



# More to Jamaica: Indigenous Tourism Case Study

International Aboriginal Tourism  
Conference IATC

Membertou, Nova Scotia  
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# Presenter

- Sustainable tourism consultant
- Travel agency owner
- 30+ years Canadian & International Indigenous tourism experience
- Resides on Squamish Nation territory in North Vancouver
- Member of WINTA, ATAC & AtBC



**WINTA**  
WORLD INDIGENOUS  
TOURISM ALLIANCE



# Learning from Canada to the World

Aboriginal Cultural Tourism  
BLUEPRINT STRATEGY for BC  
November 2005



Artwork by George Hunt Jr.  
Photos by Todd Carrer



ABORIGINAL  
Tourism Association  
British Columbia  
kla-how-eya  
Welcome

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A Better World  
Through Better Tourism



# North-South Partnership



**Ktunaxa Nation Council – NRDDDB  
Guyana Tourism Project: Phase 2**

**Ktunaxa Nation Council**  
5768 Mission Road  
Cranbrook, BC  
V6A 4G8 CANADA  
250-489-2464  
Fax 250-489-5760

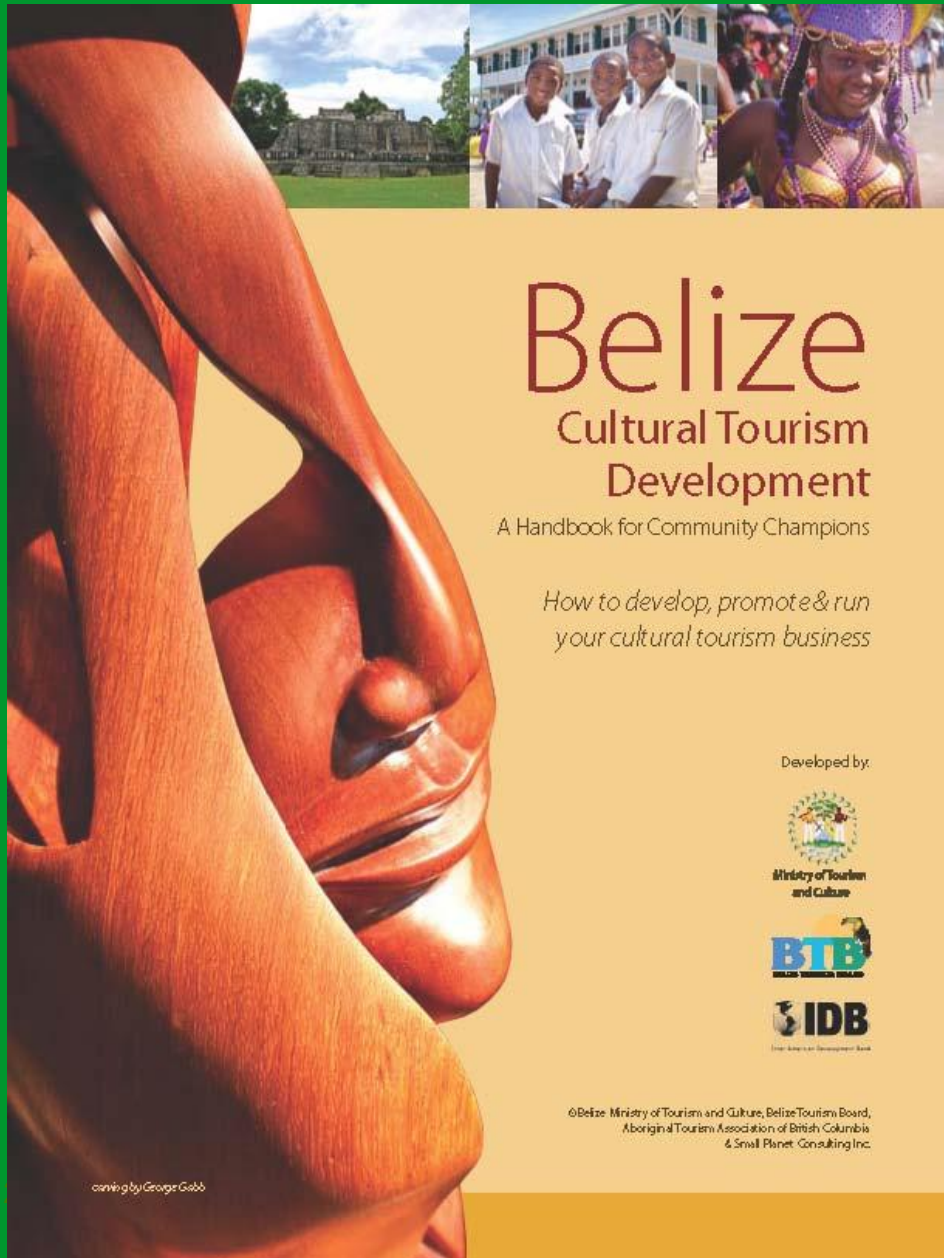
**November 30, 2007**

**Ktunaxa-Guyana North Rupununi Cultural Tourism Program**

The Amerindians of Guyana's North Rupununi are engaged in tourism. The Ktunaxa Nation in the British Columbia's Kootenay region has established itself as in the region with the St. Eugene Mission Resort comprising a hotel, casino, golf course, and cultural interpretive centre. The knowledge and experience of the Ktunaxa will be transferred to the North Rupununi District Development Board member villages and citizens through workshops, regional and community planning sessions and discussion. During these sessions, the NRDDDB participants and villages will design their own tourism products; develop plans, policies and principles for tourism that reflects their own values, beliefs and cultures, and learn how another Indigenous

- Unknown to hot destination in 3 years
- Over 60 operators with new itineraries
- Selected by National Geographic among top 50 best tours & ecolodges
- \$0.5+ million media value
- New funding & partners

# North-South Partnership



- 10 new experiences thriving until today
- Over 45 businesses & supporters trained
- Relationship between Native Education College & Mayan community



# North-South Partnership



- Implemented in two states
- Over 200 operators & communities trained
- Support from National & State governments & international development organizations
- Relationship between Native Education College & indigenous community

# Jamaica Partnership



# Typical Jamaica Tourism



# Typical Jamaica Tourism





### 3. SCOPE OF WORK

Under this tender, the client wishes to hire the services of a qualified consultant to, under the supervision of the Ministry of Tourism, prepare a Community-based Tourism Policy and Strategy. Following standard practice and format in the presentation of such documents, the Consultant is expected to complete the following tasks:

