



**International Institute for Peace through Tourism Caribbean chapter (IIPT)
“Tourism Entrepreneurship –Sustaining and Transforming
Communities”**

October 18, 2008

**OFFICIAL MESSAGE FROM DIANA MCINTYRE-PIKE, PRESIDENT, IIPT
CARIBBEAN, COMMUNITY TOURISM PIONEER AND CHAIRMAN/CEO
COUNTRYSTYLE COMMUNITY TOURISM NETWORK presented to the 1st IIPT
European Conference held October 21 –24 2008 at Stenden University,
Leeuwarden, The Netherlands**

Greetings to you all from Jamaica!

On behalf of the IIPT Caribbean chapter and the Jamaican delegation, which were unable to be with you all at the 1st IIPT European Conference, I would like to express how delighted I am that it is possible for us to share our Jamaican brand of community tourism programme at this Forum entitled: **Jamaica – Home of Community Tourism**

When we realized that we could not attend this conference, we decided to have our panel discussion in Jamaica instead and have it recorded to send for this session. Although circumstances prevent us from being with you in person, KNOW that we are there in spirit!

The persons involved on the panel includes:

- 1) Gillian Rowlands, Vice-President IIPT Caribbean & Managing Director Hamilton Knight & Associates who is the Moderator
- 2) Diana McIntyre-Pike, President IIPT Caribbean & Chairman/CEO Countrystyle Community Tourism Network
- 3) Jacqueline Dacosta, Founder/Chairman, National Best Community Competition & Programme
- 4) Mark Pike, National Youth Ambassador & Co-ordinator IIPT Caribbean Community Tourism Youth Network
- 5) Sharon Chambers, Marketing & PR Director IIPT Caribbean & President, Positive Tourism Network
- 6) Mrs. Jackie Knight-Campbell, Director of Communications, Ministry of Tourism and its agencies: Tourism Product Development Co (TPDCo), Jamaica Tourist Board, Tourism Enhancement Fund (TEF)

In addition to this, we have included the Jamaica Spruce up advertisement with the Minister of Tourism, Hon. Edmund Bartlett – a dynamic programme which is paving the way for sustainable tourism where the focus is on the people of Jamaica being at the centre of its development.

The DVD ends with the current Jamaica Tourist Board advertisement which markets Jamaica showcasing its diversity – with the theme – **When you go you Know’**.

Our vision is to see communities as destinations Communities for development - for within them, they hold the destiny of the country. Every citizen is a potential business partner to be trained in small business management, environmental awareness, product development and marketing. In addition to this, they should understand how to value their community assets: their culture, heritage, cuisine and lifestyle which will assist them in increasing their income.

The Caribbean is the most tourism dependent region in the world, if it's not managed in a sustainable way, it will compromise the future. Therefore the youth of the Caribbean need to partner together and form international linkages that will provide a forum for the sharing of solutions translated into on-the-ground implementation. We live in a world where our security is threatened, our cultural, environmental, economic and food security; tourism has the power to secure these, but it needs youth action and perspectives in the current policy directions.

We are calling for A Youth Hemispherical Conference to give a voice to the vision of the youth (which was one of the outcomes of our recent IIPT Community Tourism Retreat in Jamaica in June) and any resolutions for the youth leadership from the IIPT European Conference will be included in this initiative

Community building should involve a 4P formula of POTENTIAL, PASSION, PURPOSE and PARTNERSHIP – one P builds on the other.

- Community Tourism as a means of community development brings tourism into the context where it does NOT act as an exploiter of resources but as a philosophy that motivates and trains communities to respect, protect and sustain the environment and cultural authenticity.
- Change the scope of tourism, where it no longer is characterized by a subservient host-visitor relationship, but as a tool to build cross cultural bonds, respect and understanding, thereby eliminating the question of service versus servitude. Serving with distinction within the largest economy sector in the world – the Service Industry, is a means by which the 'Have nots' can uplift themselves economically!
- A tourism which broadens hospitality into a wide vision for the nation, where we recognize that service is constant and must be delivered to everyone at all levels; Just as how we recognize a tourist to our shore as an economic value, so must we also recognize that the man on the street has one.

Community Tourism seeks to shift the traditional mindset of tourism into an avenue where communities across Jamaica become empowered, educated and involved in tapping into the international tourism market; opening up new niches for destination JAMAICA, most notably the nature-culture-adventure traveler. It is sustainable and seeks to build on the natural and cultural 'capital' of a specific area.

Through community tourism marketing, schools, business places and the 'common man' become attractions and a part of the product. It seeks to diversity the Jamaican offering by promoting and living our values "Out of many One People!

A promotion that can inform our tourism master plan in new ways, producing opportunities for other sectors of the economy like agriculture, art and craft, music, sports, health & wellness, while creating new tourism partners and entrepreneurs.

A career in 'Community Tourism' is built on a 'Community Consciousness' highlighting the community as a destination within the domestic and international tourism marketplace. Ultimately influencing 'people flow' into a community and the capitalization of providing goods, services and hospitality to these people attracted to the community both local and international. For example, the development of the Countrystyle Community Tourism Village programme will create economic opportunities for community persons interested in investing in community tourism – Village Community Experience Tours are being offered to enjoy the community lifestyle.

We sincerely hope that you will find our Panel presentations and discussion interesting and informative. Please contact us if you have questions and recommendations..

God bless you all – we invite you to cross the proverbial North South Divide and join is in living our motto and values: "Out of many One people". Come experience Jamaica – Home of Community Tourism. Experience Village and Spa Experience in one of our villages. You will see for yourself that we believe hospitality is everybody's business. ONCE YOU GO YOU KNOW!

One love, one heart, one destiny!

Diana McIntyre-Pike, President, IIPT Caribbean, Co-coordinator IIPT Community Tourism Network.