

**MINISTRY PAPER NO. .../15**  
**NATIONAL COMMUNITY TOURISM POLICY AND STRATEGY WHITE PAPER**

**1.0 INTRODUCTION**

The Honourable House is being asked to note the tabling of the National Community Tourism Policy and Strategy as a White Paper. This National Community Tourism Policy and Strategy provides the policy framework for the development of an internationally competitive community tourism sub-sector that contributes to national interests while generating benefits for communities

**2.0 BACKGROUND**

In recognizing the role of community tourism and its importance under the rubric of Sustainable Tourism, the Government of Jamaica through the Ministry of Tourism and Entertainment (MTE) embarked upon the development of a National Community Tourism Policy and Strategy to establish the policy framework for a thriving community tourism sub-sector.

The importance of tourism to the overall economy, its potential reach into rural areas and marginalized communities and its capacity to contribute to poverty alleviation as well as wealth creation is acknowledged by the United Nations World Tourism Organization (UNWTO). Additionally, international tourism trends are showing a shift from the traditional 'sun, sea and sand' towards interactive experiential tourism, one of tourism's fastest growing sub-sectors, appealing to markets interested in gastronomy, nature, heritage and cultural experiences in the destinations they choose.

Cabinet Decision 14/15 dated March 30, 2015 gave approval for the National Community Tourism Policy & Strategy to be tabled in the Houses of Parliament as a White paper.

**3.0 SUMMARY OF THE COMMUNITY TOURISM POLICY AND STRATEGY**

**3.1 Policy Linkages**

The policy has been developed in accordance with the objects of the Vision 2030 National Development Plan, and more specifically the Tourism Sector Plan component. Other Vision 2030 sector plans also relate to the community tourism policy. It is also aligned and significantly linked to several other national policies including but not limited to Trade Policy, Sustainable Rural Development Policy, Micro Small and Medium Sized Enterprises (MSMEs), Entrepreneurship, Climate Change, Forestry and Protected Area management among others.

**3.2 Vision**

The vision for the National Community Tourism Policy and Strategy is for 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.

### **3.3 Policy Goals**

The goals of the National Community Tourism Policy & Strategy call for an internationally competitive community tourism sector that contributes to national interests while generating benefits for communities. The goals are as follows:

- i. Facilitation of an internationally competitive, robust and inclusive community tourism sub-sector;
- ii. Support for local communities, entrepreneurs and Non-Governmental Organisations (NGOs) to develop export market ready, sustainable community tourism experiences
- iii. Promotion of community tourism that is consistent with, and does not compromise, national policies for resource protection, cultural integrity and community governance; and
- iv. Support for community tourism that creates the conditions to advance national policies and generate social, cultural, economic and environmental benefits for local communities.

Objectives and strategies to implement each of the goals are outlined in the policy document.

### **3.4 The Implementation Strategy**

The implementation of the Policy will be monitored by the Ministry of Tourism and Entertainment with programme execution driven by the Community Tourism Secretariat (CTS) within the Tourism Product Development Company (TPDCo.). TPDCo is already mandated to work with communities, Community Based Organizations (CBOs), NGOs and others in promoting tourism in community and rural areas. The secretariat will coordinate inter-governmental, private sector and NGO partnerships and work with communities to undertake the implementation programme. In addition, support will be obtained from key Ministries, Departments and Agencies have a critical role to play in the development of the community tourism product.

Elements of the Policy Implementation Plan will be projectised and project funding pursued from the Tourism Enhancement Fund (TEF), Jamaica Social Investment Fund (JSIF) and other sources.

### **3.5 Outcomes**

The policy therefore anticipates a range of outcomes which include;

- i. A national focus on community tourism monitored by the MTE and implementation led by the Community Tourism Secretariat within TPDCo;
- ii. Tourists being drawn to communities to broaden their experience to more than the traditional resort areas;
- iii. Training and other capacity development for community tourism enterprises;
- iv. Marketing support through mainstream marketing of Jamaica's Tourism product for approved entities;
- v. Natural, heritage and cultural resources that will be protected;

- vi. Income earning opportunities for different stakeholders in the community who may provide a variety of services.

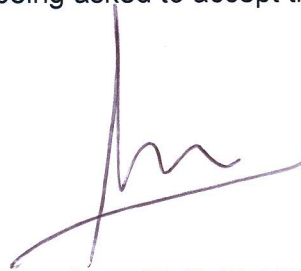
## **5.0 CONSULTATIONS**

Subsequent to Cabinet approval of the Green Paper, twelve island wide public stakeholder consultations were undertaken between April and June 2014. Additionally, the draft policy was circulated to all Ministries and a selection of key partner agencies who were asked to provide comments.

The stakeholders engaged during the consultation process supported the National Community Tourism Policy and Strategy and provided favourable feedback on the Green paper and the potential positive impacts that could redound to communities. Recommendations from the consultative process were incorporated in the revised policy document.

## **6.0 CONCLUSION**

The honourable house is therefore being asked to accept the National Community Tourism Policy and Strategy White Paper.

A handwritten signature in purple ink, appearing to read 'Wykeham McNeill', is written over a horizontal line.

**Wykeham McNeill, MD, MP**  
**Minister of Tourism and Entertainment**  
**April 8, 2015**