- 3.1. Offer a clear definition of “community-based tourism” based on literature review and stakeholder consensus;
- 3.2. Articulate the objectives of the policy to, among other things:
  - Support and encourage the development of community-based tourism enterprises in the small and informal sector;
  - Address the disadvantaged position of communities in the tourism

# Community Tourism Challenges



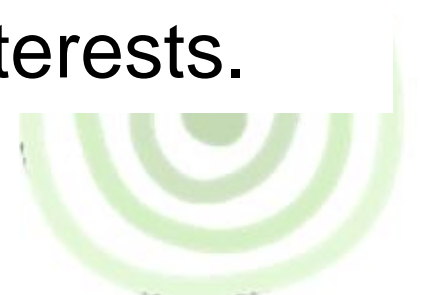
- Image of Jamaica
- Perception of safety
- Visitor perceptions of communities
- Lack of market ready product
- Location of CT experiences
- Accessibility
- Infrastructure
- Lack of capacity, tourism & business knowledge

# National Community Tourism Strategy

## Vision



An invigorated tourism sector in communities that enriches community quality of life through social, cultural, economic and environmental benefits, exemplifies sustainable livelihoods, and strengthens Jamaica's national policy values and interests.





# National Community Tourism Strategy

## Community Tourism Definition



... is respectful interaction from community tourism **experiences** that **enrich both hosts & visitors**, supports & promotes **responsible tourism & sustainable livelihoods**, provides **linkages through the local tourism value chain**, & creates social, cultural economic & environmental **benefits for local communities**.



# National Community Tourism Strategy

## Market Ready & Market Responsive

Product Tier	Description
<b>Tier 1: Export Market Ready</b>	These are tourism products that operate at international industry standard levels, and have the knowledge, systems and finances in place needed to work through travel trade distribution sales channels. This Tier focuses on assisting the market ready products to increase business and enhance their operations.
<b>Tier 2: Market Ready</b>	This Tier's community tourism product operates legally and has reached the basic level of readiness to welcome visitors, but there are shortfalls in meeting international industry standards, and hospitality / service / marketing levels. The Tier focuses on building participation and success in the tourism industry by communities and community members as community tourism operators and employees.
<b>Tier 3: Start-Up Product Stage</b>	In this tier the community tourism product is in the planning and start-up mode or basically undeveloped but there is an interest in pursuing tourism as an economic development activity. This Tier builds awareness, initiates planning and develops the capacity of communities, businesses and individuals to enter the tourism sector.

