

# TOURISM AS A VEHICLE TO SUSTAINABLE DEVELOPMENT:

Overcoming Challenges and  
Exploiting Opportunities for  
the Development of Sports  
Tourism in Jamaica

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# OUTLINE

- ▶ Tourism in Jamaica
- ▶ Issues of Sustainability
- ▶ The Tourism Multiplier Effect
- ▶ Niche Tourism as a Diversification Strategy
- ▶ Sports Tourism Development
- ▶ Opportunities for Sports Tourism Development
- ▶ Challenges to the Development of Sports Tourism
- ▶ Recommendations

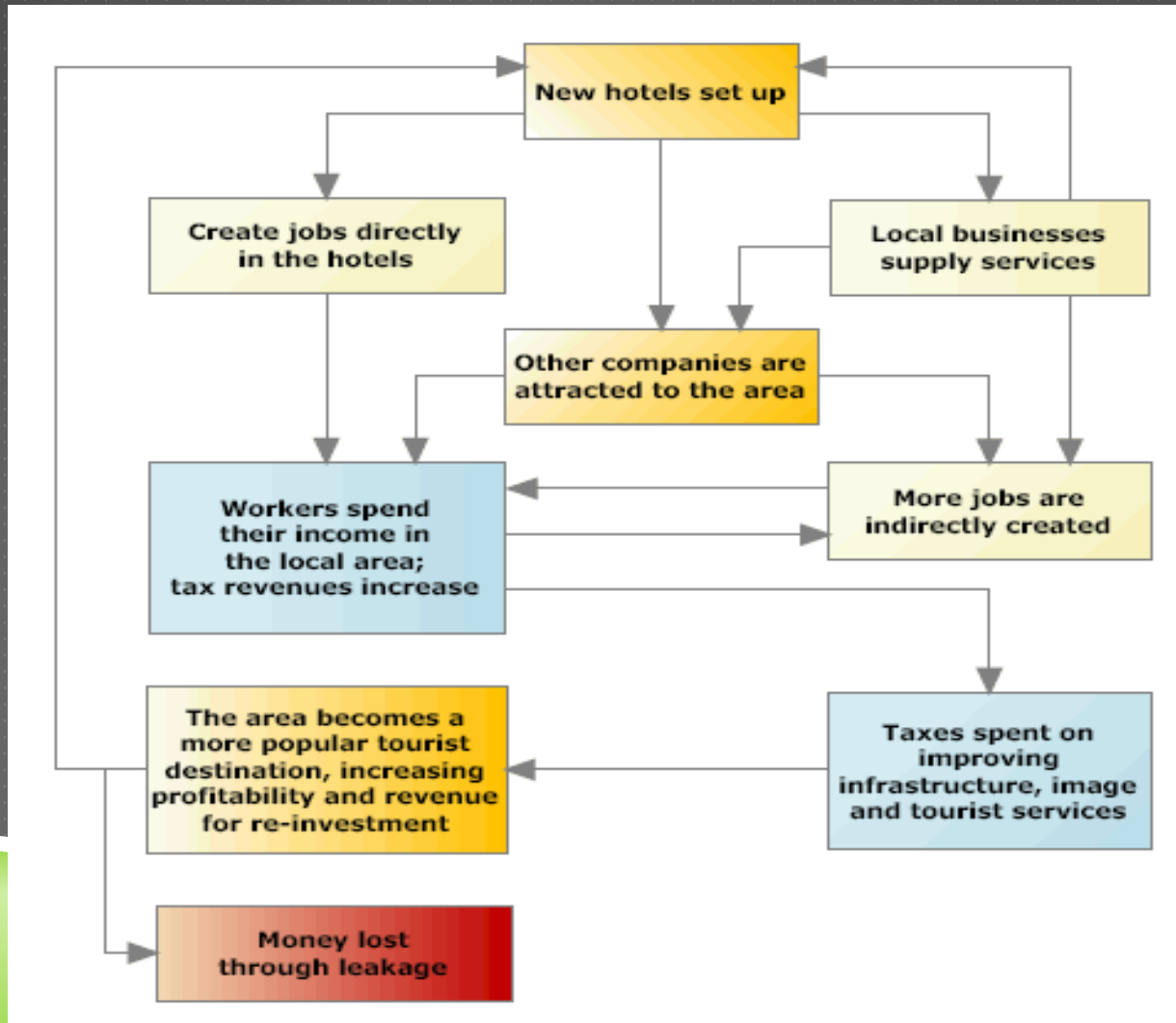
# TOURISM IN JAMAICA

- ▶ Improved global rank by 7 places since 2015;
  - ▶ Ranks 2<sup>nd</sup> in the Caribbean;
  - ▶ Number one export - \$JM 245.8 billion (52.9% of total exports);
  - ▶ Contributes \$JM 428.4 billion to GDP (27.2% of total GDP);
  - ▶ 82,500 directly employed in the tourist sector (7.3% of total employment);
  - ▶ Linkages to other sectors, such as manufacturing and agricultural sectors.
