

**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

