

COUNTRYSTYLE COMMUNITY TOURISM NETWORK (CCTN)
VILLAGES AS BUSINESSES PROGRAMME (VAB)
CUPID CRAFT CARIBBEAN ACADEMY FOR COMMUNITY TOURISM (ACT)
COUNTRYSTYLE CARIBBEAN VACATIONS AND TOURS (COCAVAT)/OLYMPIA TOURS
Tourism Entrepreneurship – Sustaining and Transforming Communities
ENDORSED BY THE INTERNATIONAL INSTITUTE FOR PEACE THROUGH TOURISM (IIPT)



www.accesscommunitytourism.com



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INFORMATION ON THE ACADEMY FOR COMMUNITY TOURISM (ACT)

As a tribute to the pioneering work of Diana McIntyre-Pike in community tourism, The Countrystyle Community Tourism Network/Villages as Businesses (CCTN/VAB) and the IIPT Caribbean has created an Academy for Community Tourism in honour of its President/Founder Diana McIntyre-Pike who is the President for the first chapter of the International Institute for Peace through Tourism (IIPT) outside of USA and Co-ordinator of the IIPT International Community Tourism Network.

The focus of the Academy of Community Tourism (ACT) is to energize small and medium enterprises, the lifeblood of every economy, and to empower individuals through new skills and entrepreneurship. The Academy is a core tool for implementing the philosophy of Community Tourism, that is working through small and medium enterprises in the tourism sector to lift up communities and contribute to peace and harmony among the peoples of the world.

The creation of an Academy for Community Tourism (ACT) provides the vehicle through which internationally recognised certification and professional skills become easily accessible. All knowledge has value and can be assessed. ACT will make it possible for persons without traditional formal qualifications, over time, to achieve academic excellence.

Diana McIntyre-Pike is world-renowned for creating Community Experience tours, spreading her vision of economically sustainable communities and preparing villages to participate in Community Tourism. Viewing villages from a business perspective is a holistic approach towards development through tourism. This approach promotes prosperity and understanding and peace between and among people, locally and globally.

Countrystyle and the IIPT Caribbean co-ordinates the IIPT/SKAL Peace Villages programme in the Caribbean and Mandeville, Jamaica, has the distinction of being the first peace town registered in the Caribbean with the first peace park and Treasure Beach St. Elizabeth Jamaica is the first peace village

Dr. Carolyn Hayle, former Executive Director of Jamaica's National Training Agency, HEART Trust/NTA, and former Executive Director of Tourism Action Plan Ltd., and Jamaica Heritage Trails Ltd., has created, along with two colleagues with significant technical, vocational and educational training experience, a novel approach to workforce development backed by international certification. Etalon Global Solutions (EGS) is an approved Pearson EDEXCEL Training and Certification Centre that offers Business and Technology Education Council (BTEC) certification. The qualification "BTEC" is owned by Pearson's education arm, EDEXCEL Exam Board which in turn is accredited by the UK OfQual, the equivalent of UCJ.

CountryStyle/Villages as Businesses and the IIPT Caribbean have partnered with Etalon Global Solutions (EGS), an approved Pearson EDEXCEL Training and Certification Centre, to continue to build on Countrystyle's community tourism training courses. As a result, the Academy will deliver the skills training necessary for creating a truly internationally certified and competitive community-based tourism workforce. Small businesses operating in the context of their natural base and cultural space provide a truly authentic visitor experience. Small businesses, efficiently and effectively run by owners who are empowered to create their own prosperity, add value to any tourism experience and improve the quality of life in any destination.

The BTEC qualification is exclusive to Pearson. This partnership gives communities access to over 10,000 skill units and 200 occupational standards across 27 sectors and the internationally recognized certification available through EGS makes every entrepreneur, enterprise and village globally attractive and competitive. Human resource development and certification of persons working in community tourism improves the tourism product and enhances the visitor experience. Most of all, international certification empowers the individual and adds value to the quality of life within the community.

There is a strong logic behind the establishment of the Academy. Bringing together the power of community tourism, which is "community and small business development through tourism" (Hayle, 2003, McIntyre-Pike, 2009), and of certification, which is the new global currency, will create new opportunities for small business development and personal advancement.

The launch of ACT will herald a new phase in global Community Tourism by providing an avenue for empowering entrepreneurs, village by village, to operate businesses efficiently, effectively and with style. Also available is a 14-day Village Tourism Planning and Management short course for practitioners to be promoted internationally as a community tourism study tour through Countrystyle Caribbean Vacations and Tours (COCAVAT) and its tour partner CARIBIC/OLYMPIA TOURS.

Upon successful completion of this 14-day course, participants will have completed Unit 1, *Entrepreneurial Mindset*, which is the first course in the BTEC Level 2 programme entitled *Enterprise and Entrepreneurship*.

Community tourism and international training and certification are catalysts for poverty reduction, the conservation of nature and culture, better governance, and more harmonious and self-reliant communities.

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