

Sustainability Community Based Tourism: A 'Fit for Purpose' Model for Rural and Urban Enterprises

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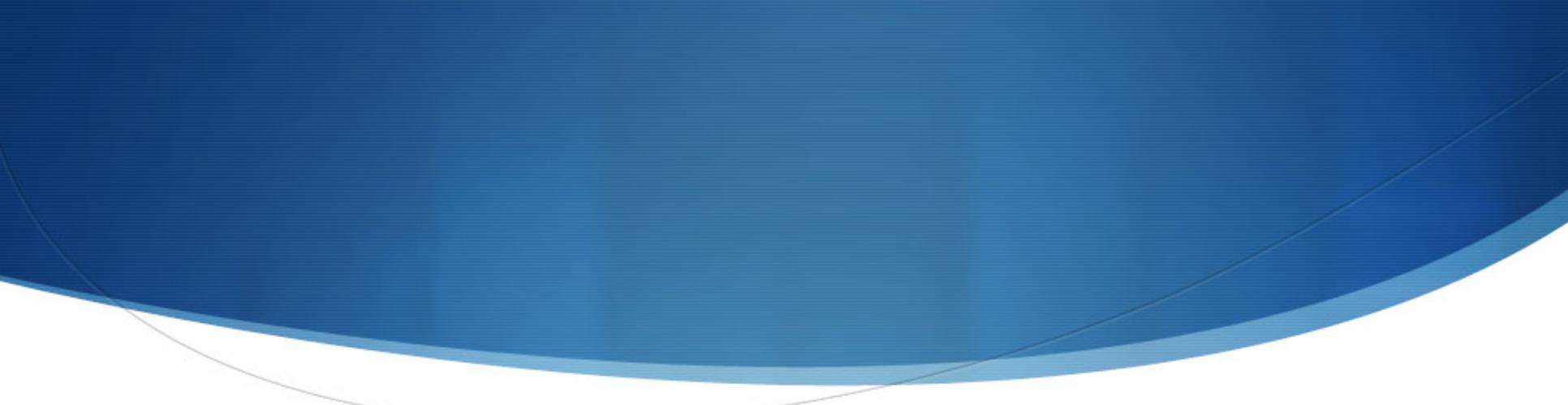
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Background

- Jamaica, a Caribbean island of approximately 2,730,894 people illustrates the potential to provide a unique tourism product built across several types of tourism- environmental, sun, sea and sand, entertainment, heritage and culture to name a few. (Statistical Institute of Jamaica 2016.)
- Indicators of Jamaica's success in tourism has been reflected in visitor spending especially in 2016 when more than 2 billion dollars was spent by 3 million visitors within 10 months.

- ◆ Even with such success however, the island is still poised to yield more from untapped products and services and reengineered approaches to the viability of tourism such as community based tourism (CBT).
- ◆ Significantly many of the new tourist are on a quest for non-traditional experiences, much of which they are unearthing 'on their own' and beyond the customary beach and sightseeing tourism.

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- ◆ Several communities in Rural and Urban Jamaica are offering or seeking to the sought after meaningful experiences that the new generation of tourists seek.
 - ◆ The researchers have concerns and views about the form and characteristics of CBT in Jamaica and seek to suggest that it is difficult to locate a CBT model, let alone speak about replicating it.

Objective

This study therefore seeks to explore CBT that exists in two communities in Jamaica with a view to propose a 'fit for purpose' CBT model to be replicated.

Research Questions

- ◆ To what extent is there a perceived need for a CBT?
- ◆ What are the facilitating factors for the development of CBT?
- ◆ What constraints are hampering the development of a sustainable CBT?
- ◆ To what extent would a 'fit for purpose' CBT model contribute to sustainability of CBT?

