

- ♦ *Advance your Career*
- ♦ *Increase your Income*
- ♦ *Grow your Business*
- ♦ *Build your Community*
- ♦ *Become a Leader*

*with*

*Community Tourism Skills*

— REGISTER NOW —

# ACADEMY FOR COMMUNITY TOURISM

**INTRODUCTORY AND  
CERTIFICATE COURSES IN  
COMMUNITY  
TOURISM**

FOR FURTHER INFORMATION, CONTACT:

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<http://www.accesscommunitytourism.com>

<http://www.villagesasbusinesses.com>



## COMMUNITY TOURISM TRAINING

Presented by:

Countrystyle Community Tourism Network's  
Academy for Community Tourism  
(CCTN/ACT)

in association with:

CCTN's Villages As Businesses (CCTN/VAB)  
and Cupid Craft;

The University of the West Indies  
Open Campus (UWIOC); and  
The International Institute for  
Peace through Tourism (IIPT)

*"Tourism Entrepreneurship –  
Sustaining and Transforming  
Communities"*

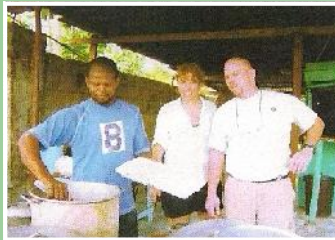


## Why Community Tourism Matters

Tourism is the number one industry of Jamaica, the Caribbean and the world. It impinges on every other sector of the economy, including agriculture, agro-processing, manufacturing, furniture making, arts and crafts, music, sports, information and communications technology, education, health, construction, wholesale and retail trade and services.

Community Tourism, promoted internationally as Responsible Tourism, is sustainable community development through tourism. It is important to a nation's future prosperity as it retains a larger share of tourism dollars locally, which means an improved quality of life for the wider population.

It responds to the growing share of visitors who wish to interact with communities and who now choose destinations that offer an authentic experience, not one designed exclusively for tourists.



Community Tourism is not a niche market; it is the sustainable approach to the development of tourism which promotes all the niche markets such as:

Eco-tourism, Cultural tourism, Heritage tourism, Music and Entertainment tourism; Arts & Crafts tourism; Sports tourism, Recreational tourism; Agri-tourism; Cuisine Tourism; Health & Wellness tourism; Christian and other Faith-based tourism; among others.

## Why Community Tourism Matters to You

By protecting and sharing your natural, cultural and heritage environment and lifestyle with local and international visitors, you are expanding economic opportunities for yourself and others.

Whatever your walk of life, an understanding of the principles of Community Tourism will benefit you, through increased employability, entrepreneurial opportunities or capacity to serve your community.

## The Courses

The 5-Day Community Tourism Entrepreneurship Course, preceded by a One-day Awareness Seminar, introduces communities to the benefits of Community Tourism. Using a highly interactive format, it lays out the practical steps required to build a local hospitality brand, products and services based on unique human, heritage, cultural and natural assets. Using the business model canvas and a tour design test, participants agree on next steps and begin to implement their project.

Completion is the pre-requisite for more advanced and specialized courses that lead to BTEC (Business and Technology Education Council) certificates.

Follow-up Training for Communities covers, as required:

- ✓ Community Tourism Steering Committee Management
- ✓ The Basics of Business Plan Preparation
- ✓ Environmental and Community Awareness
- ✓ Community Organization
- ✓ Project Funding, Accounting
- ✓ Tour Design and
- ✓ Homestay Management

The 14-Day Entrepreneurship Mindset Study Tour provides both seminar learning and practical experience in a variety of settings in Western, Central and Southern Jamaica. It covers the first of the 7-Unit BTEC certificate course in Understanding Enterprise and Entrepreneurship and confers a Full BTEC Level 2 Extended Award in the Principles of Customer Service in Hospitality, Leisure, Travel and Tourism.

A non-certificate 14-Day Leadership Study Tour exposes community and tourism industry leaders to successful villages and community tourism steering committees.

Certified Specialty Courses include:

- ◆ Basic Hospitality Skills, (including Housekeeping, Waitering)
- ◆ Community Host Guiding
- ◆ Community Cookery (Food Preparation and Catering)
- ◆ Food and Beverage Service Management
- ◆ Crafts and Textiles
- ◆ Organic Farming and Permaculture
- ◆ Environmental Best Practices
- ◆ Rest Stop Management (including Information, Shop Management, Aesthetics and Environmental Hygiene)
- ◆ Community Events Management (Theater, Music, Heritage)
- ◆ Community Museum Management

## The Main Trainers

Mrs. Diana McIntyre-Pike O.D., BSc., Lead Community Tourism, Hospitality and Entrepreneurship Trainer

Mrs. Valerie Dixon MBA, Heritage/Cultural Tourism; Accounting and Business Management

Ms. Maxine Donovan BA, Crafts and Craft Marketing

Mrs. Alison Kenning Massa MA, MS, Dip. SA, Environmental Awareness and Sustainability, Community Development

Mrs. Sharon Parris-Chambers BA, BD, Health & Wellness

Mrs. Lorraine Fung, Community Cuisine and Catering

Mrs. Gillian Rowlands, Career Development, Leadership & Life Management Skills

Mrs. Jacqueline daCosta BA, BSc, Natural, Built Environment

Mr. David Brown MA, Tour Design and Operation

Dr. Nolma Coley-Agard, B Ed, PhD, Arts, Crafts and Design

## A History of Success in Tourism

Lead Trainer, Mrs. Diana McIntyre-Pike is a Community Tourism Consultant/Trainer, Community Experience tour designer and experienced small hotelier. She founded and heads the Countrystyle Community Tourism Network, which provides consultancy services in tourism, hospitality, entrepreneurship and community development.

Through the Countrystyle Institute for Sustainable Tourism, (CIST) led by her late partner Barry Bonitto, over 5,000 students benefited from their Basic Hospitality Skills and Community Tourism training programme, enabling many to find employment and entrepreneurial opportunities, mainly in the tourism industry in Jamaica and overseas.

Mrs. McIntyre-Pike has received many awards in recognition of her pioneering work in tourism and community service, including, in 2008, the Virgin Holidays Responsible Tourism Best Personal Contribution Award, jointly with Jane Ashton, of TUI Travel UK, in 2009, Jamaica's Order of Distinction and, in 2016, induction into the African Diaspora World Tourism Hall of Fame.

