers Community Life Package, Grand Fond Village
- ❑ **Dominican Republic**
  - ✓ La Ruta del Café
- ❑ **Jamaica**
  - ✓ St. Helena Women's Group
  - ✓ Walkerswood Jerk Country Tour
- ❑ **St. Lucia**
  - ✓ Anse La Raye Seafood Friday
  - ✓ Plas Kassav
- ❑ **Trinidad and Tobago**
  - ✓ Roxborough Estate Visitor Services Cooperative (Tobago)
  - ✓ Nature Seekers (Trinidad)

# Critical CBT Factors

1. **Commercial viability:** Product quality & price, marketing, strength of the broader destination & funding mechanisms
2. **Access to the market:** Physical location, economic elites & social constraints on local producers
3. **Policy framework & land tenure:** land tenure, regulatory context, planning process, government attitudes & capacity
4. **Implementation challenges in the local context:** Filling the skills gap, managing costs & expectations & maximising collaboration among stakeholders

# Anse La Raye Seafood Friday

- Tourists & locals congregate on the waterfront on Friday evenings to purchase cooked seafood, beverages & craft and listen to music
- Launched in July 2000
- SLHTP facilitated its development
- Based on Oistins Fish Fry model
- Objectives:
  - to diversify the tourism product
  - to spread the benefits of tourism

# ALRSF Socio-Economic Impacts

- Employment creation
- Income generation
- Investment stimulation
- Local economic sectoral linkages strengthened – agriculture, fishing, tourism, entertainment, hospitality, craft, transportation
- Community development

# ALRSF Market Access

- Strategic location of Anse La Raye:
  - ✓ Easily accessible & near to tourism-oriented Gros Islet & Soufriere towns
- Rich natural & cultural assets
- **Infrastructure development** funded by SLHTP

# ALRSF Commercial Viability

- **Product:**

- ✓ Adapted into unique event based on Barbados model & traditional livelihood activities
- ✓ Quality is regularly reviewed
- ✓ Safe & healthy environment

- **Market:**

- ✓ Ready market – international cruise & stay-over visitors, locals
- ✓ Attracts more discerning & higher spending markets



# ALRSF Commercial Viability

- **Funding mechanism:**
  - ✓ Regional **micro-finance organisation** (Microfin) provided short-term loans to expand ALRSF vendors' businesses
  - ✓ ALRSF Committee receives fixed sum from each vendor for admin. & entertainment etc.
  - ✓ Other sources

# ALRSF Policy Framework

- St. Lucia Tourism Strategy & Action Plan (2005) encourages CBT business advisory services & economic linkages
- Cabinet support via declaration as a priority economic development area
- Institutional support
  - ✓ SLHTP financial & technical support to respective gov't agencies to dev. ALRSF

# ALRSF Implementation

- Multi-stakeholder design & planning (ALR Village Council, wider community, SLHTP etc.)
- Tourism visioning & participatory planning approach used
- Strong community leadership
- Establishment of ALRSF Committee (Council & Assoc. members, community reps.) to manage contribution from vendors & oversee lighting, solid waste management & security
- Skills training to ensure adequate event quality & sustainability & event mgmt. capacity

# ALRSF Implementation

- Sensitisation to and measures to mitigate **environmental impacts** implemented e.g. closed lobster season
- **Training** provided on food safety & waste disposal measures, protective clothing, garbage bins, improved storage
- **Impacts** of ALRSF on vendor livelihoods have been **documented**

# ALRSF Key Lessons

- ✓ **Local government** can play a central role in facilitating CBT initiatives
- ✓ **Political support** can be critical to the early success of an initiative & the speed at which it develops
- ✓ Inclusive consultation, a shared vision of tourism, a **holistic approach** to product development & building local mgmt. capacity are important

# ALRSF Key Lessons

- ✓ Skill training is important in establishing a quality tourism product & building the mgmt. capacity to sustain it
- ✓ Technical & financial assistance & ongoing support from other stakeholders can make or break a project
- ✓ The combination of market intelligence, consistent product concept & standards & business entrepreneurship are crucial to success

# ALRSF Key Lessons

- ✓ A regular review process to maintain product concept & quality is important
- ✓ There may be trade-offs between authenticity & income-generating activity, particularly where there is a lack of local craft tradition & imported crafts are retailed
- ✓ Tourism development does not have to be based on a natural attraction. Well-organized events can create new economic opportunities for a wide cross-section of the community'
- ✓ Environmental impacts need to be managed.

# General Key Lessons

- ✓ Advocacy by CBOs can influence national decision making
- ✓ Social issues in the wider community can compromise the quality of a tourism product
- ✓ CBT is usually an “add-on” activity and does better when the wider destination is doing well
- ✓ Good local governance, strong community organization & mobilization are important success factors



# General Key Lessons

- ✓ Access rights to common property resources and permission to use private land for access can facilitate CBT & requires stakeholder participation
- ✓ A unique CBT product can be developed even if the initial concept is borrowed from local, regional or international experience
- ✓ It is important to promote the product to the domestic market, as the international market is seasonal

# General Key Lessons

- ✓ Inclusive consultation, a shared vision of tourism, a holistic approach to product development and building local management capacity are important
- ✓ Skills training is important in establish a quality tourism product and building the management capacity to sustain it
- ✓ Authentic demonstration of an indigenous production process is an attraction and enriches visitor experience
- ✓ Adaptation of an indigenous product does not necessarily weaken its appeal

# General Key Lessons

- ✓ Government can play a central role in facilitating CBT initiatives
- ✓ Partnership building makes resource mobilization easier
- ✓ Participatory decision-making ensures organizational unity
- ✓ Linkages need to be made with commercial tourism companies

# CBT Opportunities

- **Donor assistance** for CBT development:
  - EU
  - UK Department for International Development (DFID)
  - Netherlands Development Organisation
  - USAID
  - CIDA
  - Ford Foundation
  - World Wildlife Fund International
  - UNDP GEF – Small Grants Programme
  - UNESCO

# Next Steps

- ✓ Informal networking
- ✓ Formal networking
- ✓ Idea & information sharing – successes & failures
- ✓ Study tours/site visits
- ✓ Collaboration on CBT initiatives – community, national & regional levels
- ✓ Documentation of CBT experiences

# Useful Resources

- **Websites** (Publications, Conference/Workshop Proceedings and links to other websites):
  - ✓ CTO: [www.onecaribbean.org](http://www.onecaribbean.org)
  - ✓ CRSTDP: [www.caribt dp.org](http://www.caribt dp.org)
  - ✓ CANARI: [www.canari.org](http://www.canari.org)
  
- **CTO Publications:**
  - ✓ Caribbean Sustainable Tourism Policy Framework
  - ✓ Making Tourism Count for the Local Economy in the Caribbean – Guidelines for Good Practice

# Useful Resources

## □ CTO Publications:

- ✓ Competing with the Best: Good Practices in Community-Based Tourism in the Caribbean
- ✓ Development of a Strategic Business Management Model for the Sustainable Development of Heritage Tourism Products in the Caribbean
- ✓ Development and Marketing of Cultural Heritage ... Ecotourism



**Thank you...**