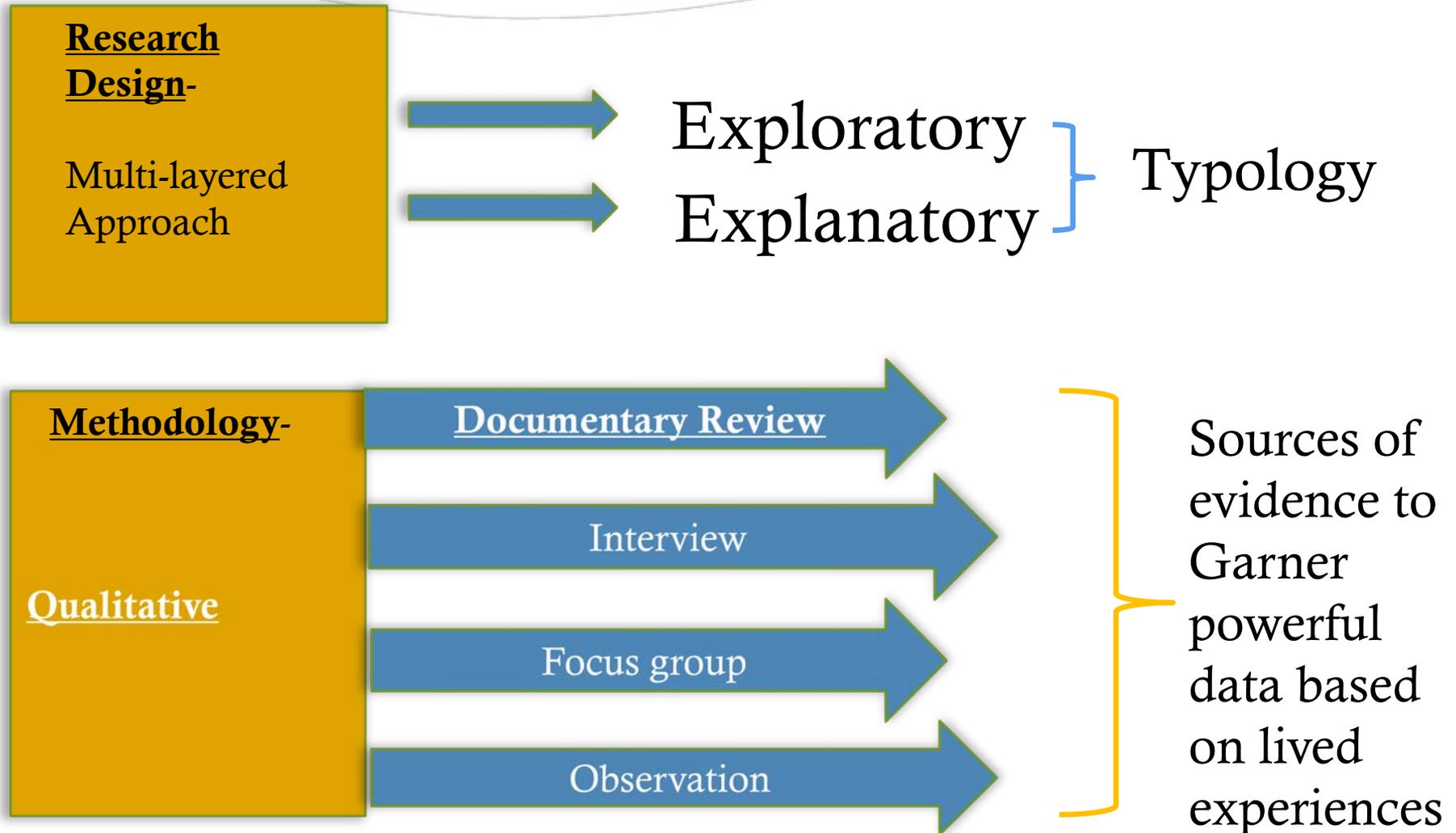
Theoretical Framework

- ◆ CBT by design locates itself in a participatory approach to managing tourism (Blackstock 2005) and is applied to urban and rural areas (Danji and Jamal 2016).
- ◆ The participatory approach centres community participation and promotes a bottom- up style to decision making on the feel and brand of the tourism product that should be offered.

Theoretical Framework

- ◆ This community approach is tune to the ears of those advocating for development that is inclusive but also sustainable because there is wider ownership and chances of what constitutes the survival of the product (Okazaki 2008).
- ◆ Sunsari (2003) regards community tourism as a sensitive product, arguing that to achieve sustainability, community development specialists use an intervention known as 'locality development' to build community solidarity and competence.