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# TOURISM IN JAMAICA AND ISSUES OF SUSTAINABILITY

- ▶ Foreign Direct Investors (FDIs) are the big winners: Hotels, Tour guide companies, other tourism-related businesses;
  - ▶ Approximately 80% of earnings are lost through leakage;
  - ▶ Natural and man-made changes in the environment;
  - ▶ The changing needs of tourists.
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# THE TOURISM MULTIPLIER EFFECT



# NICHE TOURISM AS A DIVERSIFICATION STRATEGY

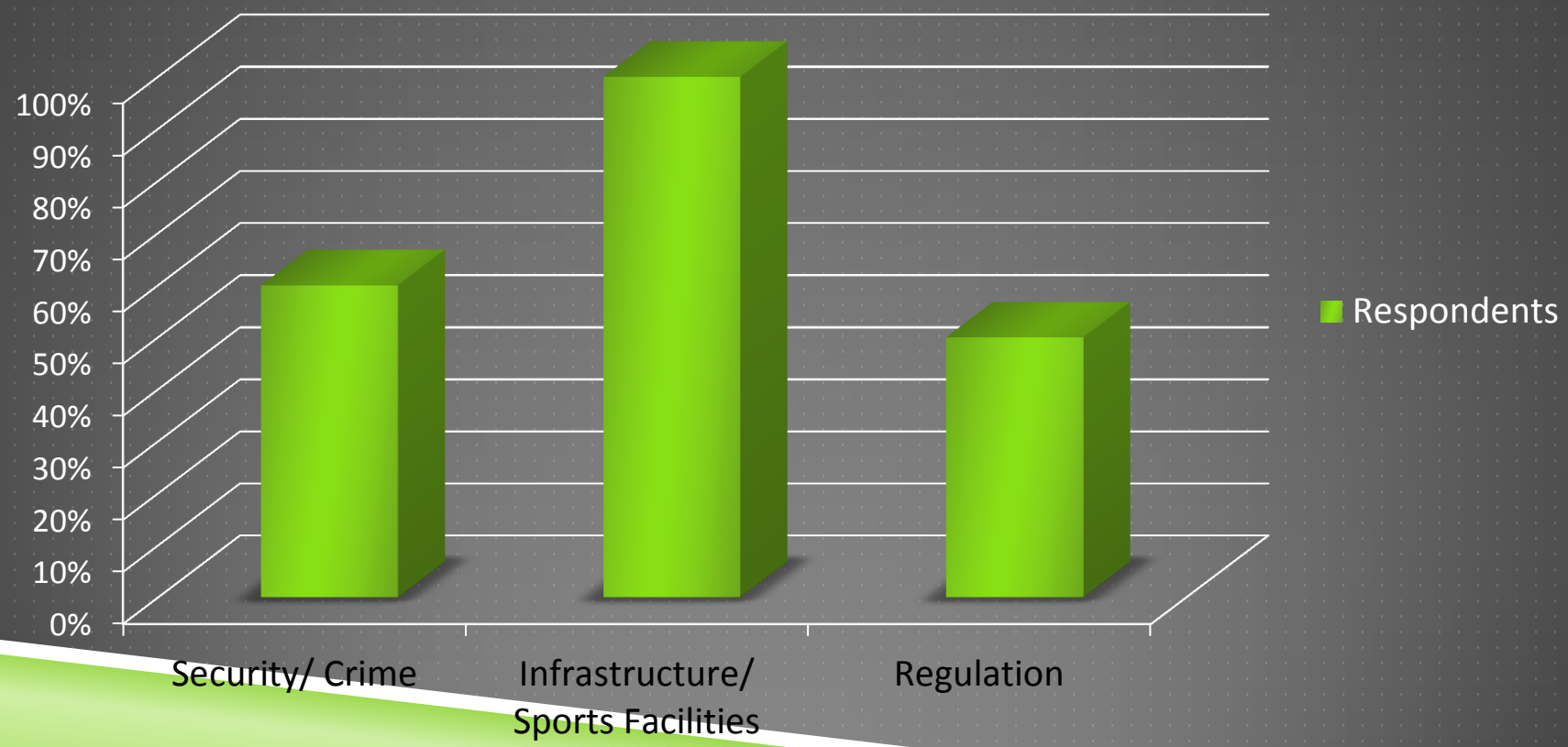
- ▶ One of the fastest-growing areas in the tourism industry;
  - ▶ Offers alternatives or add-ons to the usual *sun, sand and sea*;
  - ▶ Targets entirely new markets or types of tourists;
  - ▶ Destinations can showcase their natural and cultural heritage, and other areas of competitive advantage.
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# OPPORTUNITIES FOR SPORTS TOURISM DEVELOPMENT