Extensive consultation with tour operators, online marketing partners & other influencers to find out market gaps, wants & needs





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# National Community Tourism Strategy

## Experience Travel Focus

- Basics of experiential tourism workshops
- ‘How to’ packaging & marketing training
- Training “coaches” to provide ongoing support





# Implementation of CT National Strategy



**REDI**  
**TO INVEST**

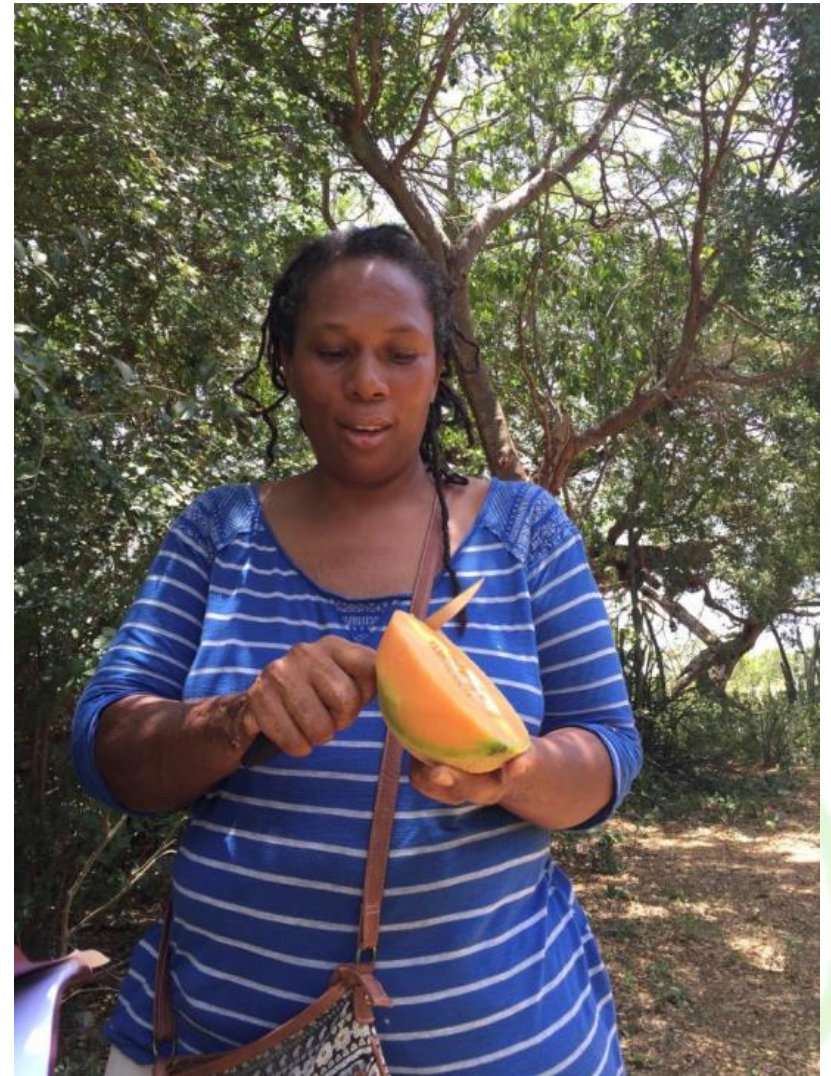
Creating Economic Opportunities

in Agriculture and Tourism



# JSIF-REDI Program

- US\$15 million program
- 6 years, ending 2017
- Reduce rural poverty by increasing communities' earning potential
- Focus on agriculture & community tourism



**COCKPIT COUNTRY**

This interior region of Jamaica is marked by innumerable cone-shaped hills and steep depressions- the cockpits. The limestone bedrock is pockmarked with long caves and underground rivers. For centuries, this region has been home to Jamaica's Maroons, freed and escaped slaves who battled the British and won their independence from the colonial system of slavery and subjugation.

**SALT RIVER BIRDING AND BOAT TOURS**

**RASTAFARI INDIGENOUS VILLAGE**

**CHARLES TOWN MAROONS**

**AMBASSABETH ECO-LODGE**

**SALT RIVER BIRDING AND BOAT TOURS**

**TREASURE BEACH**

A series of laid-back fishing villages and small farms, Treasure Beach is a chilled-out destination on Jamaica's south coast. The region offers miles of beach, much of which is free and open to the public.