Methodology



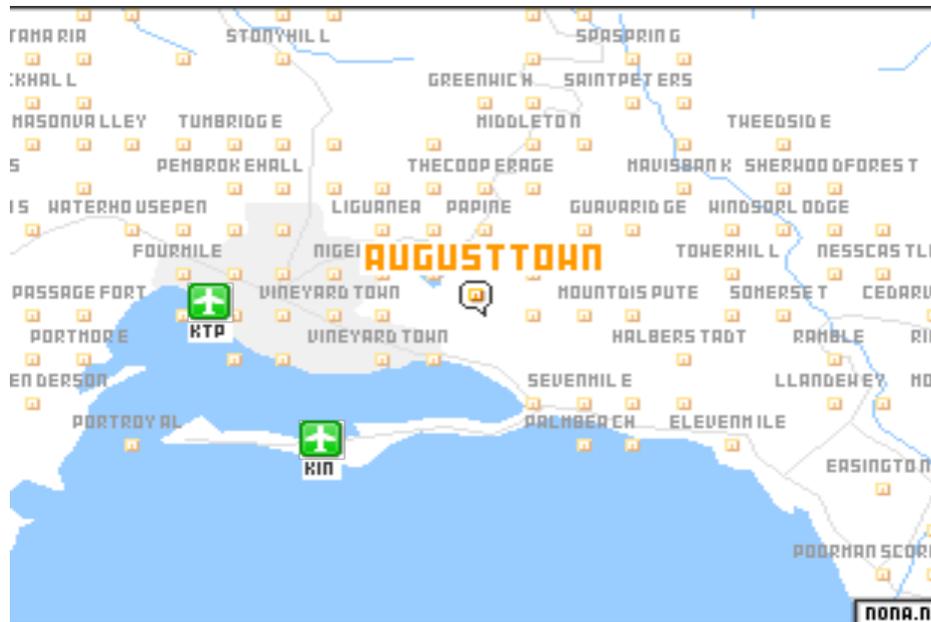
(Yin, 1984).

Communities Sampled

August Town, St. Andrew

Braes River, St. Elizabeth

The purposive judgment sampling along with the snowballing technique were used to identify the participants



Findings on RQ 1- Extent of the need for CBT

- ◆ Residents indicated that CBT exist but not in a great way and needs much input to get more tourists in their communities for them to enjoy the rich culture, heritage and food.
- ◆ “I believe CBT means tourists in our community having breakfast, introduce them to our culture. Invite them to our houses so they can enjoy our Jamaican cooking. Because we know the tourists. They want to come mingle around with the activities and tie out the goat, and go onto the farm and all that” .(Respondent of BR)

Findings on RQ 2- Facilitating factors

BR

- ◆ History- Farmers
- ◆ Culture- rafting, farming, woodfire cooking
- ◆ Attractions- over 34 miles long River, palm forrest, birds, fish, crocodiles
- ◆ Cuisine- janga, wine, pudding
- ◆ Internal and external stakeholders CDC, CBO
- ◆ Started formally

