

FOLLOW-UP TO THE INTER-AMERICAN CONGRESS OF MINISTERS AND HIGH-LEVEL AUTHORITIES OF TOURISM

COMPENDIUM OF EXISTING COMMUNITY-BASED RURAL TOURISM PROGRAMS/INITIATIVES IN THE AMERICAS

Purpose of this Form

The purpose of this form is to compile successful experiences and horizontal cooperation initiatives of countries, regions and sub-regions of the Americas on public policies and programs on community-based rural tourism

The experiences compiled:

1. Will be added to the Organization of American States (OAS) Culture and Tourism Section's website: <http://www.oas.org/en/sedi/desd/ct/default.asp>
2. Will serve as a basis to share successful experiences on community-based rural tourism which may also provide opportunities for horizontal cooperation among countries
3. Will be included in a report summarizing each program initiative
4. May be presented in events organized within the framework of the Inter-American Congress of Ministers and High-Level Authorities of Tourism, such as workshops, webinars, etc.

What type of experiences can be presented?

Requirements

- a. Successful programs/initiatives in community-based rural tourism implemented by public, public-private and/or private institutions or community organization;
- b. The program/initiative must have taken place in the last 5 years;
- c. It must have generated valuable lessons to others and the coordinating institution must be willing to share more information in the future

Sending experiences: All experiences must be sent to fjohn@oas.org no later than **April 3, 2016**.

COMPENDIUM OF EXISTING COMMUNITY-BASED RURAL TOURISM PROGRAMS/INITIATIVES IN THE AMERICAS

Please replace all the text highlighted in **orange** with your information in **red**.

TITLE OF THE SUCCESSFUL PROGRAM/INITIATIVE: COMMUNITY TOURISM POLICY DEVELOPMENT, IMPLEMENTATION AND MONITORING

GENERAL INFORMATION

Country: Jamaica

Coordinating Institution: Ministry of Tourism

Other institutions involved: (Tourism Product Development Company, Jamaica Social Investment Fund, BREDS – Treasure Beach Foundation)

Duration of the experience: (2012 to Present)

Webpage: (<http://www.mot.gov.jm/>)

Social networks: (if applicable)

Official logo of the successful experience: (if applicable)

DETAILED INFORMATION

1) Description

(min. 50 words, max. 150 words)

Please describe the successful program/initiative, highlighting the goal and general objectives.

The Ministry of Tourism, with funding support under the World Bank funded Jamaica Social Investment Fund's (JSIF) Rural Economic Development Initiative (REDI), led the process to develop and ultimately table the Community Tourism Policy and Strategy as a white paper in April 2015.

The Policy recognises that a vibrant community tourism sector offers many benefits for Jamaica. It leads to:

- Diversification of Jamaica’s tourism product to include a niche of increasing global demand;
- Provision of communities with an opportunity for economic diversification in tourism, a sector that already has a sound marketing and product development infrastructure to assist all participants to offer viable products;
- Offering communities an avenue for diversifying and strengthening their economies, through jobs, spinoff businesses and tourism value chain participation; and
- Encouragement of greater commitment to natural, heritage and cultural protection, consistent with well-established national policies.

Oversight to policy implementation is an imperative of the Ministry and to this end the Policy Coordinating Committee has been established and will drive the implementation of the policy objectives and strategies. A parallel policy position (not a full Policy) on treatment of Bed and Breakfast Accommodations (Homestay) was also established and ratified by the Ministry and its portfolio agencies. Homestay accommodations are seen as a strategic entry point to tourism for local communities. These two developments provide the undergirding framework for support to Community Tourism.

2) Beneficiaries

(max. 100 words)

Beneficiaries will include communities across Jamaica, community tourism enterprises within communities and their associated value chains. Visitors (Local and International) will also be beneficiaries of current and future community tourism experiences.

3) Implementation of the experience

(max. 200 words)

How does the coordinating institution manage, implement and regulate the progress of the program/initiative? If possible, please mention the role and tasks of the different actors and institutions involved.

The Ministry of Tourism and Entertainment established the Community Tourism Policy Coordinating Committee to provide oversight to the policy implementation process and facilitate growth and development of this niche area through effective monitoring and evaluation.

Specifically the Community Tourism Policy Monitoring Committee will:

1. Establish a Monitoring and Evaluation (M&E) framework for the National Community Tourism Policy and Strategy

2. Monitor the progress of the Community Tourism Secretariat, other Ministries, Departments and Agencies and partners in the implementation of the National Community Tourism Policy and Strategy based on the M&E framework that is established
3. Function in an advisory capacity to the sub-sector

Membership

The committee is comprised of key Ministries, Departments and Agencies and Industry Stakeholders with relevant experience and expertise including but not limited to:

1. Ministry of Tourism (MOT)
2. Tourism Product Development Company (TPDCo)
3. Jamaica Tourist Board (JTB)
4. Tourism Enhancement Fund (TEF)
5. Ministry of Youth and Culture/Jamaica National Heritage Trust
6. Ministry of Economic Growth and Job Creation/Jamaica Business Development Corporation
7. Jamaica Social Investment Fund (JSIF)
8. Social Development Commission (SDC)
9. Jamaica Conservation and Development Trust
10. Treasure Beach Community
11. Ministry of Economic Growth and Job Creation /Forestry Department/National Environment and Planning Agency

4) Accomplishments and Results

(max. 300 words)

What are the most important results achieved to date? Please include numbers and explain how these results were evaluated and/or measured.

Achievements aligned to policy development and implementation are as follows:

- Completion of the full process of Policy Development including tabling as a Green Paper, Green Paper consultations and Tabling of the White Paper
- Finalisation of Ministry Policy Position on Homestay Accommodations
- Ongoing capacity building and support to enterprises in partnership with the JSIF/REDI initiative and through ongoing work of TPDCo
- Establishment of the Policy Coordinating Committee and initiation of key activities to support market readiness of Community Tourism Enterprises

- Including as part of the Ministry's strategic business plan and monitoring mechanism tracking of the key deliverables for each Agency for Community Tourism e.g. # of Fam Tours to be facilitated by the Jamaica Tourist Board and # of CTEs to be supported during 2016/17 by TPDCo etc.
- Targeting support for 25 enterprises in the year 2016/17 through TPDCo
- Support by the MOT to Treasure Beach's Compete Caribbean Initiative
- Initiation of a Loan Mechanism to fund Community Tourism Compliance with a Pilot in Treasure Beach

5) Main Contact information:

Please include the name of the person responsible for the program/initiative, including first and last name, title, organization and e-mail address. Please note that this information will be included on the website of the OAS Culture and Tourism Section.

Elecia Myers
 Senior Director, Tourism Policy & Monitoring, Tourism Policy & Monitoring Division
 Ministry of Tourism
 64-70 Knutsford Boulevard
 Kingston 5
 Phone: (876) 920-4926-30; 908-5980
 Email: elecia.myers@mot.gov.jm

6) Additional contact information:

Please include the name of other people that can provide information about the experience shared. Please include their first and last name, title, organization and e-mail address.

David Dobson
 Senior Technical Director,
 Ministry of Tourism
 64-70 Knutsford Boulevard
 Kingston 5
 Phone: (876) 920-4926-30; 908-5910
 Email: david.dobson@mot.gov.jm

7) Picture(s):

Please copy and paste in this space between 1 to 5 picture(s) of the experience. Please add a description of the image(s) provided.

Policy document can be sent if required.