- ▶ The natural environment, climate;
  - ▶ Sports form an integral part of Jamaica's cultural fabric;
  - ▶ Jamaicans naturally excel at a variety of sporting activities;
  - ▶ Reputation as a sporting powerhouse;
  - ▶ Sports superstars such as Usain Bolt and Shelly-Ann Fraser-Pryce;
  - ▶ ***Brand Jamaica.***
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# MAJOR CHALLENGES TO SPORTS TOURISM DEVELOPMENT IN JAMAICA

## Major Challenges to Sports Tourism Development in Jamaica





# SPORTS INFRASTRUCTURE

- ▶ Lack of adequate sports facilities to accommodate a variety of events;
  - ▶ Insufficient seating capacity;
  - ▶ Facilities are poorly maintained and eventually fall into disrepair;
  - ▶ More multi-purpose facilities, which meet international standards;
  - ▶ More stadiums are needed in other parts of the island;
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# TTCI 2017 SAFETY AND SECURITY COMPONENT: JAMAICA

TTCI 2017 Component	Rank/136 Countries	Score
<i>Safety and security</i>	119	4.0
Business costs of crime and violence	134	2.3
Reliability of police services	94	3.8
Business costs of terrorism	70	5.2
Index of terrorism incidence	38	7.0

# PLANNING AND REGULATION

- ▶ The GOJ invests a lot into sports development of athletes;
- ▶ The Jamaican economy gains minimal economic benefits from sports;
- ▶ Bilateral agreements are not always mutually beneficial;
- ▶ More earnings from tourism could be used to fund development activities.

# RECOMMENDATIONS

- ▶ Coordination and planning amongst GOJ agencies;
- ▶ Enlisting of athletes as investors in various sports tourism products, and promoters of Jamaica as a sports tourism destination;
- ▶ Off-season renting of multi-purpose facilities to overseas athletes;
- ▶ Craft and memorabilia sales;
- ▶ Specialised food production;
- ▶ Sports living museums;
- ▶ Outdoor sports malls/shanties.

# SMALL-SCALE INDUSTRIES CATERING TO TOURISTS

## Recommendations for Small-scale Industries Catering to Tourists

Memorabilia	Food	Craft	Museums
Miniature statues, dolls, figures of sports stars	Yam chips made from yams from Trelawny, Usain Bolt's birthplace - Bolt claims that the yams are the secret to his abilities	Replicas of sports icons made from local hardwood, coconut shells	Living museums (Madame Tussaud's) showcasing sports exploits over the years, e.g. in athletics, showing different timelines from the early days of Donald Quarrie to the present day of Bolt and Fraser-Pryce
T-shirts	Possibility of exporting	Craft shanty areas – streets where tourists can walk freely	Half-Way-Tree has become an informal meeting place for major events (meetings, watching sports – Olympics, cricket); replicate a 'Times Square' or 'Trafalgar Square'