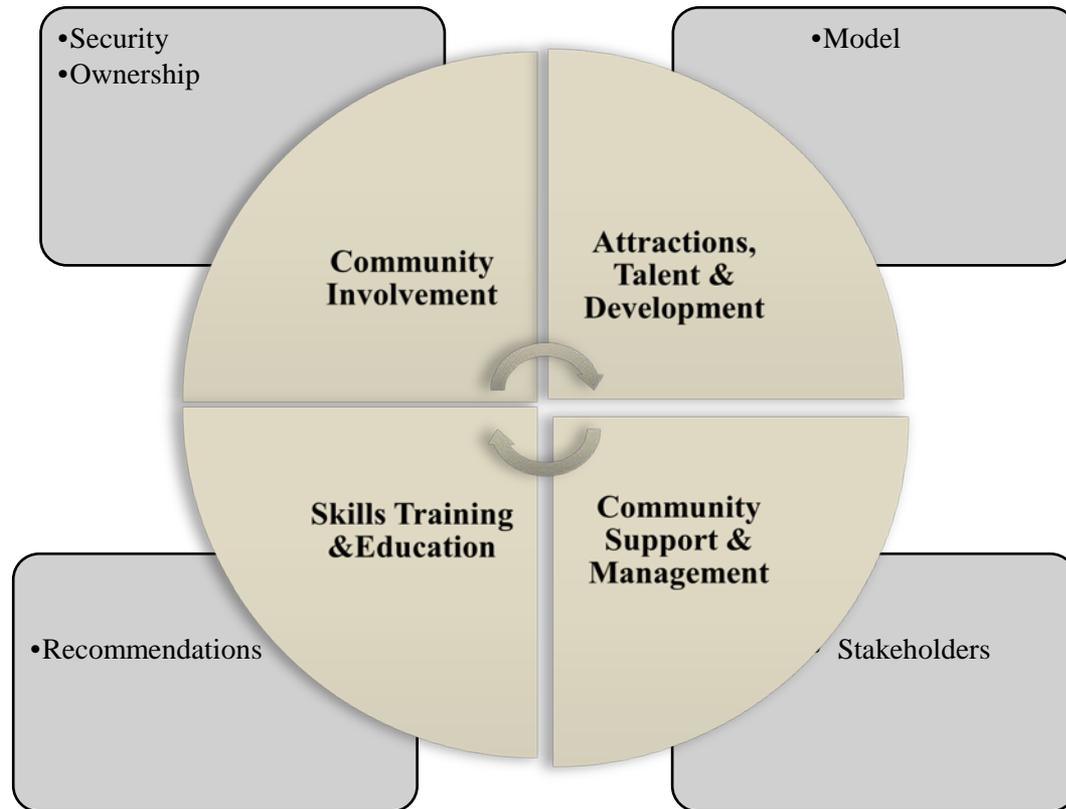
AT

- ◆ History- Flying Bedward
- ◆ Culture- Round Robin, Dance, Rastafarians, Bedward Church
- ◆ Attractions- Caves, healing stream
- ◆ Reggae icons – Sizzla, Itana, Dwaine Stephenson (gospel)
- ◆ AP developed
- ◆ Trained and certified Tour Guides
- ◆ CDC and other CBOs
- ◆ Not formally started