**BLUE AND JOHN CROW MOUNTAINS NATIONAL PARK**

A series of laid-back fishing villages and small farms, Treasure Beach is a chilled-out destination on Jamaica's south coast. The region offers miles of beach, much of which is free and open to the public.



- Birding, nature and culture tours by local fishers
- Interpretive center and aquatic gardens
- Mangrove boardwalks

# Salt River Birding & Boat Tours



- Blue & John Crow Mts UNESCO heritage site
- Accommodation & Maroon food
- Maroon history & culture
- Nature, birding, agri-biodiversity & reforestation programs
- Student education

Ambassabeth Ecolodge



- Blue & John Crow Mts UNESCO heritage site
- Accommodation, nature and culture tours
- Hike to the peak
- Coffee growing/processing
- Nature, birding, agri- & biodiversity programs
- Visitors Center
- Student education

Jamaica Conservation Development Trust



- Rastafari history, philosophy and culture
- Village and gardens
- Accommodation
- Artisans
- Ital food
- Drum making
- Music
- Wellness
- Cannabis

Rastafari Indigenous Village RIV



- Maroon Museum
- Village and gardens
- Mountain trails
- Drumming & dancing
- Maroon food
- Maroon wrestling
- Artisans

# Charles Town Maroons



- Caving & underground adventures
- Agritourism & culture
- Tubing & rafting
- Bird watching
- Local homestays
- Environmental programs
- Student education

# Cockpit Country Adventure Tours



- Scooter & cycling tours to local farms & fishers
- Agritourism & culture
- Gourmet farm dinners
- Community events – fishing tournaments, triathlon
- And much more

## Treasure Beach Agritours



- Art workshops
- Cultural programs
- Dancing & drumming
- Gift shop

Treasure Beach Women's Group



# Infrastructure, Equipment & Training



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Through Better Tourism

# Improving Tourism Skills & Knowledge



# Tradeshows



# Branding



The full brand name for the network of community tourism enterprises is “Jamaica Community Experiences.”

This is the logo for the network of enterprises to be used in all official communications.



The positing statement for the network is “Community Experiences in the Home of All Right”. This graphic should only be used in communication materials where the “Jamaica Home of All Right” graphic is also use.

## BRAND PROMISE

Jamaica Community Experiences represents the unique and authentic experiences that define Jamaica and are only available in the Home of All Right. Jamaica Community Experiences are immersive, cultural, interactive, and educational.

# ACTIVATING THE BRAND

**JAMAICA**<sup>TM</sup>  
COMMUNITY EXPERIENCES

**DISCOVER  
COMMUNITY EXPERIENCES  
IN THE HOME OF ALL RIGHT**

**TOURISM PRODUCT  
DEVELOPMENT COMPANY**  
Jamaica Tourism Centre  
24, 25, 26, 28th Fls. 2nd Floor  
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# ACTIVATING THE BRAND



BROWSE BY  
TOUR



BROWSE BY  
LOCATION



LATEST  
NEWS



ABOUT US

CONNECT WITH US:



Rastafari Indigenous Village



FIND ON MAP

BOOK NOW!

## RASTAFARI INDIGENOUS VILLAGE

A unique opportunity to experience the Rastafari way of life

### WELCOME

Visit with Jamaica's Rastafari people. Warm and welcoming, they are happy to share with you their values of equality, healthy living

Rastafari Indigenous Village - Edward Wray A.K.A. 'First M...



## ACTIVATING THE BRAND



Play Video



# Key Benefits & Shifts

- Small portfolio of market-ready businesses
- Greater choice of real Jamaica experiences for visitors
- Tourism reaching more remote communities
- Greatly increased tourism knowledge & skills in communities
- More jobs & economic opportunities
- Community pride & collaboration



# Key Benefits & Shifts

- Communities creating interactive made-in-Jamaica travel experiences
- Communities collaborating to learn from each other, package & market
- Minister of Tourism focusing on Community Tourism development
- Rising interest of cruise companies, tour operators, hotels & media



# Growing Canada-Jamaica Partnership

## JSIF-REDI Phase 2 Recommendations

- Coordinating body
- Market research
- 3-year strategy with focus on revenues, jobs & market readiness
- Coordinate product development/training & marketing
- Develop ideal guest personas/avatars
- Target PD & marketing to the personas
- Sharing economy travel marketing
- In year 3, assess economic impacts & program successes





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# Thank You!!