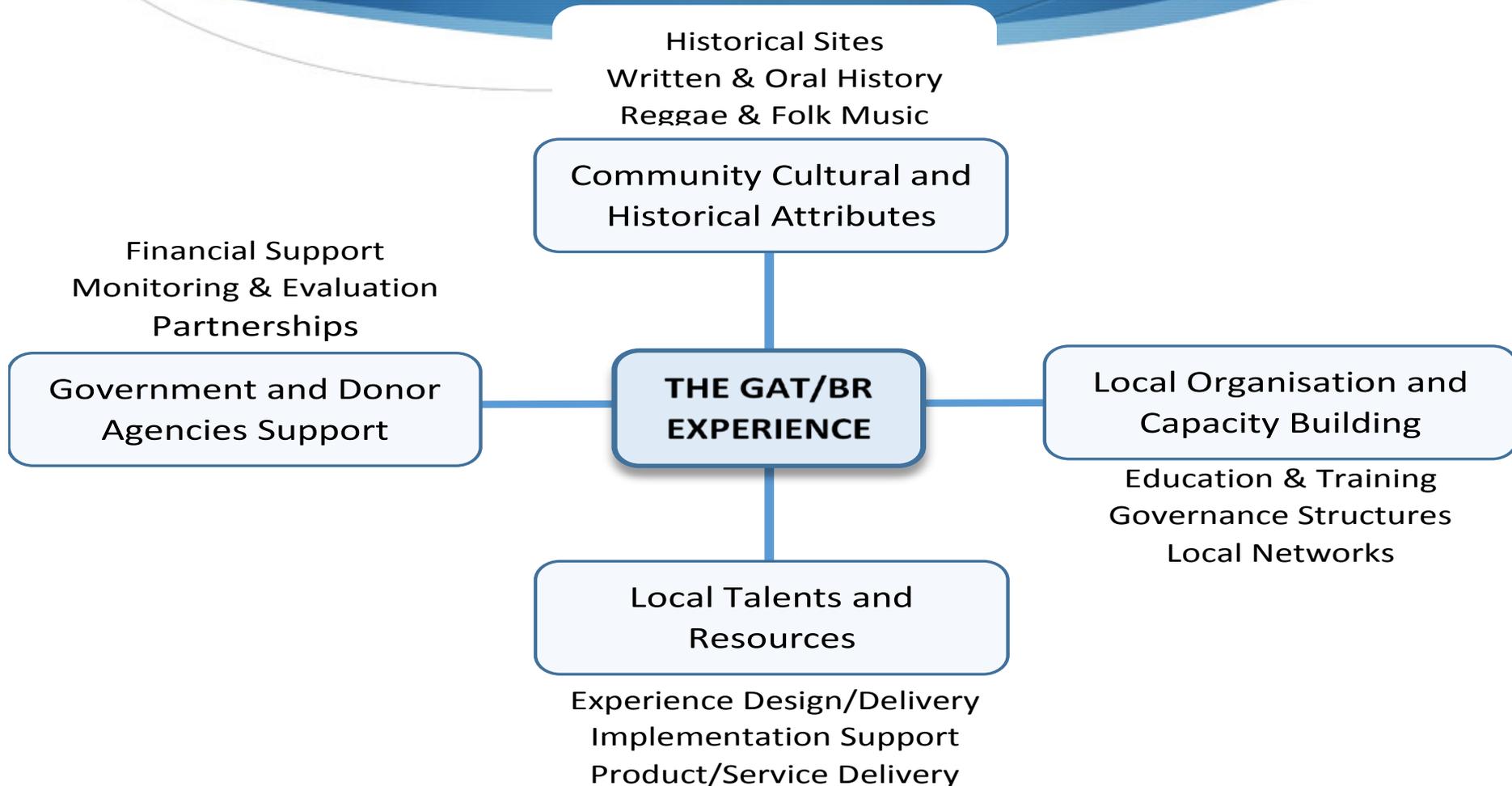
Findings on RQ 3- Constraining factors

- ◆ Organization
- ◆ Management
- ◆ Structure
- ◆ Skill Training and Education
- ◆ Financial assistance
- ◆ Infrastructure
- ◆ Braes river
- ◆ August Town

Findings on RQ4- The Model



Findings on RQ4- The Model



Narrative of the Model

- ◆ Develop a comprehensive list of the attributes of August Town, which may be developed into attractions to support community based tourism (include established attractions).
- ◆ Work with community members in private and confidential settings to develop feasible (entrepreneurial) ideas, about which they are truly passionate, to give effect to these attributes.
- ◆ Prioritize list based on the potential of each idea to generate interest from visitors (survey) and the demonstrated passion/willingness of idea owners to see them through to execution.
- ◆ Work with community members to identify available skill sets/resources within the community, and other resources that will be needed to execute selected feasible (entrepreneurial) ideas.

Narrative of the Model

- ◆ Design the experience:
 - ◆ Where an experience surrounds a historical place and/or event, supplement historical records with oral history to fully and accurately capture base narrative about the specific event/location.
 - ◆ Work with guides, etc., to develop compelling and exciting base narratives/stories that will give life to the historical fact.
 - ◆ Work with other performers to design captivating and time sensitive performances.
- ◆ Build the experience:
 - ◆ Use energy opportunity to engage a broad cross-section of the community.
 - ◆ Involve as many skilled members of the community as needed.

Narrative of the Model

- ◆ Build a pricing model:
 - ◆ Account for how individual direct contributions to the experience will be valued.
 - ◆ Account for contributions from indirect beneficiaries from the tourist spend, such as shopkeepers, to sustainability of the initiative.
- ◆ Discuss possible subsidy from government and contributions from donor agency, which will prove crucial at start-up.
- ◆ Define promotion strategy and mechanisms through which guests will be brought to the area.
- ◆ Define a governance structure.
- ◆ Develop product or service renewal or growth.

Recommendations

- ◆ Proper Management and Governance
- ◆ Proper infrastructure
- ◆ Proper financial assistance
- ◆ Partnership with organizations
- ◆ Greater access to skill training / or formal education